



TOURISM, ARTS AND  
HERITAGE CABINET

**BR SUBCOMMITTEE FOR ECONOMIC  
DEVELOPMENT, TOURISM, PUBLIC PROTECTION  
AND ENERGY**

FEBRUARY 12, 2025

**Melissa Brewer**

Executive Director of Finance

**Mike Mangeot**

Department of Tourism Commissioner



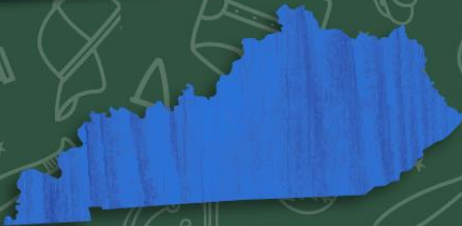
# TOURISM, MEETING & CONVENTION MARKETING FUND



# 44 STATE PARKS

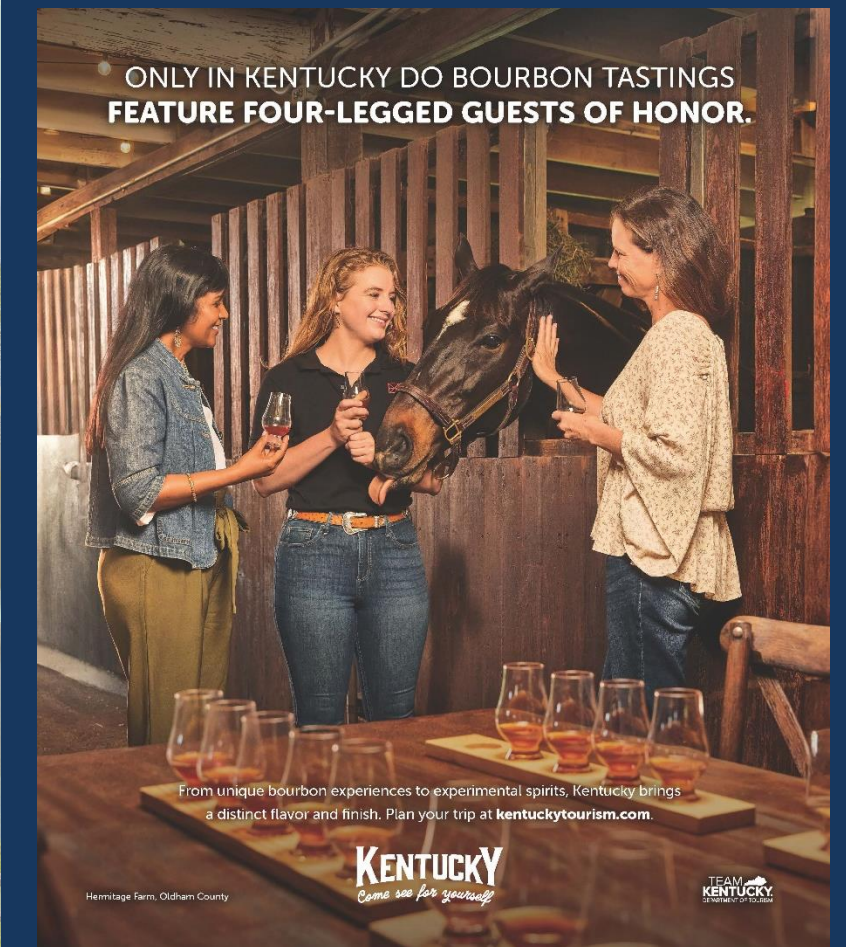
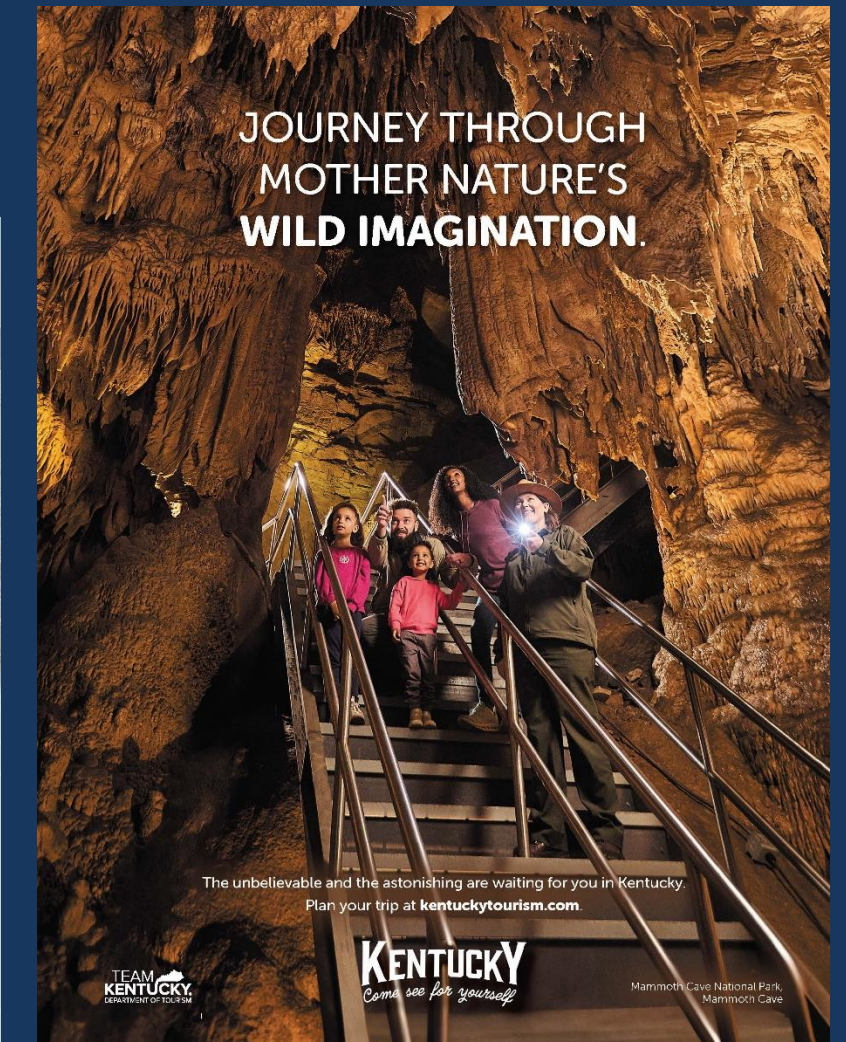


