

KENTUCKY DEPARTMENT OF TOURISM ANNUAL REPORT 2024



TEAM
KENTUCKY®

New
Kentucky
Home



Dear Team Kentucky:

Together, we're celebrating another record year for our booming tourism industry. Thanks to the hard work of so many leaders like you, 2023 was the best year ever for Kentucky tourism with \$13.8 billion generated in economic impact, supporting 95,222 jobs. This milestone means we're officially marking two back-to-back record years for tourism – and we fully expect 2024 to beat those numbers when we announce them this Spring.

We're inviting folks to come explore our New Kentucky Home – a global destination where lifelong memories are made. More than 79 million travelers answered that call last year, spending more than \$9.7 billion in local communities across our commonwealth.

Looking ahead, we expect even more visitors as we build opportunities within this industry. Ten new tourism development projects received approval in 2024 – the most ever in a single year, followed by 2023's record nine approvals. These projects are expected to create 1,696 jobs through an estimated \$256 million in investment. When you combine these numbers with economic development, 2024 saw \$7.25 billion in investment and over 11,100 new jobs.

A lot of work went into helping us achieve this success. From marketing to trade shows, international missions, hosting media and more, Team Kentucky recognizes the dedication of this industry. Thanks to you, more people are visiting communities from east to west, north to south and everywhere in between and our businesses, attractions, hotels, restaurants and local communities are shining. And even more, our families are living better lives thanks to the positive impact tourism plays in our economic success, and overall quality of life.

Thank you for your commitment to our commonwealth and our people. I am excited to continue working together as we show the world why our New Kentucky Home is the best place to visit, live, work and thrive.

Sincerely,


Governor Andy Beshear

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**RECORD
BREAKING
NUMBERS**

ECONOMIC IMPACT

\$13.8 Billion

DIRECT VISITOR SPENDING

Kentucky hosted 79 million visitors who spent \$9.7 billion across multiple sectors including:

- Food and beverage
- Lodging
- Transportation
- Retail
- Recreation
- Entertainment

TOTAL ECONOMIC IMPACT

Visitors generated a total economic impact of \$13.8 billion in Kentucky in 2023, including \$4 billion in indirect and induced impacts.



\$9.7 Billion
Direct Visitor Spending

95,222
Total Jobs Generated

\$1.08 Billion
State & Local Taxes Generated



Western Waterlands \$915.7M

Ballard
Caldwell
Calloway
Carlisle
Christian
Crittenden
Fulton
Graves
Hickman
Livingston
Lyon
Marshall
McCracken
Todd
Trigg

Bluegrass, Horses, Bourbon & Boone \$2.562B

Anderson
Bourbon
Boyle
Clark
Fayette
Franklin
Garrard
Harrison
Jessamine
Lincoln
Madison
Mercer
Nicholas
Scott
Woodford

Northern Kentucky River Region \$2.327B

Boone
Bracken
Campbell
Carroll
Fleming
Gallatin
Grant
Kenton
Lewis
Mason
Owen
Pendleton
Robertson

Daniel Boone Country \$559.4M

Bell
Breathitt
Clay
Estill
Harlan
Jackson
Knott
Knox
Laurel
Lee
Leslie
Letcher
Owsley
Perry
Powell
Rockcastle
Whitley
Wolfe

Southern Kentucky Vacations \$348M

Adair
Casey
Clinton
Cumberland
Green
McCreary
Pulaski
Russell
Taylor
Wayne

Bluegrass, Blues & Barbecue \$533.7M

Daviess
Hancock
Henderson
Hopkins
McLean
Muhlenberg
Ohio
Union
Webster

Bourbon, Horses & History \$5.173B

Breckinridge
Bullitt
Grayson
Hardin
Henry
Jefferson
LaRue
Marion
Meade
Nelson
Oldham
Shelby
Spencer
Trimble
Washington

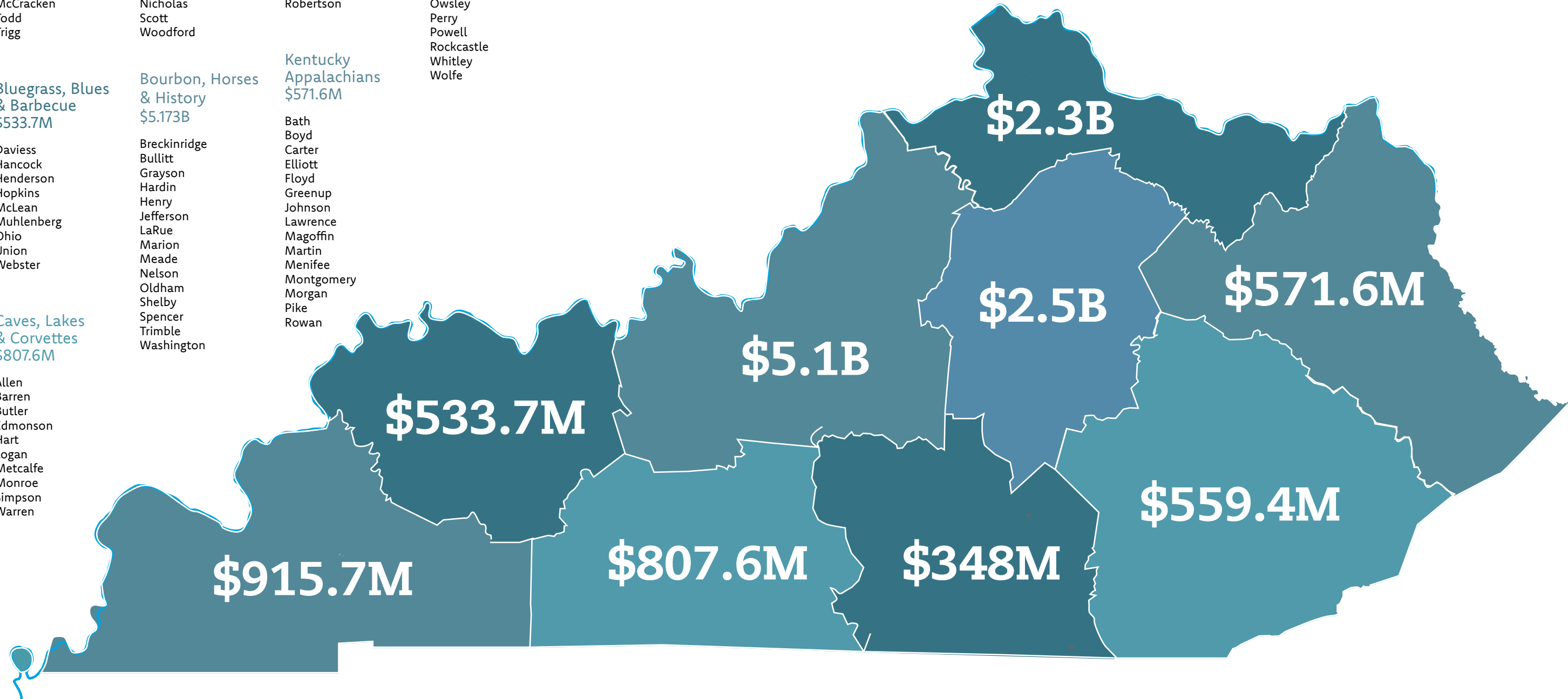
Kentucky Appalachians \$571.6M

Bath
Boyd
Carter
Elliott
Floyd
Greenup
Johnson
Lawrence
Magoffin
Martin
Menifee
Montgomery
Morgan
Pike
Rowan

Caves, Lakes & Corvettes \$807.6M

Allen
Barren
Butler
Edmonson
Hart
Logan
Metcalfe
Monroe
Simpson
Warren

All Economic Impact reports including county level numbers can be found under Tourism Resources at kentuckytourism.com/Industry



Kentucky Tourism Development Projects

The Kentucky Tourism Development Finance Authority set another record in 2024.

