

# KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q2 2024

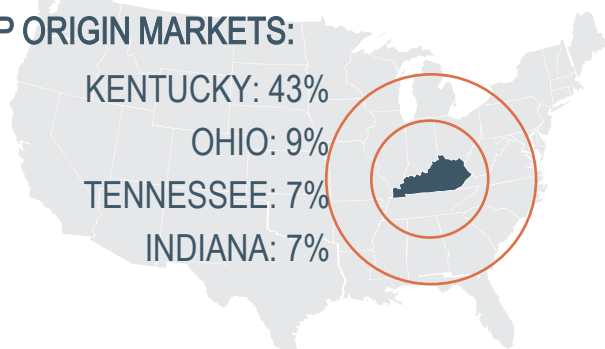
^4% VISITOR ARRIVALS | ^.4% DAY TRIPS | -.2% 1-3 NIGHTS | -.2% 4+ NIGHTS



**HIGHEST OCCUPANCY:**  
NORTHERN KENTUCKY REGION: 72%  
LOUISVILLE LINCOLN REGION: 66%  
BLUEGRASS REGION: 64%

**GREATEST OCCUPANCY RECOVERY:**  
SOUTHERN KENTUCKY REGION: ^.4%  
LOUISVILLE LINCOLN REGION: ^.3%

## TOP ORIGIN MARKETS:



**HIGHEST OCCUPANCY WEEK: JUNE 2-8**  
1:9 REGIONS SAW THEIR STRONGEST WEEK  
KHSAA STATE BASEBALL CHAMPIONSHIP, NKY PRIDE FESTIVAL

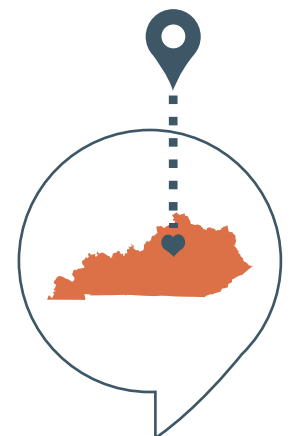


**LOWEST OCCUPANCY WEEK: DEC. 31- JAN. 6**  
7:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$124.25  
LOWEST AVERAGE ADR PER WEEK: \$97.15

**KY OCCUPANCY:**  
Q2 2024: 64%  
Q2 2023: 65%  
(Q2: APRIL TO JUNE)

**2024 OCCUPANCY:**  
APRIL: 63%  
MAY: 64%  
JUNE: 65%



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