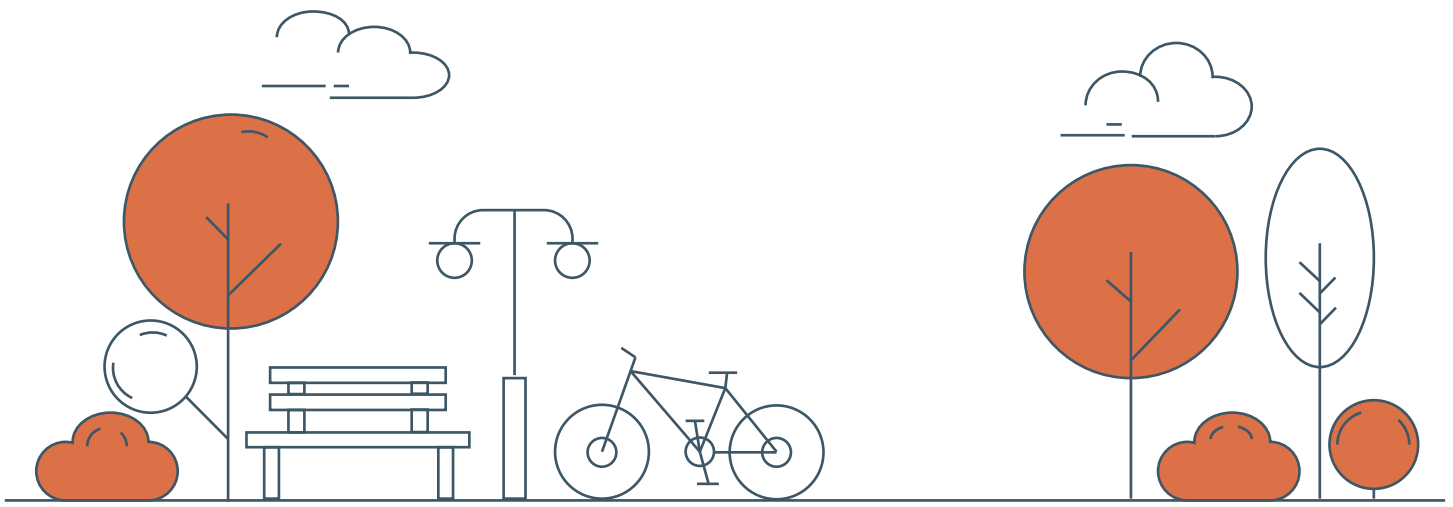




KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q1 2025

^12% VISITOR ARRIVALS | -3% 1-3 NIGHTS | -1% 4+ NIGHTS | -2% ROOM DEMAND



HIGHEST OCCUPANCY:

LOUISVILLE LINCOLN REGION: 53%
NORTHERN KENTUCKY REGION: 52%
BLUEGRASS REGION: 51%

GREATEST OCCUPANCY RECOVERY:

EASTERN HIGHLANDS NORTH REGION: ^3%
GREEN RIVER REGION: ^2%
BLUEGRASS REGION: ^0.2%

TOP ORIGIN STATES:

KENTUCKY: 46%
OHIO: 9%
TENNESSEE: 7%
INDIANA: 7%



HIGHEST OCCUPANCY WEEK: MARCH 23-29

9:9 REGIONS SAW THEIR STRONGEST WEEK

KHSAA TOURNAMENTS, NCAA WOMEN D1, MID AMERICA TRUCKING SHOW,
KID ROCK, GREATER CINCINNATI BRIDAL & WEDDING EXPO, REDS OPENING



LOWEST OCCUPANCY WEEK- DEC 17-23

6:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$130.49

LOWEST AVERAGE ADR PER WEEK: \$90.42

KY OCCUPANCY:

Q1 2025: 50%

Q1 2025: 51%

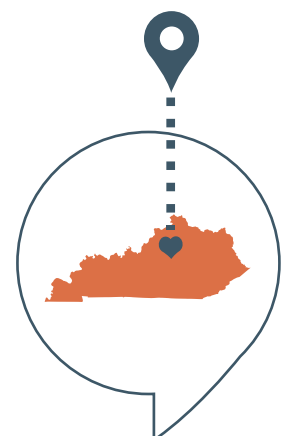
Q1: JANUARY TO MARCH

2025 OCCUPANCY:

JANUARY: 41%

FEBRUARY: 49%

MARCH: 59%



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