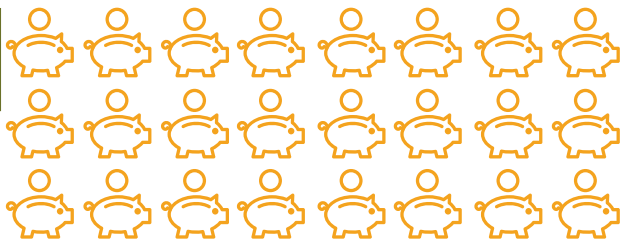


**3<sup>rd</sup>** largest generator  
of revenue

**10%** of all employment in Kentucky  
created by the travel industry



**193,000** jobs created by the  
industry in Kentucky

 state & local taxes

**\$1.52 billion**

**\$14.5 billion**  
in economic impact

For every dollar invested in  
Kentucky state advertising,  
**\$16** is returned in state and  
local tax revenue.

**KTIA** KENTUCKY  
TRAVEL INDUSTRY  
ASSOCIATION

**Kentucky Tourism**

Date April 15, 2017

To Kentucky Tax-paying Families

**\$ 1,167.00**

One thousand one hundred and sixty-seven

**Dollars**

**Memo:** Tax dollars you save thanks to Kentucky tourism

*Seymour Ken Tucky*

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