

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q3 2022

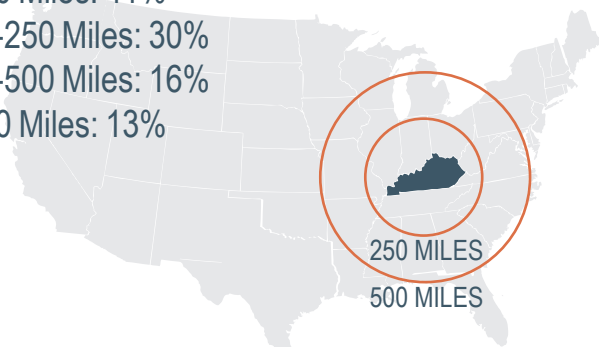
^5% VISITOR ARRIVALS | ^4% 1-3 NIGHTS | ^8% >500 MILES | ^3% OCCUPANCY



HIGHEST OCCUPANCY:
 NORTHERN KENTUCKY REGION: 74%
 BLUEGRASS REGION: 66%
 CAVE REGION: 66%

GREATEST OCCUPANCY RECOVERY:
 EASTERN HIGHLANDS NORTH REGION: 8%
 LOUISVILLE LINCOLN REGION: 5%
 EASTERN HIGHLANDS SOUTH REGION: 3%

Trip by Average Miles Traveled:
 <100 Miles: 41%
 100-250 Miles: 30%
 250-500 Miles: 16%
 >500 Miles: 13%



HIGHEST OCCUPANCY WEEK- SEPT 18-24
 2:9 REGIONS SAW THEIR STRONGEST WEEK
 (KEENELAND YEARLING SALES, BOURBON & BEYOND, KY BOURBON FESTIVAL)

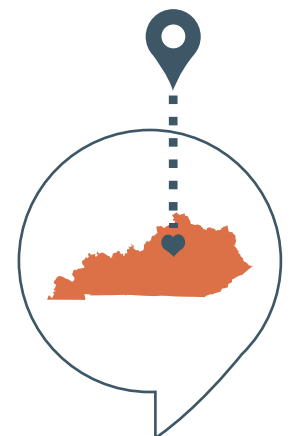


LOWEST OCCUPANCY WEEK- SEPT 4-10
 4:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$128.05
 LOWEST AVERAGE ADR PER WEEK: \$104.70

KY OCCUPANCY:
 Q3: 2022: 64.8
 Q3: 2021: 62.2
 (Q3: JULY-SEPTEMBER)

2022 OCCUPANCY:
 JULY: 67%
 AUGUST: 62%
 SEPTEMBER: 65%



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