Visitors & Spending

71.6 MILLION VISITORS IN 2018

- 71.2 million domestic visitors
- 0.4 million international Visitors

Increase in visitation since 2013

2013 2014 2015 2016 2017 2018

$6.2 $6.5 $6.8 $7.1 $7.3 $7.6

Job impacts

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

94,583 TOTAL JOBS

67,528 Direct jobs
13,352 Indirect jobs
13,703 Induced jobs

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

$787M State & local taxes
$669M Federal taxes

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

$7.6B $1.9B $1.8B $11.2B

Direct impact Indirect impact Induced impact Total impact