

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%

TRIPS BY SEASON- LAST 12 MONTHS:	TRIPS BY SEASON- PREVIOUS 12 MONTHS:
WINTER: 19.6%	WINTER: 19.5%
SPRING: 26.9%	SPRING: 26.5%
SUMMER: 27.6%	SUMMER: 28.1%
FALL: 26.0%	FALL: 25.9%

PUBLIC SCHOOL HOLIDAYS

SUMMER BREAK ENDS: SEPTEMBER 2
 96% OF KENTUCKY SCHOOLS & SURVEYED SURROUNDING STATES SCHOOLS
FALL BREAK: OCTOBER 8-14
 26% OF KENTUCKY SCHOOLS & 27% OF SURVEYED SURROUNDING STATES

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

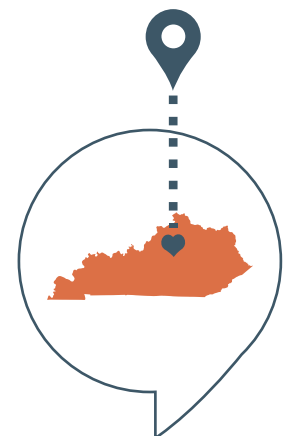


LOWEST OCCUPANCY WEEK: JULY 2-8
 4:9 REGIONS SAW THEIR LOWEST WEEK

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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