Ten tourism development projects were given final approval by the Authority during 2024 with an estimated \$256 million in investment. Once operational, these projects are expected to create 356 full-time and 1,340 part-time jobs.

Projects included:

- Expansion of visitor experiences at Keeneland in Fayette County
- Visitor experiences at a new distillery in Woodford County
- A renovated hotel in Woodford County
- A facility for pickleball tournaments in Jefferson County
- A resort with hotel, spa and marina in Livingston County
- A unique distillery experience in Adair County
- Expansion of visitor experiences at a distillery in Marion County
- A hotel renovation in Franklin County
- A professional soccer stadium and hotel in Fayette County
- A winery tasting room and event center in Warren County

2024 was the second straight record-breaking year for the most projects granted final approval in a single year by the Authority since the tourism incentive program was created in 1996. There are also several projects with preliminary approval currently under review.

The projects are approved through the Tourism Development Act, which supports the construction, rehabilitation and expansion of tourism projects. This program provides developers the ability to recover up to 25 percent of the project's development costs over a 10-year term through sales tax generated on-site. Some projects, including lodging facilities constructed in state parks, federal parks or national forest lands are eligible to recover up to 50 percent of the development costs over a 20-year term.

For more information and to view a list of projects and the annual report, please visit the Tourism Development Incentive Program web page at kentuckytourism.com/industry/programs/tourism-development-incentive-program.



First Project Approved

Newport Aquarium	Newport	June 19, 1997
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2024

PROJECTS	CITY	FINAL APPROVAL
Keeneland Association, Inc.	Lexington	January 17, 2024
TKC Distilling Co., LLC	Versailles	January 17, 2024
TKC Hospitality Group, LLC	Versailles	January 17, 2024
Louisville Pickleball, LLC (2)	Louisville	March 20, 2024
M&T Development, LLC	Grand Rivers	May 15, 2024
Pennyroyal Barrel Co., LLC	Columbia	May 15, 2024
Maker's Mark Distillery, PBC	Loretto	August 21, 2024
Franklin DevCo, LLC	Frankfort	October 30, 2024
LSC Stadium Co., LLC	Lexington	October 30, 2024
Dossey Vineyards, LLC	Bowling Green	December 18, 2024
Newport Hotel Associates, LLC	Newport	Pending
Rabbit Hole Spirits, LLC	Louisville	Pending
401 W High Street, LLC	Lexington	Pending
Pendleton Hills Inc.	Butler	Pending
TS Entertainment, LLC	Owensboro	Pending
Jellystone Meadows, LLC	Ashland	Pending
Legacy Spirits of Kentucky, LLC	Richmond	Pending



Communications/Earned Media



- Earned 180 placements
- Total earned impressions - more than 3.2 billion
- Total media value equates to more than \$2.1 million
- **44 of 2024's clips are featured placements, including:**
 - 6 broadcast features including, TODAY Show, Access Hollywood, CBS affiliates, and more
 - 7 features in Forbes
 - 10 features in Southern Living
 - A placement on TIME's World's Greatest Places



Social Media

- ORGANIC**
12 million impressions
- PAID**
50 million impressions
- 3.1% engagement rate



Media Visits & Missions

- Coordinated and executed 7 media visits in 2024.
- Hosted 3 national journalists for the Kentucky Derby.
- Planned, executed and hosted one media luncheon and one cocktail event with 13 attendees from titles including: HuffPost, Boston Globe, New York Lifestyles Magazine, Conde Nast Traveler, The Grio, NY Travel Writers Association, The Points Guy, Essence, Fodor's Travel, Honest Cooking, Lonely Planet, AFAR, TravelAwaits and more.



Conferences & Media Appointments

- **Southeast Tourism Society Domestic Showcase**
50 scheduled media appointments
- **International Media Marketplace**
Met with 24 journalists



KENTUCKY

Come see for yourself

e-News

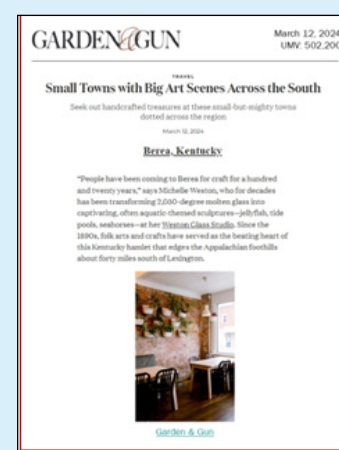
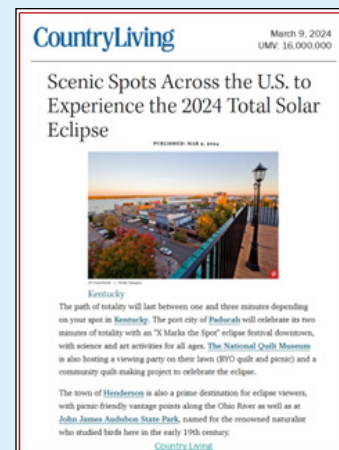
SENT: 4.7M+

DELIVERED RATE: 99.87%

OPEN RATE: 41.78%*

CLICK THROUGH RATE: 1.29%

*For comparison: industry average per Constant Contact is 32.22%



Cultural Heritage

Goal

To raise awareness of the numerous opportunities available and inspire both travelers and residents to immerse themselves in Kentucky's culture, heritage and stories while traveling throughout the state.

History & Heritage

- 4 day photo shoot - Added content to KDT image library as creative content/asset development for African American Heritage Trail development. - May 2024
- Began the process of developing a statewide African American Heritage Trail. Specifically, the trail promotes heritage tourism by providing an introduction of Kentucky's rich African American heritage for interested residents and visitors to explore when traveling in the state. There are nearly 60 sites from across the State which have initially been selected to be part of the trail that will reside virtually/online. Once completed and launched, the trail will be actively promoted by KDT, and as a part of Kentucky's America 250 initiative. - Spring 2024

- For the fifth year, KDT participated in a marketing partnership promoting Kentucky destinations along the Lewis and Clark Heritage Trail. Kentucky attractions, museums, state parks, and historic sites were promoted in 10,000 multi-state Lewis and Clark Eastern Legacy Trail Regional brochures distributed across Pennsylvania, West Virginia, Ohio, Kentucky, Indiana, Illinois and Missouri promoting Kentucky's African American heritage.
- Kentucky's attractions, museums, state parks, recreation areas and historic sites were promoted in 7,500 Kentucky Auto Tour brochures.
- Kentucky attractions, museums, state parks, recreation areas and historic sites are also promoted on Lewis-Clark.org (464,000 users), LewisAndClark.travel (153,000 users) and ExperienceLewisandClark.travel (18,500 users) in 2024.

