



**Kentucky Tourism, Arts and Heritage Cabinet
Kentucky Department of Tourism**

For Immediate Release

Contact: Angela G. Blank
502-892-4001
angelag.blank@ky.gov

Kentucky Tourism Industry Generates Over \$15 Billion in 2017
Economic impact of tourism increases for all nine tourism regions

Frankfort, Ky. (May 7, 2018) – The economic impact of Kentucky’s tourism industry has grown to more than \$15 billion in 2017, Department of Tourism Commissioner Kristen Branscum announced today. All nine of the state’s tourism regions registered gains again in 2017.

“The tourism industry is a driving force for Kentucky’s economy and the 2017 economic impact numbers reinforce this,” Commissioner Kristen Branscum said. “We look at growth in our state in terms of investment and the impact numbers prove that visitors are investing their money and time into Kentucky.”

Kentucky’s tourism industry generated over \$15 billion in economic impact during 2017, an increase of 3.8 percent over the previous year. The industry also supported over 195,000 jobs. Kentucky tourism generated more than \$1.5 billion in tax revenue, with \$202 million going directly to local communities.

The Kentucky Department of Tourism continues to build upon Kentucky’s signature tourism industries of horses, bourbon, music, arts, outdoors and culinary to reach new audiences and position Kentucky as a top-tier travel destination for visitors internationally and domestically.

To plan your next vacation or getaway, visit kentuckytourism.com.

Click here to view the full economic impact report kentuckytourism.com/industry/toolkit/.

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The Kentucky Department of Tourism is an agency within the Tourism, Arts and Heritage Cabinet, which promotes the Commonwealth as a travel destination.