

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q1 2023

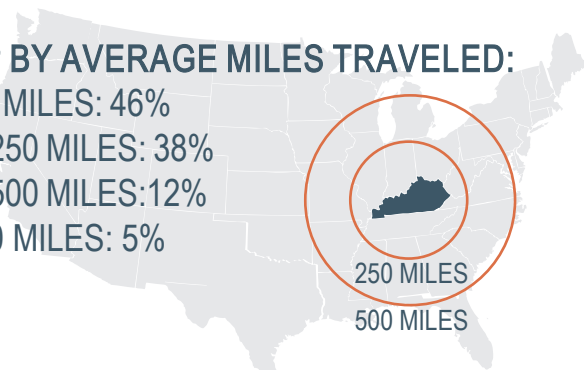
^24% VISITOR ARRIVALS | ^3% 1-3 NIGHTS | ^1% 4+NIGHTS | ^3% OCCUPANCY



HIGHEST OCCUPANCY:
 NORTHERN KENTUCKY REGION: 60%
 LOUISVILLE LINCOLN REGION: 57%
 BLUEGRASS REGION: 56%

GREATEST OCCUPANCY RECOVERY:
 LOUISVILLE LINCOLN REGION: ^7%
 BLUEGRASS REGION: ^6%
 NORTHERN KENTUCKY REGION: ^4%

TRIP BY AVERAGE MILES TRAVELED:
 <100 MILES: 46%
 100-250 MILES: 38%
 250-500 MILES: 12%
 > 500 MILES: 5%



HIGHEST OCCUPANCY WEEK- MAR 26-APR 1
 7:9 REGIONS SAW THEIR STRONGEST WEEK
 MID AMERICA TRUCKING SHOW, MONSTER JAM

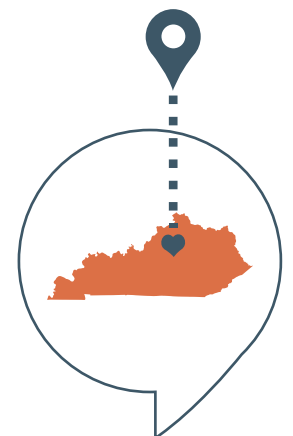


LOWEST OCCUPANCY WEEK- JAN 1-7
 9:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$121.99
 LOWEST AVERAGE ADR PER WEEK: \$95.62

KY OCCUPANCY:
 Q1 2023: 54%
 Q1 2022: 51%
 (Q1: JANUARY TO MARCH)

2023 OCCUPANCY:
 JANUARY: 45%
 FEBRUARY: 54%
 MARCH: 65%



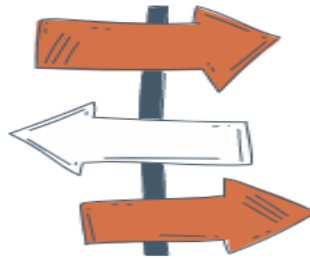
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KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q1

TEAM KENTUCKY

VISITATION BY SEASON

WINTER: 20%
 SPRING: 27%
 SUMMER: 28%
 FALL: 26%



STATE ORIGIN OF TRIP

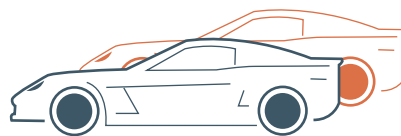
KENTUCKY: 25%
 OHIO: 11%
 INDIANA: 8%
 TENNESSEE: 6%
 FLORIDA: 5%

70% OF OVERNIGHT TRAVELERS WERE VERY SATISFIED WITH THEIR OVERALL TRIP
 % VERY SATISFIED WITH TRIP: 64% FRIENDLIST PEOPLE, 60% QUALITY OF FOOD, 59% SIGHTSEEING/ATTRACTIONS, 59% SAFETY/SECURITY, 57% QUALITY OF ACCOMMODATIONS

MAIN PURPOSE OF TRIP:



44%
 VISITING FRIENDS & FAMILY



11%
 TOURING

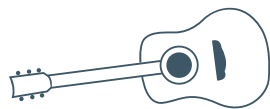


9%
 OUTDOORS

84% OF OVERNIGHT TRAVELERS
 ARE REPEAT VISITORS

55% OF OVERNIGHT TRAVELERS HAVE VISITED
 KY. BEFORE IN THE PAST 12 MONTHS

ACTIVITIES DURING TRIP



53%
 ENTERTAINMENT



24%
 SPORTS ACTIVITIES



49%
 OUTDOOR ACTIVITIES



19%
 BUSINESS



34%
 CULTURAL ACTIVITIES

ACCOMMODATIONS:

44% HOTEL (^{4%} VS 2020)
23% RELATIVE/FRIEND
16% MOTEL
9% BED & BREAKFAST
8% RESORT HOTEL



TRIP BY LENGTH:

54% DAY-TRIP
25% 1 NIGHT
11% 2 NIGHTS
5% 3 NIGHTS
5% 4+ NIGHTS