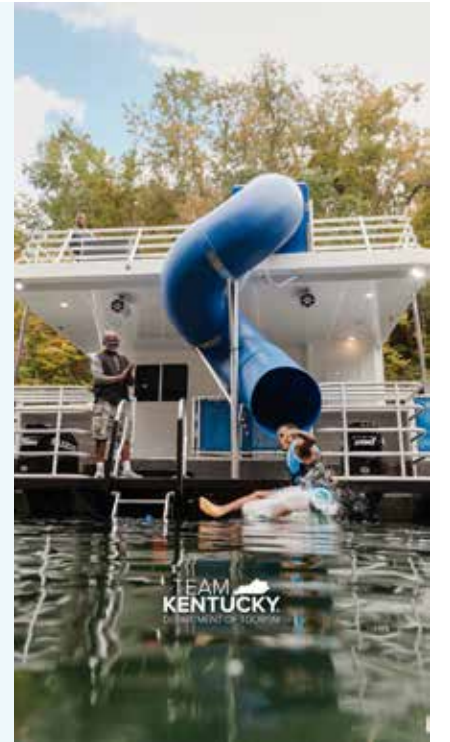
Arts & Culture

- In tandem with KDT marketing and communications, published StatePoint media article focused on exploration of Kentucky's history and culture in museums resulting in 1,309 media placements, with a 154.6 million audience reach. - April 2024
- KDT participated in the 2024 African American Travel Conference (AATC), a premier event for promoting tourism within the African American travel community, representing over 2,500 travel clubs nationwide. KDT took part in the Marketplace sessions, engaging in one-on-one discussions with travel planners and industry delegates from across the country. These sessions provided a valuable platform to showcase Kentucky's destinations, attractions, and tour options to Loyalty Club Directors, helping them make informed decisions for their group tours. African Americans travel on group tours at twice the rate of the general population, and this conference offered a key opportunity to position our state as a top travel destination for this vibrant market. Through these direct connections, Kentucky's tourism offerings were highlighted to a national audience of influential travel planners. - May 2024



Community Engagement, Collaboration, Outreach

- U.S. Civil Rights Trail – Continued partnership on U.S. Civil Rights Trail. Two members of KDT staff represent Kentucky on the Trail Marketing Alliance board of directors. Kentucky has five sites in four destination cities on the U.S. Civil Rights Trail, and had two destinations (Roots 101 Museum and the City of Louisville) highlighted in the 2024 Civil Rights Trail Travel Guide.
- BTAC (Black Tourism Advisory Council) – Represented KDT in Louisville Tourism's BTAC which meets bi-monthly and has been key in bringing new African American travel groups to Louisville.
- Kentucky Historical Society (KHS)/Kentucky Heritage Council (KHC) – Entered into a partnership with KHS and KHC on the America 250 initiative for Kentucky, and the development of a statewide African American Heritage Trail.
- Conducted two meetings of community stakeholders/representatives (in Lexington and Louisville) to solicit public input on a statewide African American Heritage Trail.
- Continue to support the efforts of community and regional groups like Friends of Cherokee State Park and Friends of Boone Trace to bring awareness and visitation to Kentucky's history and heritage sites.



Targeted content and marketing are used to ensure Kentucky reaches as many audiences as possible. The 2024 ad campaign used images/video and messaging tailored to make all feel welcome and safe should they decide to "Come See for Yourself."

Group Travel

Overview

Group Tourism Helps Drive Kentucky's Economy

KDT holds membership in trade associations, attends trade shows and markets in trade specific publications and digital platforms to promote group travel to Kentucky.



Why is this an important market?

Effect of Each Motorcoach Visit in Kentucky

- Approximately 43 equivalent visitors
- Approximately \$6,507 in local sales
- Approximately 28 room nights (double occupancy)
- For every motorcoach trip, 0.16 job is created in Kentucky

SOURCE ABA FOUNDATION

Group Travel Memberships



Some of What's New in 2024

Advertising



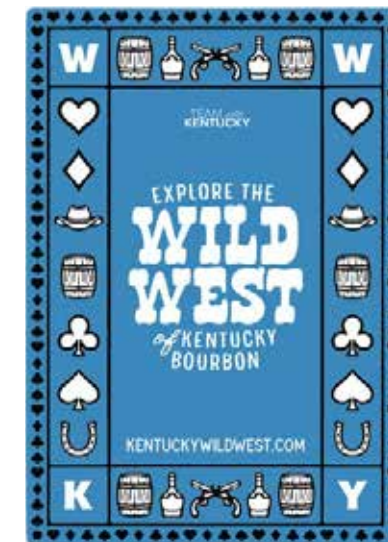
Met with tour operators to promote Kentucky as a travel destination at 4 group shows.



- ▶ Kentucky's "New Kentucky Home" initiative aims to boost tourism and business growth by highlighting the state's beauty, strong economy, and friendly communities. The Kentucky Department of Tourism is incorporating this concept in our paid and earned media efforts.
- ▶ Bernheim Arboretum and Research Forest opened a new art experience called L+A+N+D, which stands for Landscape + Art + Nature + Design. The exhibit features large-scale outdoor installations that explore the human connection to nature, sustainability, and other environmental issues.
- ▶ Covington has a new public art installation in the form of a 50-foot-tall alien dubbed Clive. The extraterrestrial can be seen hanging out of the Midtown Parking Garage on Fifth and Scott streets, studying anyone who passes under him with his magnifying glass.
- ▶ National Corvette Museum debuted a new pop culture exhibit. The exhibit features cars from TV shows like Hawaii Five-0 and movies like Transformers. It also highlights celebrities who owned Corvettes, such as Reggie Jackson and Jim Lowell.
- ▶ Railbike tours offered along Bluegrass Scenic Railroad. The 10-mile round-trip tour takes riders through two thoroughbred farms between limestone cliffs to the Kentucky River with views of a bourbon distillery and Young's High Bridge.
- ▶ New West Kentucky BBQ Belt campaign launches, promoting the fantastic barbecue in the western part of the Commonwealth.
- ▶ Southern Kentucky Distillery in Cumberland County joined the Moonshine Trail. The trail features eight distilleries and four landmarks in eastern Kentucky and is designed to inspire tourists to travel the region and experience its unique culture and history.



- ▶ The Kentucky Black Trailblazers Experience uses augmented reality to bring Kentucky's Black history to life. Visitors can use their mobile devices to experience holograms of Kentucky historical figures at sites in six Kentucky counties.
- ▶ The "Wild West of Kentucky Bourbon" campaign highlights Western Kentucky's distilleries. Six distilleries are participating, offering tours, tastings, and unique experiences. Souvenir cards and a video series promote the initiative.



