

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q4 2023

^19% VISITOR ARRIVALS | ^7% 1-3 NIGHTS | ^4% 4+ NIGHTS | -1% ROOM DEMAND



HIGHEST OCCUPANCY:

NORTHERN KENTUCKY REGION: 61%
BLUEGRASS REGION: 56%
LOUISVILLE LINCOLN REGION: 54%

GREATEST OCCUPANCY RECOVERY:

SOUTHERN KY LAKES & RIVER REGION: 3%
EASTERN HIGHLANDS SOUTH REGION: 1%
WESTERN KY LAKES & RIVER REGION: 0.3%

TRIP BY AVERAGE MILES TRAVELED: <100

MILES: 40%
100-250 MILES: 32%
250-500 MILES: 15%
> 500 MILES: 13%



HIGHEST OCCUPANCY WEEK- OCT 15-21

3:9 REGIONS SAW THEIR STRONGEST WEEK
EQUIPMENT EXPO, JASON ALDEAN, VIA COLORI STREET PAINTING FESTIVAL



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:

Q4 2023: 54%

Q4 2022: 55%

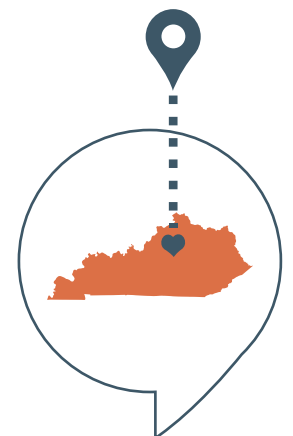
Q4: OCTOBER TO DECEMBER

2023 OCCUPANCY:

OCTOBER: 64%

NOVEMBER: 54%

DECEMBER: 44%



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