



Kentucky Tourism Economic Impact - Regions - 2024

| County | Employment | | Labor Income (Millions) | | State & Local Taxes (Millions) | Spending (Millions) | |
|--------|------------|-------|----------------------------|-------|--------------------------------------|------------------------|-------|
| | Direct | Total | Direct | Total | Total | Direct | Total |

Bluegrass,Blues & BBQ Region

| | | | | | | | |
|-------------------|-------|-------|--------|---------|--------|---------|---------|
| Daviess County | 1,481 | 1,999 | \$38.7 | \$58.9 | \$19.1 | \$173.1 | \$249.7 |
| Hancock County | 45 | 60 | \$1.9 | \$2.3 | \$0.6 | \$4.1 | \$7.9 |
| Henderson County | 429 | 588 | \$11.5 | \$17.4 | \$7.0 | \$63.0 | \$93.8 |
| Hopkins County | 441 | 599 | \$10.2 | \$15.5 | \$6.7 | \$59.5 | \$87.4 |
| McLean County | 9 | 13 | \$0.3 | \$0.4 | \$0.3 | \$1.9 | \$3.8 |
| Morgan County | 48 | 77 | \$1.2 | \$1.9 | \$0.7 | \$6.7 | \$10.6 |
| Muhlenberg County | 252 | 358 | \$5.5 | \$8.8 | \$3.5 | \$32.2 | \$45.1 |
| Ohio County | 90 | 154 | \$2.1 | \$3.8 | \$1.7 | \$15.1 | \$25.4 |
| Union County | 36 | 51 | \$1.0 | \$1.5 | \$0.7 | \$5.7 | \$10.7 |
| Webster County | 34 | 46 | \$0.7 | \$1.0 | \$0.6 | \$4.3 | \$8.2 |
| TOTALS | 2,865 | 3,946 | \$73.0 | \$111.4 | \$40.8 | \$365.5 | \$542.6 |

Bluegrass, Horses, Bourbon & Boone Region

| | | | | | | | |
|------------------|--------|--------|---------|---------|---------|-----------|-----------|
| Anderson County | 46 | 88 | \$1.2 | \$2.2 | \$0.9 | \$8.0 | \$14.7 |
| Bourbon County | 102 | 173 | \$4.1 | \$5.8 | \$1.9 | \$16.7 | \$28.9 |
| Boyle County | 532 | 696 | \$13.4 | \$19.8 | \$6.6 | \$58.9 | \$83.5 |
| Clark County | 296 | 424 | \$7.9 | \$12.9 | \$4.8 | \$41.9 | \$63.6 |
| Fayette County | 8,975 | 11,851 | \$293.9 | \$439.1 | \$130.6 | \$1,212.4 | \$1,661.8 |
| Franklin County | 892 | 1,250 | \$23.8 | \$38.0 | \$12.5 | \$112.4 | \$165.5 |
| Garrard County | 34 | 51 | \$0.8 | \$1.4 | \$0.6 | \$5.4 | \$8.9 |
| Harrison County | 58 | 94 | \$1.3 | \$2.1 | \$0.9 | \$7.7 | \$14.3 |
| Jessamine County | 382 | 544 | \$11.5 | \$19.0 | \$6.2 | \$55.9 | \$87.0 |
| Lincoln County | 49 | 86 | \$1.2 | \$1.8 | \$0.7 | \$6.3 | \$11.5 |
| Madison County | 1,509 | 1,925 | \$41.8 | \$57.3 | \$20.1 | \$181.0 | \$243.7 |
| Mercer County | 304 | 389 | \$8.2 | \$12.6 | \$3.2 | \$31.6 | \$44.4 |
| Nicholas County | 23 | 36 | \$0.4 | \$0.7 | \$0.4 | \$3.4 | \$4.9 |
| Scott County | 965 | 1,259 | \$25.1 | \$38.1 | \$14.4 | \$128.9 | \$186.0 |
| Woodford County | 217 | 344 | \$7.3 | \$12.2 | \$3.0 | \$27.3 | \$48.5 |
| TOTALS | 14,383 | 19,211 | \$442.0 | \$663.1 | \$206.7 | \$1,897.8 | \$2,667.1 |