For the complete list of what's new: www.kentuckytourism.com/media/whats-new-in-kentucky

International

To amplify Kentucky's international marketing program, the Department of Tourism partners with:

- Brand USA, the official destination management organization for the U.S.
- Travel South, a consortium of 12 southern states' local tourism offices and attractions

Our partner pages on visittheusa.com/state/kentucky and travelsouth.visittheusa.com promote Kentucky destinations, trips and experiences.

KDT staff, with our local partners, participated in 12 trade shows, including:

- American Bus Association in January
- IPW, the world's leading inbound travel trade show, in May
- Ontario Motor Coach Association Marketplace in November.

Kentucky Department of Tourism offered the Inbound Insider Steps to Success training, offered by the International Inbound Tourism Association, to ensure Kentucky's hotels and attractions are ready for international visitors.

Trade Shows



Marketing



International Memberships

TRAVEL SOUTH USA



ARPA

American Rescue Plan Act - Tourism Funds

The General Assembly awarded \$60 million from the American Rescue Plan Act (ARPA) to aid in the recovery of tourism throughout the state. The Kentucky Department of Tourism administered the application process from local partners and awarded the funds in 2023. The funds had to be spent by Dec. 31, 2024.

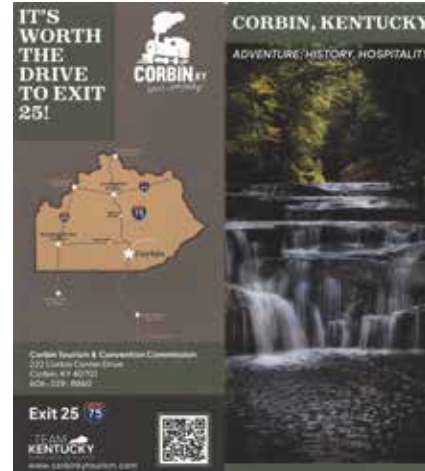
*An additional \$15 million were used by agencies of the Tourism, Arts and Heritage Cabinet to aid in the recovery.

Tranche #2: \$25 million for tourism commissions

105 TOURISM COMMISSIONS RECEIVED FUNDS

Projects that have been funded include but are not limited to:

- Marketing and Advertising
- Earned Media recruitment
- Other expenses consistent with the purpose of the Regional Marketing and Matching Funds Program

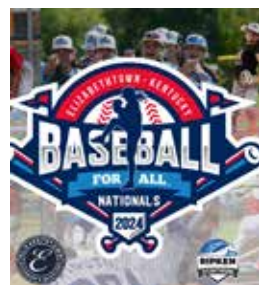


Tranche #3: \$25 million for meetings and conventions

26 TOURISM COMMISSIONS RECEIVED FUNDING TO PROMOTE MEETINGS AND CONVENTIONS

Projects that have been funded include but are not limited to:

- Underwriting incentives for offsetting event expenses
- Sales missions for recruiting meetings/conventions
- Amateur and professional competitive sporting events or tournaments
- Other expenses deemed eligible consistent with the funding mandate of the State and Local Fiscal Recovery Fund of the ARPA 2021



Tranche #4: \$10 million for multi-jurisdictional projects

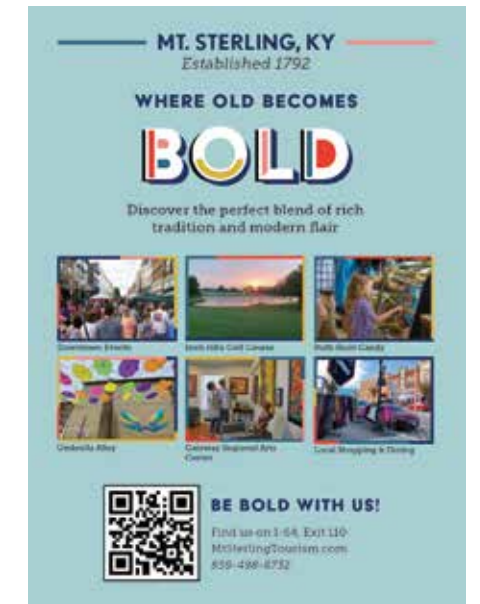
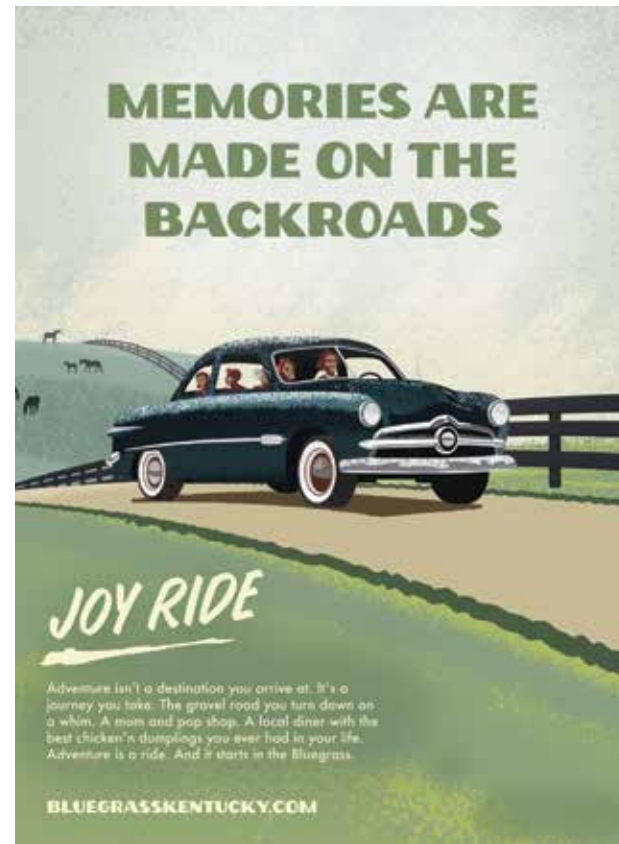
37 MULTI-JURISDICTIONAL PROJECTS RECEIVED FUNDING



Other multi-jurisdictional projects that received funding included wayfinding signage, marketing campaigns and trade show support.

Matching Funds

The Matching Funds Program provides local, non-profit tourism organizations with financial assistance to promote tourism in their areas. The program is administered by KDT staff in accordance with 300 KAR 1:010, Regional Marketing and Matching Funds Program.