## ALL OF THEM A GRAND SLAM



Come visit our New Kentucky Home and explore one of our beautiful state parks. We specialize in creating memories, smiles and fun for everyone.

**PARKS.KY.GOV**

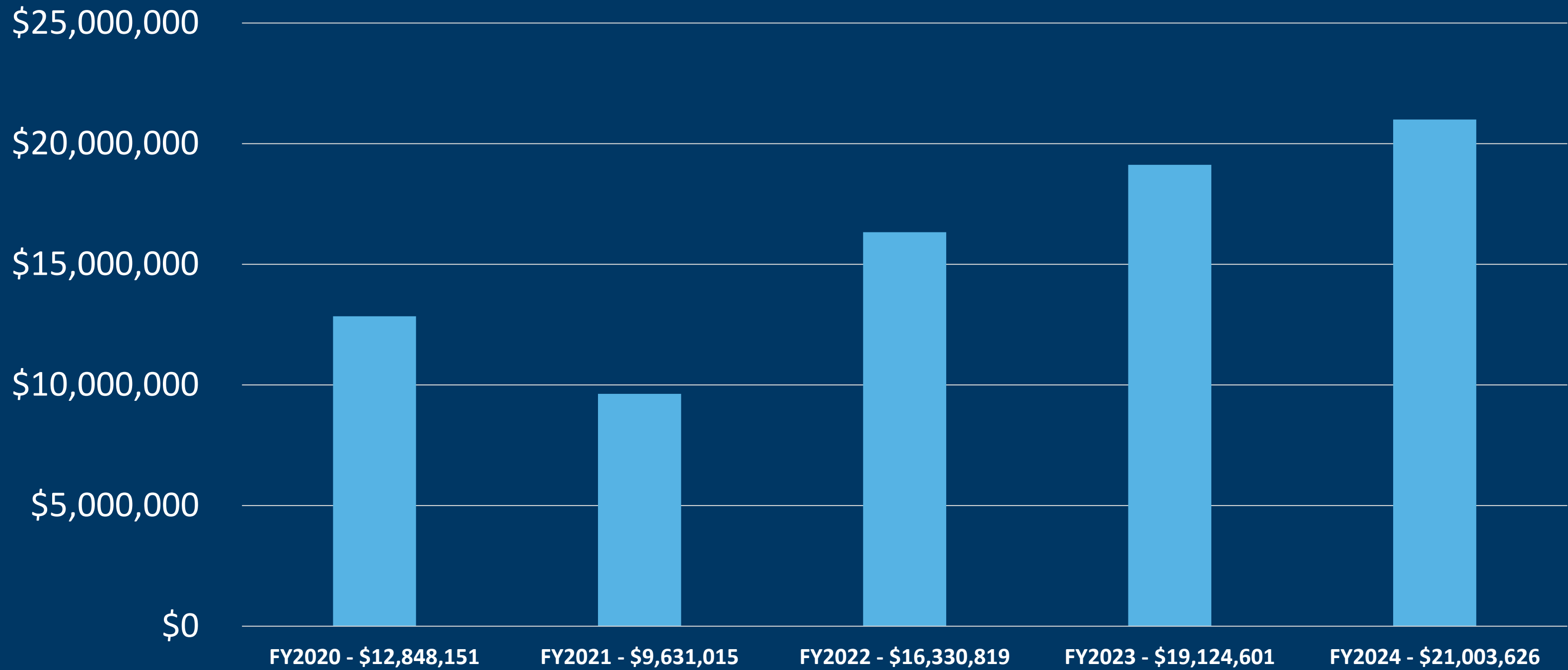




# TOURISM INVESTMENT FOR FY2025-26

<b>AGENCY/ORGANIZATIONS</b>	<b>FY2025</b>	<b>FY2026</b>
TAH: Tourism Meeting and Convention Marketing Fund	\$20,000,000	\$24,000,000
Kentucky Mountain Regional Recreation Authority	\$1,750,000	\$1,250,000
National Quilt Museum	\$500,000	
Southern Kentucky Tourism Initiative	\$500,000	
<b>TOTAL Appropriation</b>	<b>\$22,750,000</b>	<b>\$25,250,000</b>

# TRANSIENT ROOM TAX GROWTH 2020-24





# KENTUCKY DEPARTMENT OF TOURISM

## Responsibilities:

- **Marketing & Advertising**
  - Pillars: Horses, Bourbon, Outdoors, Music, Arts, Food & Drink, History
  - Calendar 2024 placed \$12.5 million paid media
- **Tourism Development**
  - 2024 was a record-breaking year with 10 approved projects with an estimated \$256 million in investment.
- **Public Relations/Communications**
  - Ongoing earned media and PR efforts resulted in more than 2.2 billion impressions worldwide in 2024.
- **International Marketing**
  - Primary markets are the UK, Germany, France, Canada and Mexico.
- **Regional Marketing & Matching Funds**
- **Trade Shows**



