

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q1

^22% VISITOR ARRIVALS | 39% OVERNIGHT | 6% 4+ NIGHTS | ^10% OCCUPANCY



HIGHEST OCCUPANCY:
WESTERN KY LAKES & RIVER: 59%
CAVE REGION: 58%
NORTHERN KENTUCKY: 55%

GREATEST OCCUPANCY RECOVERY:
CAVE REGION: +18%
WESTERN KY LAKES & RIVER: +17%
GREEN RIVER REGION: +14%

HIGHEST OCCUPANCY WEEK- MARCH 20-26
6:9 REGIONS SAW THEIR STRONGEST WEEK
(SPRING BREAK FOR 29% OF SURVEYED SCHOOLS IN SURROUNDING STATES)

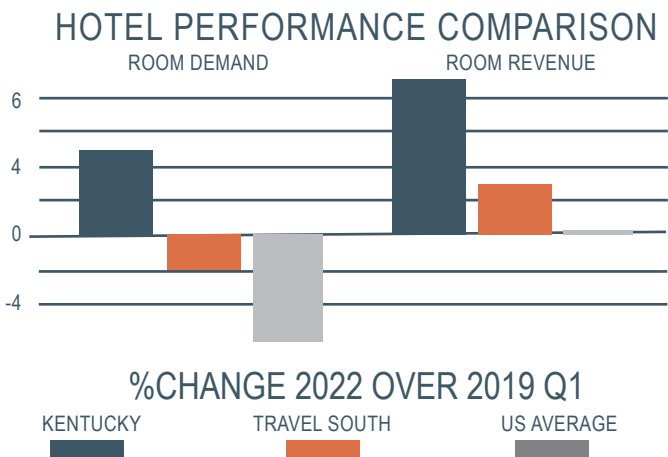
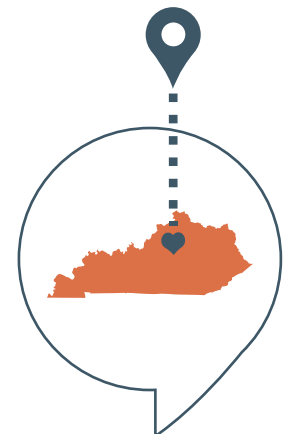


LOWEST OCCUPANCY WEEK- JANUARY 16-22
INCLUDED A LOW BETWEEN 38-53%

HIGHEST AVERAGE ADR PER WEEK: \$110.87
LOWEST AVERAGE ADR PER WEEK: \$88.92.

KY OCCUPANCY:
Q1: 2022: 51.8
Q1: 2021: 40.7
(Q1: JAN-MAR)

2022 OCCUPANCY:
JANUARY: 35%
FEBRUARY: 28%
MARCH: 22%



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MAIN PURPOSE OF TRIP:



41%
VISITING FRIENDS & FAMILY



13%
TOURING (^3.5% VS 2020)



10%
OUTDOORS

72% OF OVERNIGHT TRAVELERS WERE VERY SATISFIED WITH THEIR OVERALL TRIP
 % VERY SATISFIED WITH TRIP: 61% FRIENDLIEST PEOPLE, 59% QUALITY OF FOOD, 59% SIGHTSEEING/ATTRACTIONS, 58% QUALITY OF ACCOMMODATIONS, 57% SAFETY/SECURITY

TRIP BY AVG. MILES TRAVELED:

59% <100 MILES
30% 100-250 MILES
8% 250-500 MILES
3% >500 MILES



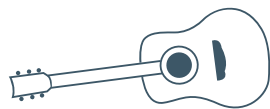
STATE ORIGIN OF TRIP:

25% KENTUCKY
10% OHIO
7% TENNESSEE
6% INDIANA
6% FLORIDA

82% OF OVERNIGHT TRAVELERS ARE REPEAT VISITORS

58% OF OVERNIGHT TRAVELERS HAVE VISITED KY. BEFORE IN THE PAST 12 MONTHS

ACTIVITIES DURING TRIP



58%
ENTERTAINMENT



28%
SPORTS ACTIVITIES



51%
OUTDOOR ACTIVITIES



23%
BUSINESS (^4% VS 2020)



36%
CULTURAL ACTIVITIES

ACCOMMODATIONS:

44% HOTEL (^4% VS 2020)
21% RELATIVE/FRIEND
18% MOTEL
12% BED & BREAKFAST
10% CAMPGROUND/RV



TRIP BY LENGTH:

61% DAY-TRIP
18% 1 NIGHT
10% 2 NIGHTS
5% 3 NIGHTS
6% 4+ NIGHTS