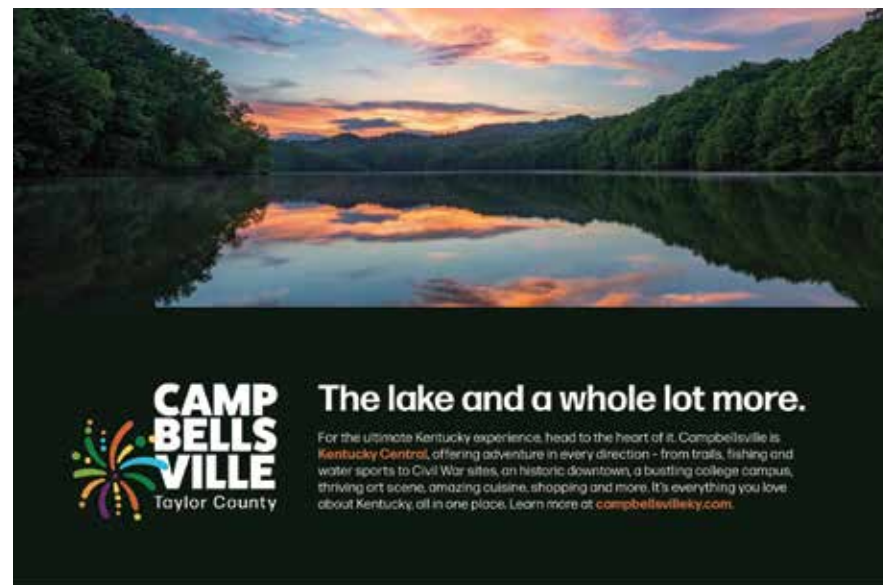


\$2 Million Awarded

87 Recipients in 80 Counties

Specific projects eligible for reimbursement include:

- Tourism publications, videos, CDs and DVDs
- Media advertisements
- Billboards and signage
- Brochure distribution services
- Consumer travel show expenses
- Group tour marketplace expenses
- Meeting/convention & sports marketing trade shows and expo expenses
- Media press kits
- Sponsorship of tourism trade shows and events
- Bid fees to assist in bringing events to the state
- Website design expenses

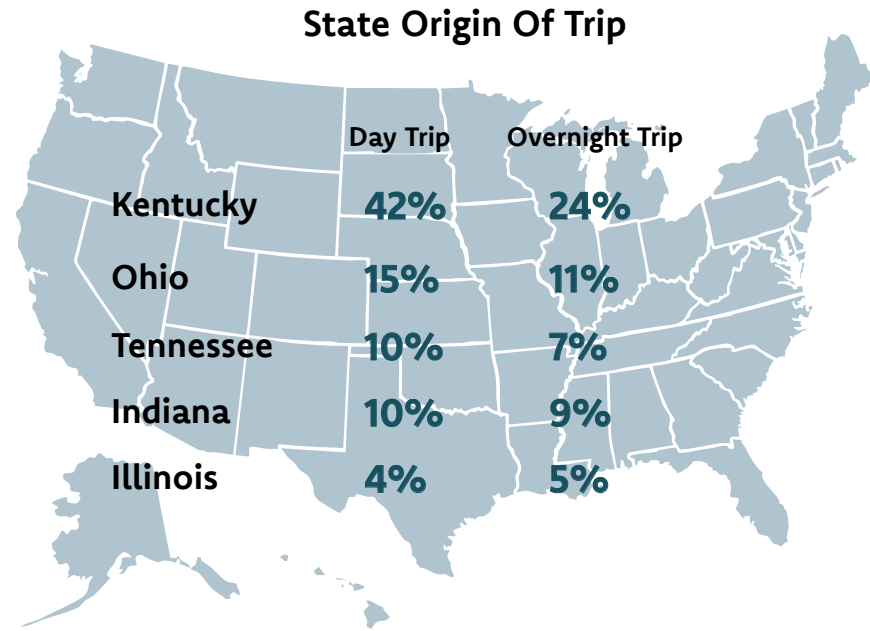


Research

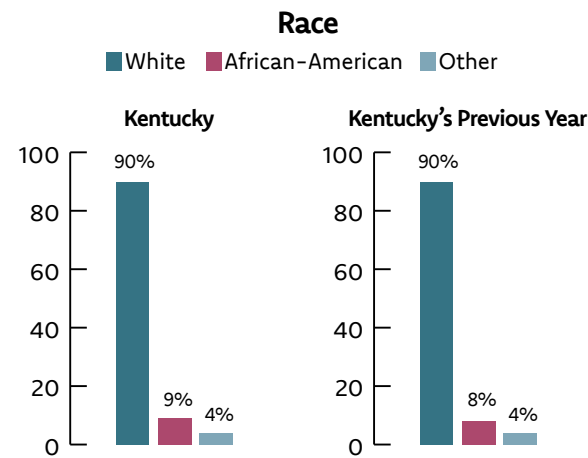
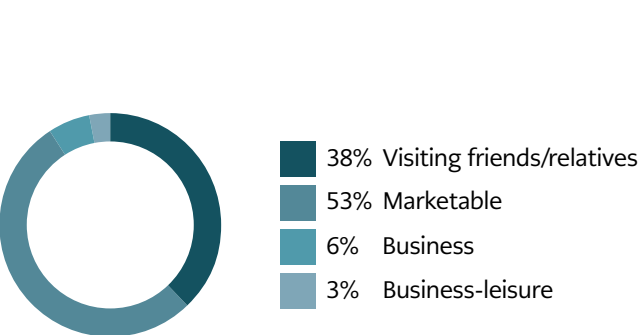
KDT uses research to make informed decisions to effectively market Kentucky as a vacation destination to potential visitors worldwide. We commission the following studies:

- Economic Impact
- Return On Investment
- Resident and Visitor Sentiment

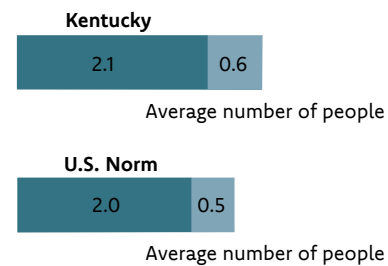
We also review Kentucky specific data from sources including AirDNA, STR, Visa Destination Insight and Zartico.*



2023 Kentucky Day Trips

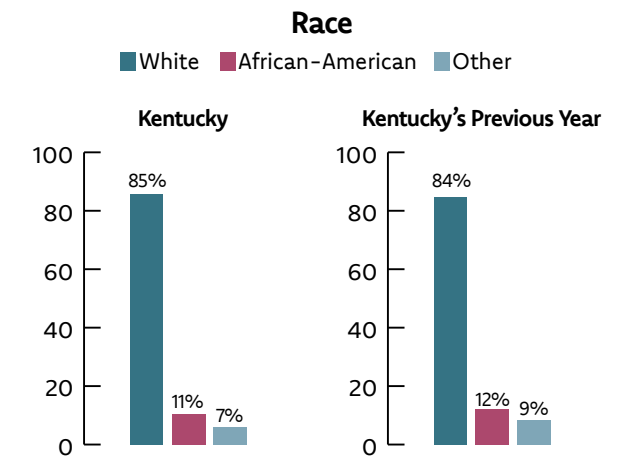
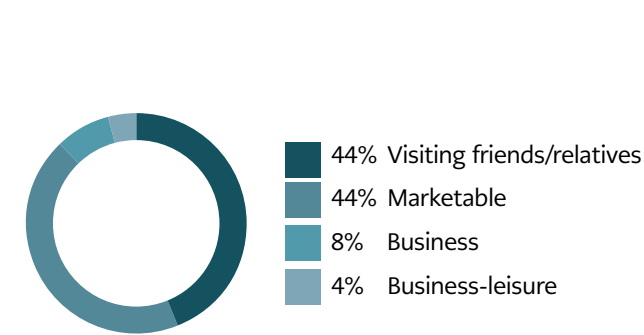


Size of Travel Party

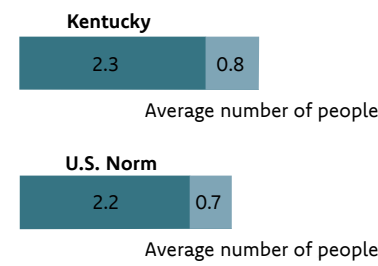


16% of travel parties had a member that required accessibility services
U.S. Norm 15%

2023 Kentucky Overnight Trips



Size of Travel Party



17% of travel parties had a member that required accessibility services
U.S. Norm 17%

Research Partners



Marketing

Objectives

- Increase travel to Kentucky, driving increased spending and tax revenue.
- Raise awareness of Kentucky as a state that offers a wide variety of vacation options for in-state and regional drive/fly feeder markets.
- Reach potential travelers by highlighting tourism pillars of bourbon, horses, outdoors, music, food and culture, inspiring them to plan their Kentucky vacation.