Bourbon, Horses & History Region

| | | | | | | | |
|---------------------|--------|--------|---------|-----------|---------|-----------|-----------|
| Breckinridge County | 101 | 147 | \$2.8 | \$4.7 | \$1.3 | \$20.5 | \$27.3 |
| Bullitt County | 845 | 1,063 | \$22.9 | \$32.5 | \$14.0 | \$126.7 | \$173.0 |
| Grayson County | 275 | 386 | \$5.9 | \$9.5 | \$3.6 | \$42.5 | \$56.0 |
| Hardin County | 1,996 | 2,623 | \$50.7 | \$76.4 | \$29.7 | \$265.1 | \$370.7 |
| Henry County | 70 | 88 | \$1.6 | \$2.1 | \$1.4 | \$13.2 | \$18.1 |
| Jefferson County | 19,586 | 28,460 | \$763.0 | \$1,289.3 | \$320.1 | \$3,036.5 | \$4,427.0 |
| Larue County | 38 | 61 | \$1.0 | \$1.5 | \$0.5 | \$4.3 | \$7.8 |
| Marion County | 70 | 126 | \$1.6 | \$2.8 | \$1.3 | \$11.1 | \$21.7 |
| Meade County | 205 | 254 | \$4.8 | \$6.6 | \$2.9 | \$27.4 | \$37.1 |
| Nelson County | 450 | 623 | \$11.6 | \$18.8 | \$6.9 | \$62.6 | \$90.9 |
| Oldham County | 282 | 449 | \$10.0 | \$16.6 | \$5.5 | \$51.0 | \$83.6 |
| Shelby County | 402 | 561 | \$12.2 | \$19.1 | \$7.6 | \$67.9 | \$98.9 |
| Spencer County | 49 | 66 | \$1.2 | \$1.8 | \$0.8 | \$7.6 | \$11.3 |
| Trimble County | 32 | 45 | \$0.8 | \$1.2 | \$0.3 | \$3.2 | \$5.4 |
| Washington County | 52 | 85 | \$1.1 | \$1.9 | \$0.8 | \$6.8 | \$12.0 |
| TOTALS | 24,454 | 35,037 | \$891.2 | \$1,484.7 | \$396.7 | \$5,804.0 | \$5,440.9 |



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|--------|------------|-------|----------------------------|-------|--------------------------------------|------------------------|-------|
| | Direct | Total | Direct | Total | Total | Direct | Total |

Caves, Lakes and Corvettes Region

| | | | | | | | |
|-----------------|-------|-------|---------|---------|--------|---------|---------|
| Allen County | 113 | 156 | \$2.5 | \$3.7 | \$1.1 | \$11.8 | \$18.7 |
| Barren County | 752 | 940 | \$18.5 | \$25.5 | \$9.6 | \$88.9 | \$119.2 |
| Butler County | 46 | 76 | \$1.2 | \$1.9 | \$0.6 | \$5.4 | \$9.4 |
| Edmonson County | 100 | 129 | \$2.9 | \$4.0 | \$0.9 | \$12.9 | \$16.3 |
| Hart County | 233 | 281 | \$5.8 | \$7.5 | \$3.0 | \$28.5 | \$38.6 |
| Logan County | 151 | 240 | \$3.7 | \$6.1 | \$2.2 | \$19.8 | \$34.1 |
| Metcalfe County | 10 | 15 | \$0.3 | \$0.5 | \$0.2 | \$1.7 | \$3.4 |
| Monroe County | 38 | 69 | \$0.8 | \$1.4 | \$0.5 | \$4.6 | \$8.9 |
| Simpson County | 445 | 554 | \$13.3 | \$18.6 | \$7.8 | \$72.9 | \$94.3 |
| Warren County | 2,973 | 3,984 | \$82.5 | \$128.0 | \$39.6 | \$358.7 | \$479.8 |
| TOTALS | 4,860 | 6,445 | \$131.5 | \$197.3 | \$65.6 | \$605.3 | \$822.8 |

