

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

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

 state & local taxes

**\$ 1.57 billion**

**\$15 billion**  
in economic  
impact

**196,000**  
jobs supported  
by the industry  
in Kentucky

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, 2019

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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