Kentucky Tourism’s marketing efforts are driven by research. In calendar year 2024, more than \$12.5 million was spent on advertising to target audiences, including family travelers, road trippers, outdoor enthusiasts/adventurers, military families and retirees in these markets:

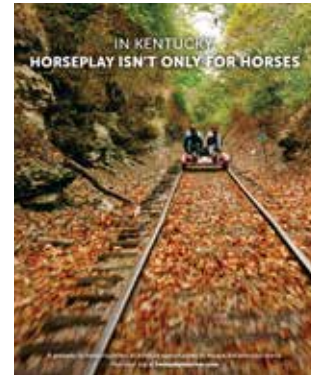
- In-State: Lexington, Louisville, Bowling Green, Paducah, Covington/Newport, Pikeville
- Sustainer-Driver Feeders: Cincinnati, Columbus, Nashville, Knoxville, Charleston/Huntington (WV), Indianapolis, Evansville, St. Louis, Grand Rapids and Champaign
- Sustainer-Fly/Drives: Chicago, Atlanta, Detroit, Toronto
- Growth-Fly/Drives: Washington, DC, Dallas, Orlando

To raise Kentucky awareness and ensure the invitation to visit Kentucky is extended to as many potential travelers as possible, we use digital ads (banner, interactive, video, native, display and social), TV (local and regional broadcast and local cable), Connected TV (streaming), Out-of-Home (digital and static billboards along major arteries) and installations such as the Atlanta MARTA Station domination. In addition, we do in-stadium/arena ads with the Cincinnati Reds, UK football and UK men’s/women’s basketball. Campaigns ran March-June and August-December. We run search engine marketing (SEM) and paid social in an always-on mode.

During the fall campaign, we incorporated the New Kentucky Home initiative across all mediums.

Advertising

We also support our call to action (This is Kentucky... Come See for Yourself) on all paid placements.



Out-of-Home Advertising

Cinema
(:30) video during the in-theater preshow, lobby entertainment network and digital display



Billboards
Located on high-traffic highways, including interstates in major metropolitan areas, both in-state and out.



Atlanta MARTA Station Station Domination



Digital Out-of-Home

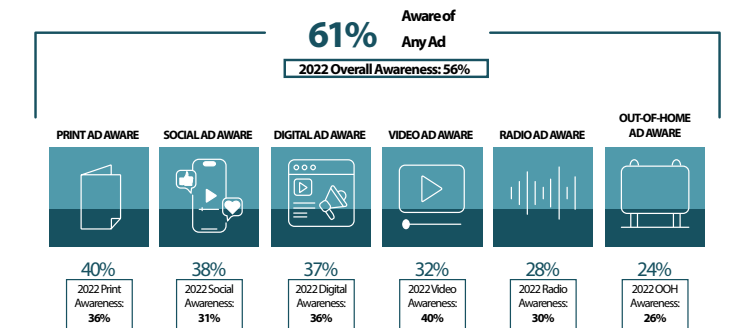


Results

Results of an advertising awareness study conducted by Longwood International show the effectiveness of our marketing.

Six in ten (61%) travelers in Kentucky’s total advertising recalled seeing at least one KDT ad. Around four in ten total market travelers recalled at least one print (40%), social media (38%), or digital (37%) ad, a third market recalled at least one video (32%) ad, and around a quarter recalled at least one radio (28%) or OOH (24%) ad.

- Comparing this distribution of awareness over media types to the overall awareness, it’s clear that travelers are seeing multiple ads across media types. This is the optimal delivery performance because seeing Kentucky’s messaging across media types reaffirms the brand and the state’s desirability, and it works to convert travelers’ interest into actual visitation.



The KDT advertising campaign had a strong, positive impact on travelers’ perceptions of Kentucky. Travelers aware of the campaign gave the state a significantly higher rating (51%) than those unfamiliar with the campaign (38%) for the attribute Kentucky is “a place I would really enjoy visiting.”

For the more detailed attributes, we find that the campaign did an exceptional job of improving people’s perceptions of Kentucky for almost every image dimension evaluated.

Website

Kentuckytourism.com showcases the beauty, excitement and authenticity that makes the Commonwealth a special place to visit. KDT staff, along with our local partners and marketing firms, continually update and produce written, photographic and video content to entice people to visit Kentucky. In addition to telling our stories, the site provides listings and tools to aid in planning a memorable Kentucky vacation. The URL kentuckytourism.com is included in the call to action in all our marketing.

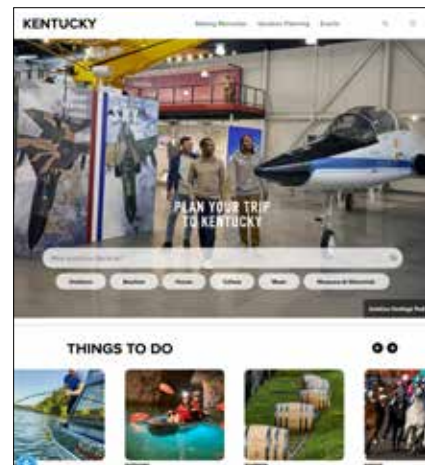
Users By Country



PAGE TITLE VIEWS

466k	Home
304k	Kentucky Visitor's Guide
123k	Events & Festivals
97k	Outdoors
94k	Things To Do
9k	Outdoor Recreation

COUNTRY	USERS
United States	2.4M
Canada	117K
Indonesia	15K
Philippines	12.1K
Thailand	6.3K
Malaysia	5.9K
Australia	3.3K



Asset Development

Photos and videos aid us in selling Kentucky as a top-of-mind travel destination. The Department of Tourism produces several photo/video shoots a year. We hire top tier photographers, videographers, creative directors and professional models to ensure Kentucky's image. These assets are used for marketing, communications and all Department of Tourism programs.

Official Visitor's Guide

The Department of Tourism annually produces a printed and interactive version of the Kentucky Official Visitor's Guide. The guide is written to entice readers to plan a memorable vacation to Kentucky with beautiful imagery and Kentucky stories.

Annually we produce 350,000 printed copies and in 2024, they were distributed to potential visitors throughout the United States and Canada. More than 200,000 visitors used the online guide to research and plan trips to Kentucky.



