

# KENTUCKY'S TRAVEL & TOURISM INDUSTRY

**AN ECONOMIC ENGINE THAT  
WORKS FOR ALL KENTUCKIANS  
HAS BEEN DEVASTATED**

Rebuilding the travel & tourism economic engine:  
**\$75 MILLION INVESTMENT  
IN KENTUCKIANS' RECOVERY**

## **MARKET KENTUCKY**

Tourism marketing is the #1 way to reopen the tourism sector of our economy. It will have the quickest and longest impact on hotels, attractions, restaurants, distilleries and the industry's many other businesses. Marketing by other states will be fierce and Kentucky cannot retreat from the competition. The return of visitors through marketing means restoration of jobs and tax revenue.

## **PROMOTE COMMUNITIES TO SUPPORT TOURISM BUSINESSES**

Marketing the state must be accompanied by locally driven marketing including the promotion and support of signature events and festivals. Attracting visitors to our communities is the lifeblood of tourism businesses and the jobs they provide.

## **REINVIGORATE MEETINGS & CONVENTIONS**

These normally powerful Kentucky revenue and jobs generators have suffered the deepest and longest-term COVID-19 damage. Venues will remain responsible and nimble in adapting safety protocols to COVID fluctuations. However, the long-term nature of scheduling, booking and planning requires investments now to rebuild from the damage and to recover lost jobs.

## **OVERDUE INVESTMENTS – CONVERT CRISIS TO OPPORTUNITY**

Special investments need to be made in BIPOC as the travel & tourism industry rebuilds as a massive jobs generator, supporter of entrepreneurs and small businesses and attracting a diversity of visitors to our state and communities.

New research and analyses are needed to seize upon new opportunities, strategies and best practices brought on by post-pandemic travel new normals.

# KENTUCKY TOURISM AS A PREMIER ECONOMIC DRIVER

## PRE-COVID



Visitors to Kentucky spent nearly **\$8.0 billion** in 2019, which generated **\$11.8 billion** in total business sales, including indirect and induced impacts.



**\$8.0**  
BILLION

#### VISITOR SPENDING

The \$8.0 billion in visitor spending means that almost \$22 million was spent EVERY DAY by visitors in Kentucky.



**\$3.1**  
BILLION

#### PERSONAL INCOME

The \$3.1 billion in total income generated by tourism is the equivalent of \$1,800 for every household in Kentucky.



**95,803**  
JOBS

#### EMPLOYMENT

The number of jobs sustained by tourism (95,803) supports 3.7% of all jobs in Kentucky.



**\$823**  
MILLION

#### STATE AND LOCAL TAXES

Each household in Kentucky would need to be taxed an additional \$475 to replace the visitor taxes received by the state and local governments in 2019.

## KENTUCKY WAS EXPERIENCING RECORD GROWTH

Cumulative Growth in Key Indicators, 2015-2019

↑ 17%



Visitor spending

↑ 9%



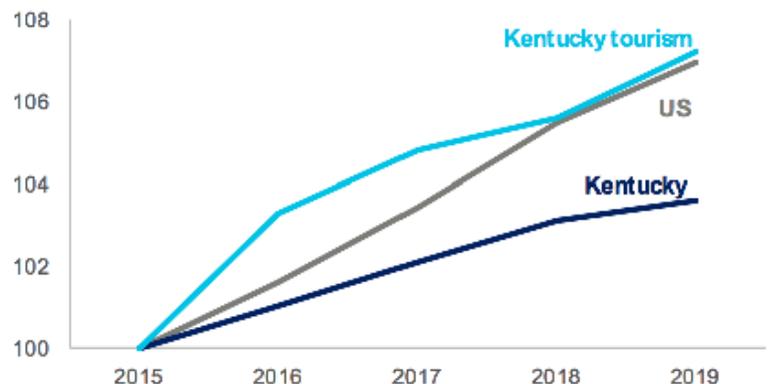
Visits

↑ 7%



Tourism employment

Tourism Employment in Kentucky Index (2015=100)



# COVID-19 HAS DEVASTATED THE KENTUCKY TOURISM INDUSTRY

## CUMULATIVE TOURISM LOSSES IN KENTUCKY

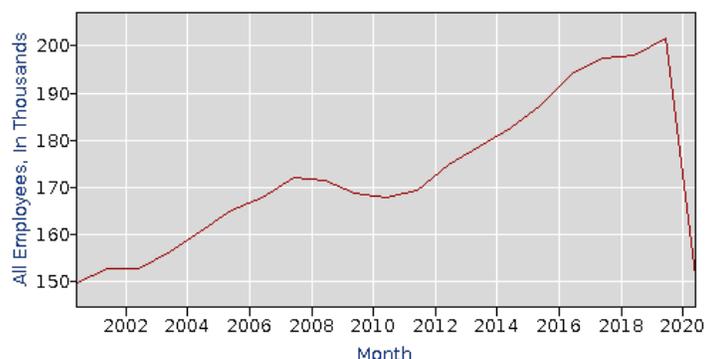
January 2020 - January 2021

### KENTUCKY

Lost Travel Spending	(\$4.5B)
Federal Taxes	(\$336M)
State Taxes	(\$148M)
Local Taxes	(\$51M)

## LEISURE & HOSPITALITY JOBS IN KENTUCKY

Tremendous Growth to an Unimaginable Decline



## VISITATION DOWN AT KENTUCKY ATTRACTIONS

Sampling of Major Kentucky Attractions  
2019-2020 Year-Over-Year Visitor Average Decrease

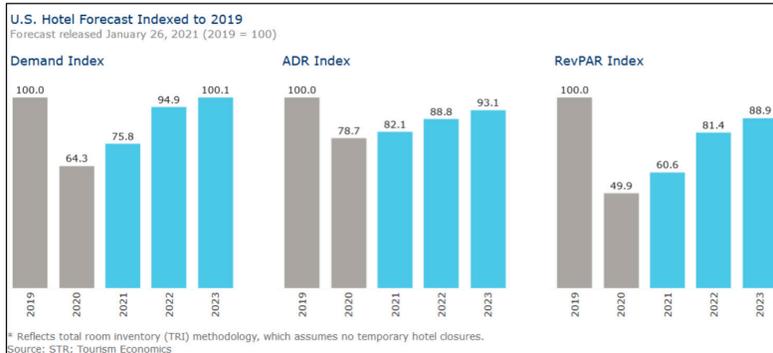
### Attractions included:

International Bluegrass Music Hall of Fame & Museum • Kentucky Artisan Center • Kentucky Bourbon Trail & Kentucky Bourbon Trail Craft Tour • Kentucky Derby Museum • Muhammad Ali Center • National Corvette Museum • National Quilt Museum

**-64%**

## U.S. HOTEL FORECAST

Long-Term Damage - Recovery Will Take Years



**ADR** - Average daily rate

**RevPAR** - Revenue per available room

# NATIONAL SNAPSHOT

## TRAVEL: THE HARDEST-HIT U.S. INDUSTRY

The decline in travel due to COVID-19 has devastated our economy and American jobs. **The \$500 billion loss in travel spending has cost the U.S. \$1.1 trillion in economic output.** Prior to the pandemic, direct travel jobs accounted for 6% of the workforce and total travel-supported jobs accounted for 11%. **But in 2020, direct travel jobs accounted for a disproportionate 35% of jobs lost and total travel supported jobs accounted for a staggering 65%.**

**America will not be able to fully rebuild without the recovery of the travel industry.**