

# KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q3 2024

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



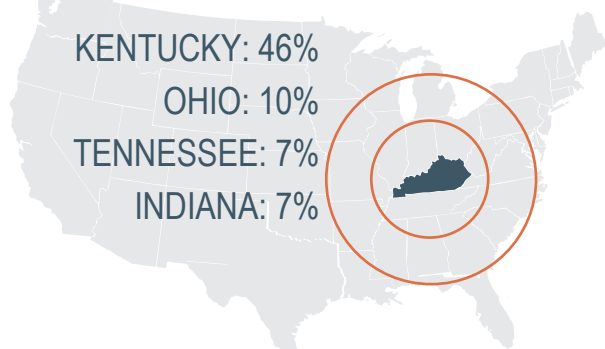
## HIGHEST OCCUPANCY:

NORTHERN KENTUCKY REGION: 71%  
BLUEGRASS REGION: 65%  
LOUISVILLE LINCOLN REGION: 64%

## GREATEST ADR RECOVERY:

CAVE REGION: ^5%  
EASTERN HIGHLANDS NORTH REGION: ^5%  
GREEN RIVER REGION: ^3%

## TOP ORIGIN MARKETS:



**HIGHEST OCCUPANCY WEEK: JULY 7-13**  
2:9 REGIONS SAW THEIR STRONGEST WEEK

BREYERFEST, BEREA CRAFT FESTIVAL, USPC FESTIVAL, WINE FEST



**LOWEST OCCUPANCY WEEK: JUNE 30-JULY 6**  
4:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$133.55  
LOWEST AVERAGE ADR PER WEEK: \$103.35

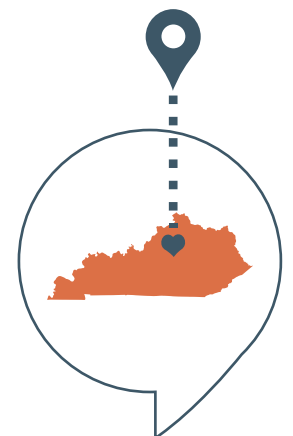
## KY OCCUPANCY:

Q3 2024: 63%  
Q3 2023: 64%

(Q3: JULY TO SEPTEMBER)

## 2024 OCCUPANCY:

JULY: 65%  
AUGUST: 60%  
SEPTEMBER: 62%



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