Daniel Boone Country

| | | | | | | | |
|-------------------|-------|-------|--------|---------|--------|---------|---------|
| Bell County | 293 | 388 | \$5.8 | \$8.7 | \$4.0 | \$36.2 | \$48.9 |
| Breathitt County | 71 | 103 | \$1.9 | \$2.9 | \$1.1 | \$9.7 | \$13.8 |
| Clay County | 80 | 119 | \$1.9 | \$3.2 | \$1.3 | \$11.1 | \$17.3 |
| Estill County | 51 | 75 | \$1.1 | \$1.6 | \$0.7 | \$6.6 | \$9.9 |
| Harlan County | 212 | 301 | \$4.0 | \$6.1 | \$3.0 | \$29.1 | \$38.7 |
| Jackson County | 18 | 33 | \$0.5 | \$0.8 | \$0.3 | \$2.9 | \$5.0 |
| Knott County | 20 | 38 | \$0.5 | \$1.0 | \$0.4 | \$4.3 | \$7.4 |
| Knox County | 61 | 108 | \$1.6 | \$2.7 | \$1.7 | \$14.3 | \$24.6 |
| Laurel County | 741 | 960 | \$18.1 | \$26.9 | \$11.2 | \$100.0 | \$140.0 |
| Lee County | 49 | 65 | \$1.7 | \$2.7 | \$0.5 | \$4.5 | \$6.9 |
| Leslie County | 55 | 71 | \$1.6 | \$2.2 | \$0.4 | \$4.1 | \$6.5 |
| Letcher County | 104 | 150 | \$2.4 | \$3.8 | \$1.3 | \$12.3 | \$18.1 |
| Owsley County | 4 | 8 | \$0.1 | \$0.2 | \$0.1 | \$0.7 | \$1.4 |
| Perry County | 274 | 375 | \$6.4 | \$10.2 | \$4.7 | \$42.9 | \$59.6 |
| Powell County | 144 | 187 | \$3.9 | \$5.6 | \$1.8 | \$16.3 | \$20.9 |
| Rockcastle County | 103 | 138 | \$2.0 | \$3.1 | \$1.4 | \$13.4 | \$18.8 |
| Whitley County | 620 | 792 | \$12.7 | \$19.1 | \$9.5 | \$87.8 | \$114.7 |
| Wolfe County | 47 | 61 | \$1.5 | \$2.3 | \$0.6 | \$6.5 | \$8.8 |
| TOTALS | 2,948 | 3,972 | \$67.9 | \$103.2 | \$43.9 | \$402.7 | \$561.2 |

Kentucky Appalachian Region

| | | | | | | | |
|-------------------|-------|-------|--------|---------|--------|---------|---------|
| Bath County | 39 | 57 | \$1.0 | \$1.7 | \$0.4 | \$3.8 | \$6.4 |
| Boyd County | 793 | 1,119 | \$20.5 | \$32.9 | \$12.2 | \$108.8 | \$157.0 |
| Carter County | 203 | 261 | \$4.1 | \$6.1 | \$3.0 | \$27.2 | \$35.9 |
| Elliott County | 25 | 36 | \$0.6 | \$1.1 | \$0.2 | \$2.9 | \$4.2 |
| Floyd County | 255 | 363 | \$6.7 | \$10.0 | \$4.0 | \$37.3 | \$54.6 |
| Greenup County | 120 | 217 | \$3.0 | \$5.3 | \$1.6 | \$13.6 | \$26.5 |
| Johnson County | 125 | 178 | \$3.1 | \$4.9 | \$2.2 | \$20.7 | \$28.3 |
| Lawrence County | 130 | 174 | \$3.2 | \$4.8 | \$1.7 | \$16.5 | \$21.7 |
| Magoffin County | 62 | 76 | \$1.3 | \$1.8 | \$0.5 | \$5.5 | \$7.9 |
| Martin County | 39 | 67 | \$0.9 | \$1.5 | \$0.7 | \$6.5 | \$10.5 |
| Menifee County | 39 | 56 | \$1.1 | \$1.9 | \$0.3 | \$6.4 | \$8.1 |
| Montgomery County | 244 | 342 | \$5.9 | \$9.6 | \$4.0 | \$35.1 | \$51.9 |
| Pike County | 646 | 924 | \$16.1 | \$26.9 | \$8.6 | \$78.6 | \$114.6 |
| Rowan County | 273 | 381 | \$5.7 | \$9.5 | \$4.4 | \$41.2 | \$56.3 |
| TOTALS | 2,995 | 4,254 | \$73.4 | \$117.9 | \$43.9 | \$404.0 | \$584.0 |

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| County | Employment | | Labor Income (Millions) | | State & Local Taxes (Millions) | Spending (Millions) | |
|--------------------------------|------------|--------|----------------------------|---------|--------------------------------------|------------------------|-----------|
| | Direct | Total | Direct | Total | Total | Direct | Total |
| Northern Kentucky River Region | | | | | | | |
| Boone County | 5,082 | 6,730 | \$311.2 | \$394.6 | \$63.8 | \$1,093.5 | \$1,362.7 |
| Bracken County | 30 | 48 | \$0.6 | \$1.0 | \$0.3 | \$3.1 | \$5.2 |
| Campbell County | 1,135 | 1,513 | \$32.2 | \$48.2 | \$16.0 | \$145.8 | \$201.5 |
| Carroll County | 231 | 316 | \$6.0 | \$9.5 | \$3.8 | \$33.7 | \$47.7 |
| Fleming County | 55 | 87 | \$1.5 | \$2.7 | \$0.9 | \$8.5 | \$14.1 |
| Gallatin County | 46 | 61 | \$1.3 | \$2.2 | \$1.1 | \$10.8 | \$15.4 |
| Grant County | 353 | 427 | \$10.2 | \$12.7 | \$5.1 | \$48.4 | \$60.8 |
| Kenton County | 3,515 | 4,754 | \$105.3 | \$161.0 | \$45.7 | \$409.7 | \$581.8 |
| Lewis County | 43 | 63 | \$0.9 | \$1.5 | \$0.6 | \$6.4 | \$9.3 |
| Mason County | 378 | 480 | \$7.7 | \$11.1 | \$3.9 | \$35.3 | \$50.0 |
| Owen County | 58 | 75 | \$1.6 | \$2.2 | \$0.7 | \$9.5 | \$12.4 |
| Pendleton County | 45 | 71 | \$1.0 | \$1.6 | \$0.5 | \$5.8 | \$9.5 |
| Robertson County | 3 | 4 | \$0.1 | \$0.1 | \$0.0 | \$0.4 | \$0.8 |
| TOTALS | 10,974 | 14,630 | \$479.7 | \$648.3 | \$142.4 | \$1,810.9 | \$2,371.3 |