Fireside Fortune

"Fireside Fortune" is a six-part video series that follows a Chicago family with twin 16-year-old boys who are sent on a road trip through Kentucky, completely unplugged from technology. This family is unscripted and authentically living out their road trip on screen. They've never experienced Kentucky outside of Louisville, and they're about to see the entire state with surprise activities and accommodations revealed in each episode during a closing scene called the "Fireside Fortune."

The Kentucky Department of Tourism developed this video

campaign with three primary objectives:

- To inspire potential visitors through compelling content that showcases Kentucky's rich outdoor activities and unique accommodations.
- To educate travelers about the extensive array of activities available in Kentucky.
- To forge an emotional connection with viewers, motivating them to plan a visit to Kentucky.

"Fireside Fortune" breaks away from traditional marketing strategies by employing a narrative-driven, episodic format that is not often found within destination marketing. This creative approach calls the audience in with a sense of adventure and spontaneity that is both memorable and effective.

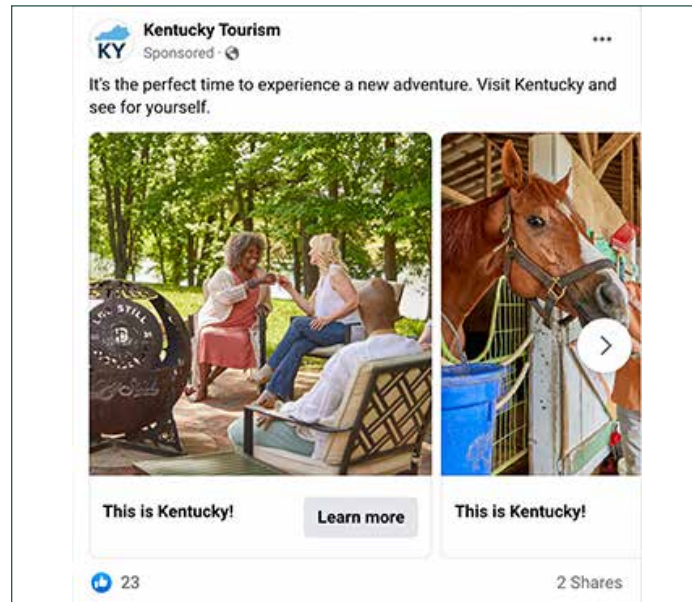
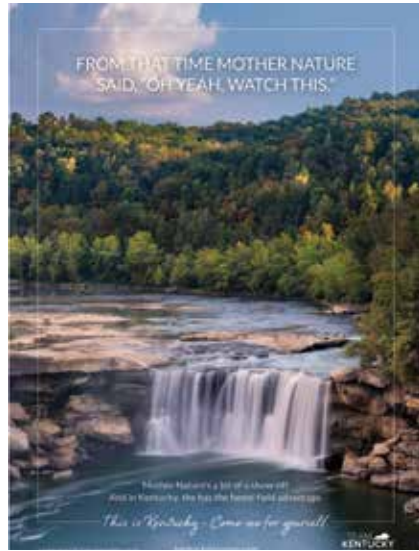
The series' genesis was to be a companion piece to the 2024 Kentucky Official Visitor's Guide, focusing on outdoor adventures and unique travel experiences throughout the Bluegrass State. Much of their story is in the moment or captured in reflection during individual or group testimonials. Authenticity and a desire to conquer each experience is what propels them.



"Fireside Fortune" Video Series has won multiple awards:
 HSMAI* Platinum Adrian Award
 HSMAI Gold Adrian Award + Best of Category
 Online Series: Travel & Tourism – Gold Telly**

* The Hospitality Sales and Marketing Association
 ** The Telly Awards honor excellence in video and television across all screens.

Kentucky 2023 Advertising ROI Research – Total Markets

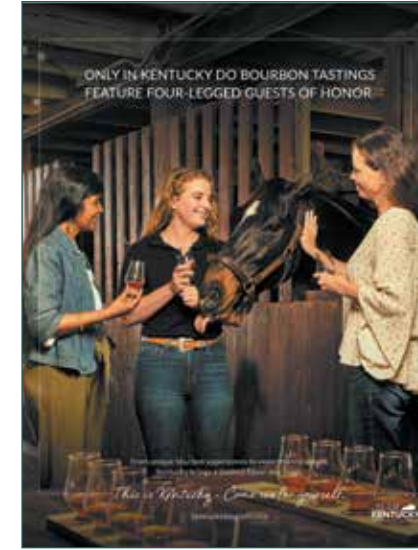


Longwoods was engaged in conducting a program of research designed to measure the return on Investment (ROI) and advertising awareness of the Kentucky advertising campaigns.

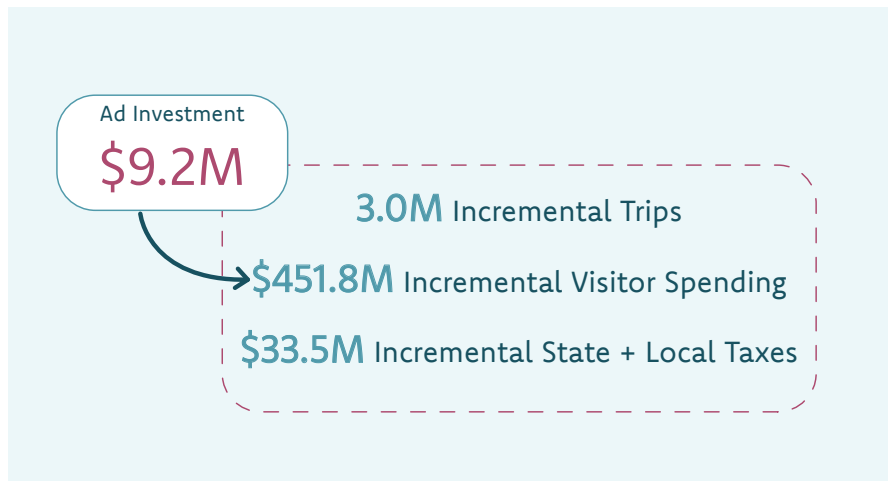
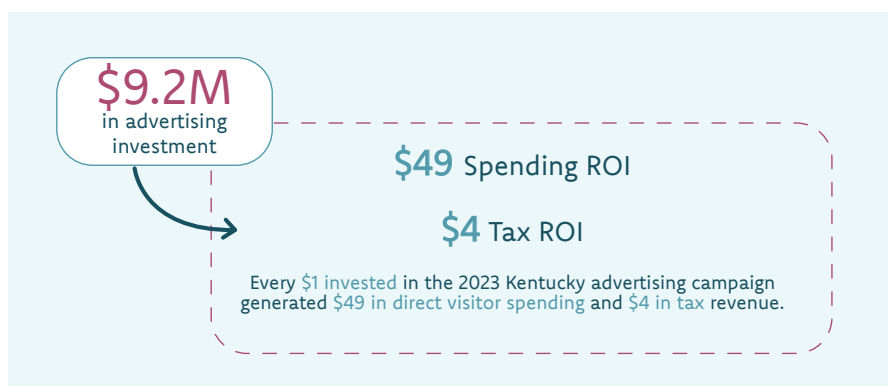
- The 2023 campaigns included in this study produced an additional 3 million trips to Kentucky, which otherwise would not have materialized in the absence of advertising, 300,000 more incremental trips than in 2022.
- 2.4 million of those incremental trips were from existing markets, and 0.6 million from new markets.
- Using Travel USA estimates of average visitor expenditures, we estimate that these incremental Kentucky visitors spent \$451.8 million on those trips, \$66.5 million more than 2022.
- When related to advertising costs of \$9.2 million, this translates into a return on investment of \$49 in visitor spending for each ad dollar spent.

