

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q2 2023

^20% VISITOR ARRIVALS | ^3% 1-3 NIGHTS | ^3% 4+ NIGHTS | ^1% DEMAND



HIGHEST OCCUPANCY:

NORTHERN KENTUCKY REGION: 73%
LOUISVILLE LINCOLN REGION: 65%
BLUEGRASS REGION: 65%

GREATEST OCCUPANCY RECOVERY:

GREEN RIVER REGION: 5%
EASTERN HIGHLANDS SOUTH REGION: 2%
WESTERN KY LAKES & RIVER REGION: 0.3%

TRIP BY AVERAGE MILES TRAVELED:

<100 MILES: 47%
100-250 MILES: 35%
250-500 MILES: 12%
> 500 MILES: 6%



HIGHEST OCCUPANCY WEEK- JUNE 18-24

3:9 REGIONS SAW THEIR STRONGEST WEEK
SUMMER BREAK, TRAVIS TRITT, THE HEARTLAND REGIONAL FRANCHISE EXPO



LOWEST OCCUPANCY WEEK- APRIL 2-8

6:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$221.77

LOWEST AVERAGE ADR PER WEEK: \$105.16

KY OCCUPANCY:

Q2 2023: 64.5

Q2 2022: 64.5

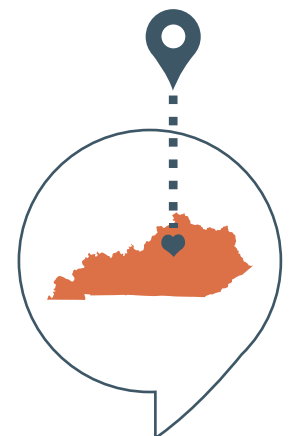
(Q2: APRIL THROUGH JUNE)

2023 OCCUPANCY:

APRIL: 63%

MAY: 63%

JUNE: 68%



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