Southern Kentucky Vacations

| | | | | | | | |
|-------------------|-------|-------|--------|--------|--------|---------|---------|
| Adair County | 90 | 129 | \$2.1 | \$3.2 | \$1.1 | \$11.4 | \$18.1 |
| Casey County | 60 | 94 | \$1.4 | \$2.4 | \$0.6 | \$5.9 | \$10.6 |
| Clinton County | 118 | 155 | \$2.4 | \$3.7 | \$0.9 | \$9.7 | \$14.2 |
| Cumberland County | 117 | 139 | \$2.9 | \$3.8 | \$1.1 | \$11.2 | \$14.8 |
| Green County | 29 | 48 | \$0.6 | \$1.0 | \$0.4 | \$3.9 | \$6.7 |
| McCreary County | 110 | 145 | \$1.9 | \$3.0 | \$1.2 | \$11.4 | \$15.5 |
| Pulaski County | 842 | 1,114 | \$20.2 | \$30.5 | \$10.7 | \$105.7 | \$146.5 |
| Russell County | 288 | 385 | \$6.3 | \$9.9 | \$3.8 | \$41.7 | \$55.1 |
| Taylor County | 247 | 353 | \$5.7 | \$9.2 | \$3.3 | \$29.0 | \$45.3 |
| Wayne County | 147 | 212 | \$3.8 | \$6.2 | \$1.8 | \$21.7 | \$29.4 |
| TOTALS | 2,048 | 2,773 | \$47.3 | \$73.0 | \$25.1 | \$251.7 | \$356.2 |

Western Waterlands Region

| | | | | | | | |
|-------------------|-------|-------|---------|---------|--------|---------|---------|
| Ballard County | 22 | 36 | \$0.8 | \$1.1 | \$0.3 | \$3.1 | \$6.1 |
| Caldwell County | 93 | 140 | \$1.8 | \$3.2 | \$1.2 | \$11.4 | \$17.6 |
| Calloway County | 549 | 692 | \$12.4 | \$17.3 | \$6.5 | \$61.3 | \$86.9 |
| Carlisle County | 8 | 11 | \$0.1 | \$0.2 | \$0.2 | \$1.3 | \$2.4 |
| Christian County | 1,245 | 1,812 | \$27.8 | \$47.5 | \$16.3 | \$138.6 | \$243.4 |
| Crittenden County | 31 | 57 | \$0.6 | \$1.1 | \$0.4 | \$4.2 | \$7.2 |
| Fulton County | 56 | 80 | \$1.1 | \$1.7 | \$0.7 | \$6.5 | \$9.4 |
| Graves County | 268 | 379 | \$4.9 | \$8.5 | \$3.2 | \$27.5 | \$46.7 |
| Hickman County | 20 | 32 | \$0.8 | \$1.2 | \$0.3 | \$2.0 | \$3.8 |
| Livingston County | 123 | 174 | \$4.8 | \$7.5 | \$2.4 | \$24.2 | \$31.4 |
| Lyon County | 236 | 266 | \$7.6 | \$9.2 | \$2.9 | \$31.5 | \$37.6 |
| Marshall County | 638 | 755 | \$16.6 | \$21.0 | \$6.5 | \$65.5 | \$90.4 |
| McCracken County | 1,879 | 2,456 | \$49.2 | \$71.8 | \$26.1 | \$235.4 | \$321.6 |
| Todd County | 12 | 19 | \$0.3 | \$0.6 | \$0.3 | \$2.1 | \$4.1 |
| Trigg County | 167 | 216 | \$3.8 | \$5.7 | \$2.1 | \$24.3 | \$31.2 |
| TOTALS | 5,348 | 7,124 | \$132.8 | \$197.7 | \$69.4 | \$638.9 | \$939.7 |