- While the spending ROI is down \$11 from 2022, the fact remains that the additional investment of \$2.7 million over 2022 led to an additional \$66.5 million being spent by visitors with partners throughout the state.
- \$336.2 million of that incremental spending came from existing markets, an increase of \$27.4 million over 2022. When related to advertising costs of \$7 million, results in a spending ROI of \$48 for every advertising dollar spent. This is down \$15 from 2022.
- \$115.6 million of that incremental spending came from new markets, an increase of \$39.1 million. When related to advertising costs of \$2.2 million, results in a spending ROI of \$53 for every advertising dollar spent. This is up \$4 from 2022.
- Looking at total markets, KDT spent \$3.07 for every incremental trip taken, up from 2022's \$2.42
- The price per trip in existing markets was \$2.93 and \$3.66 in new markets.

The full report can be reviewed at kentuckytourism.com/industry/tourism-resources/research



Total Markets



Halo Effect

Just like Kentucky has a little something for every traveler, the Bluegrass State also offers a lot of something for every resident. A low cost of living; a reputation as being friendly, generous and hospitable; five distinct seasons (including Derby season); and affordable housing — with homes costing much less than the national average — are some of the attributes contributing to the state’s quality of life.

As home to one-of-a-kind tourism assets — Mammoth Cave, Red River Gorge, Cumberland Falls, more

natural arches than any state east of the Mississippi River, including Natural Bridge — Kentucky is a hub for outdoor adventure. As a farmland state, cultivating almost everything, Kentucky restaurants are blessed with an abundance of locally grown food.

A robust calendar of festivals and events, the scenic beauty of the Bluegrass and its unique geographical features all contribute to making Kentucky an enticing and attractive place to live, work and play.

Best of all, businesses are choosing to invest in Kentucky. Why? According to CNBC, it’s because Kentucky ranks fourth in the nation for cost of doing business. These historic investments are not only supporting local communities but paving the way for a brighter future for all Kentucky families for generations to come.

From outstanding experiences to the best jobs and communities for raising a family, Kentucky has a lot to offer, explore and discover.

Come discover your new Kentucky home.

THE “HALO EFFECT”

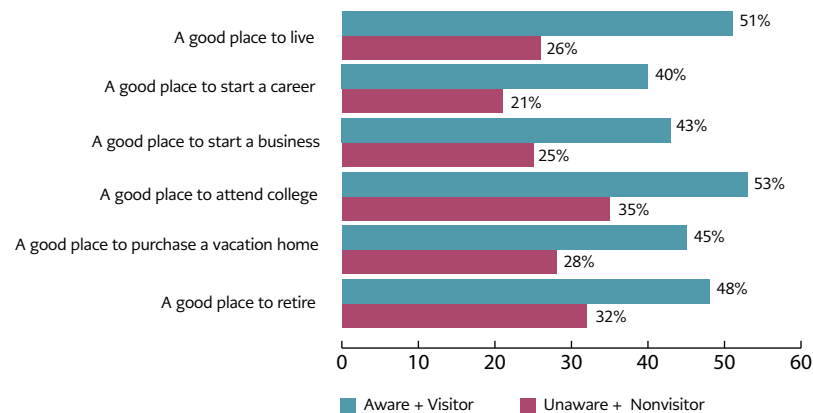
Research* has long demonstrated tourism advertising and the visitation it inspires has a positive impact on consumers’ image of destinations as a place for leisure travel and recreation. Applying the psychological concept of the “halo effect” to tourism promotion advertising, Longwoods set out to determine if gains in image for Kentucky from its tourism advertising would extend beyond the appeal as a place to visit. Could it be that economic objectives could also be achieved, such as viewing Kentucky more favorably as a place to live, work, start a business, attend college, purchase a vacation home and retire?



* Longwoods International

Impact of Ad Awareness + Visitation on Economic Development Image

For each economic development objective, the most dramatic improvement in image was among those consumers who were both exposed to the advertising campaign messaging and who also visited Kentucky.



Base: Out-of-State Total Market

Kentucky by the Numbers

- The cost of living is more than 11 percent lower in Kentucky**** than the U.S. average, and housing costs are 45.7 percent lower than the U.S. average.**
- Kentucky is served by **52 public-use general aviation airports and six commercial airports** – including two international airports – plus three global shipping hubs and ranks second in the nation in total air cargo shipments.
- 87 universities and colleges**, including the University of Kentucky, the state’s largest college, and Transylvania University in Lexington, the oldest university west of the Allegheny Mountains.
- Kentucky State Parks encompass nearly 50,000 acres** across 47 properties, including historic sites, recreational parks, resorts and two trail systems, in addition to a shared park with Virginia – Breaks, known as the “Grand Canyon of the South.”

THE 15TH STATE IN THE U.S., WITH STATEHOOD GRANTED IN 1792

POPULATION: APPROXIMATELY 4.5 MILLION

LARGEST FIVE CITIES BY POPULATION:
Louisville, Lexington, Bowling Green, Owensboro, Covington

MORE NAVIGABLE MILES OF WATER THAN ANY OTHER STATE EXCEPT ALASKA

TOP 4 IN THE U.S. FOR NATIVE FRESHWATER FISH DIVERSITY

THE ONLY U.S. STATE WITH A CONTINUOUS BORDER OF RIVERS ON THREE SIDES

12.4 MILLION ACRES OF FORESTLAND

MAMMOTH CAVE IS THE WORLD’S LONGEST KNOWN CAVE SYSTEM

- Cumberland Falls (the “Niagara of the South”)** is approximately 68 feet tall and 125 feet wide and is one of the few places in the world that regularly produces a moonbow.
- With more than 3,000 climbing routes, **Red River Gorge – one of the world’s top rock-climbing destinations** – is a federally designated National Geological Area, National Natural Landmark, National Archaeological District and is listed on the National Register of Historic Places.
- 2 UNESCO sites:** Mammoth Cave, a UNESCO World Heritage Site – one of only 26 in the United States, and Paducah, a UNESCO Creative City – one of only 9 in the United States and 350 worldwide.
- According to the United States Department of Agriculture, **more than 69,000 farms work 12.4 million acres in Kentucky.**

TOP KENTUCKY INDUSTRIES:

• **Manufacturing** (including automotive and aerospace) • **Food and beverage** – 95% of the world’s bourbon supply is made in Kentucky • **Logistics and transportation** – There are more than 600 logistics and distribution facilities across the state

1 National Park • 2 National Historic Parks • 2 National Recreational Areas • 32 National Historic Landmarks • 7 National Natural Landmarks • 3 National Monuments • 1 National Forest

**Kentucky Cabinet for Economic Development



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