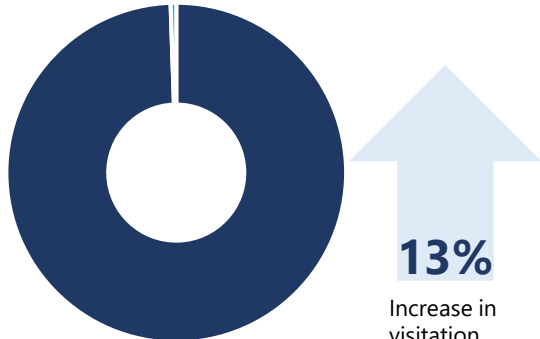


The Economic Impact of Tourism in Kentucky

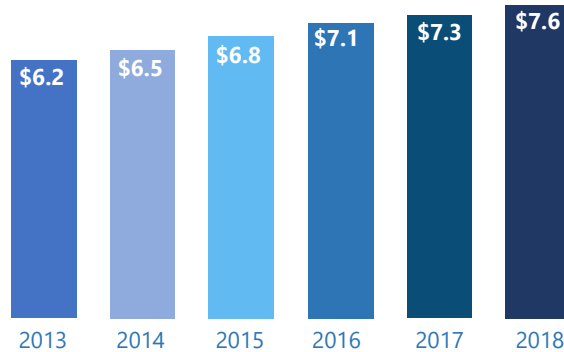
Visitors & Spending

71.6 MILLION VISITORS IN 2018



- 71.2 million domestic visitors
- 0.4 million international Visitors

Visitors spent **\$7.6 billion** in Kentucky in 2018, an increase of **21.5%** since 2013



Job impacts

Tourism employment has increased **10%** since 2013
 Visitor spending directly supports **4.4%** of all jobs in Kentucky



Personal income impacts



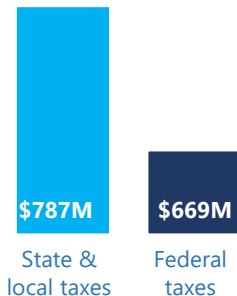
\$2.9 billion in total wages generated by visitor spending is the equivalent of **\$1,700** for every household in Kentucky

GDP impacts



Visitors generated **\$5.1 billion** in state GDP, **2.4%** of the Kentucky economy

Tax impacts



Each household in Kentucky would need to be taxed an additional **\$456** per year to replaced state and local taxes generated by visitors

Total Economic Impact

Direct visitor spending of **\$7.6 billion** resulted in a total economic impact of more than **\$11.2 billion**

