

# KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q3 2023

^20% VISITOR ARRIVALS | ^12% 1-3 NIGHTS | ^8% 4+ NIGHTS | ^0.4% DEMAND



**HIGHEST OCCUPANCY:**  
 NORTHERN KENTUCKY REGION: 74%  
 LOUISVILLE LINCOLN REGION: 64%  
 BLUEGRASS REGION: 63%

**GREATEST OCCUPANCY RECOVERY:**  
 SOUTHERN KY LAKES & RIVER REGION: 2%  
 EASTERN HIGHLANDS SOUTH REGION: 1%  
 WESTERN KY LAKES & RIVER REGION: 1%

**TRIP BY SEASON:**  
 SUMMER: 20%  
 FALL: 27%  
 WINTER: 28%  
 SPRING: 26%



## HIGHEST OCCUPANCY WEEK: JULY 9-15

2:9 REGIONS SAW THEIR STRONGEST WEEK

PGA TOUR BARBASOL CHAMPIONSHIP, NSA GIRLS FAST PITCH CENTRAL WORLD SERIES, BLUES & BBQ FESTIVAL, MASTER MUSICIANS FESTIVAL



## LOWEST OCCUPANCY WEEK: JULY 2-8

4:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$134.70

LOWEST AVERAGE ADR PER WEEK: \$108.54

## KY OCCUPANCY:

Q3 2023: 64%

Q3 2022: 65%

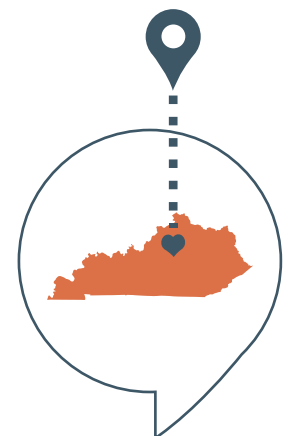
(Q3: JULY THROUGH SEPTEMBER)

## 2023 OCCUPANCY:

JULY: 66%

AUGUST: 60%

SEPTEMBER: 65%



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