# 2024 MARKETING CAMPAIGN



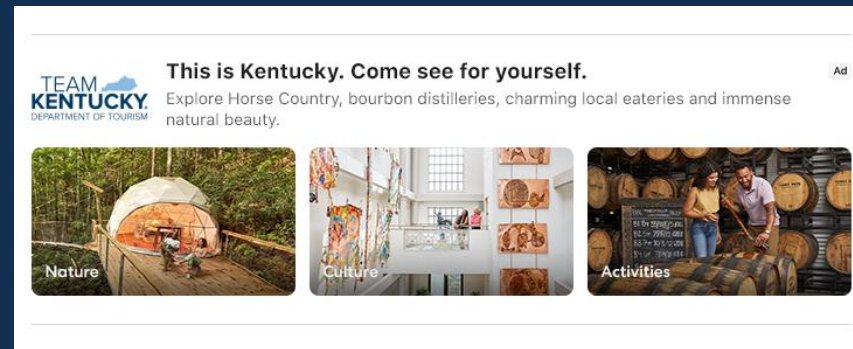
Digital Banners



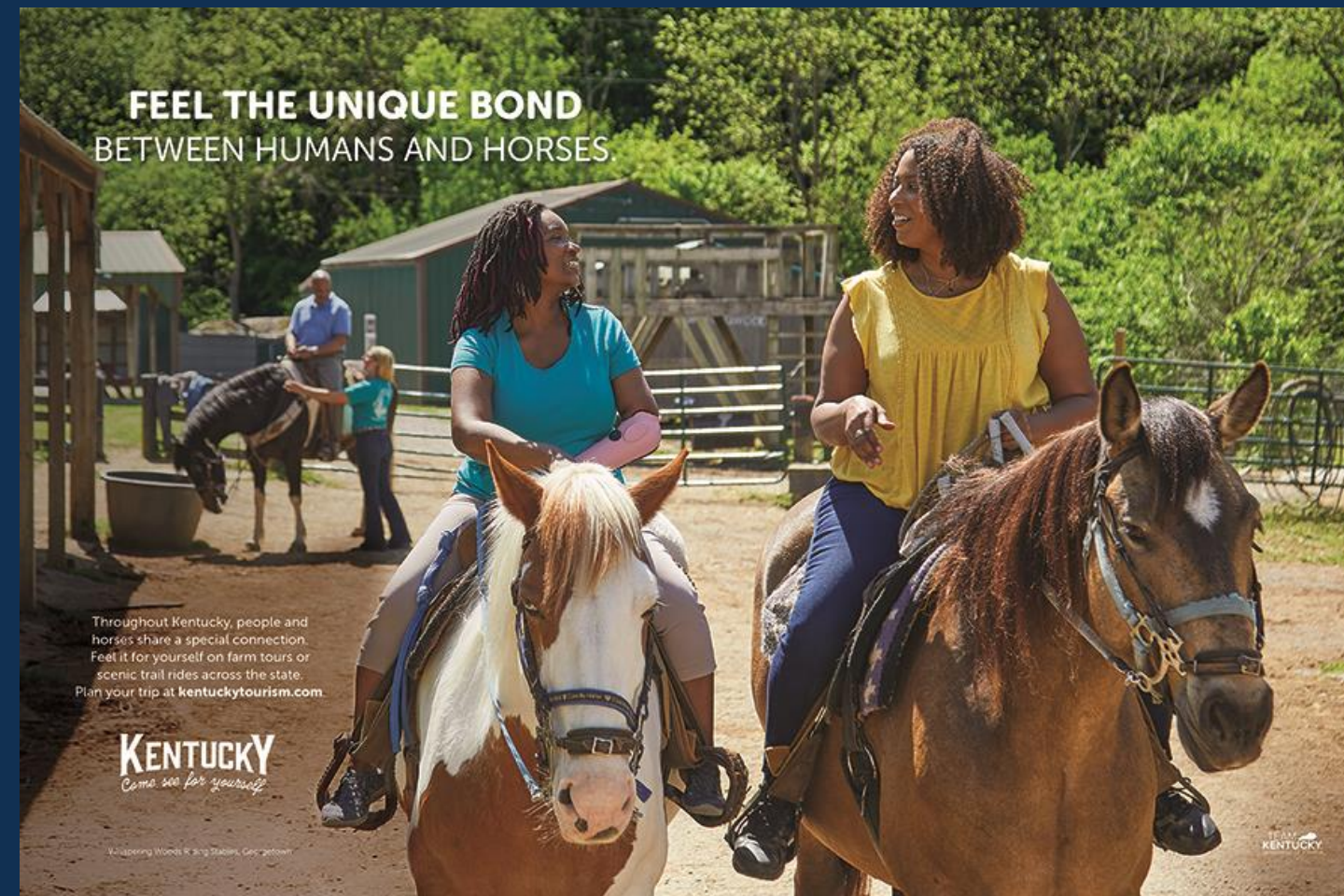
Rich Media



OOH-Billboard



Expedia



Print-2 page spread

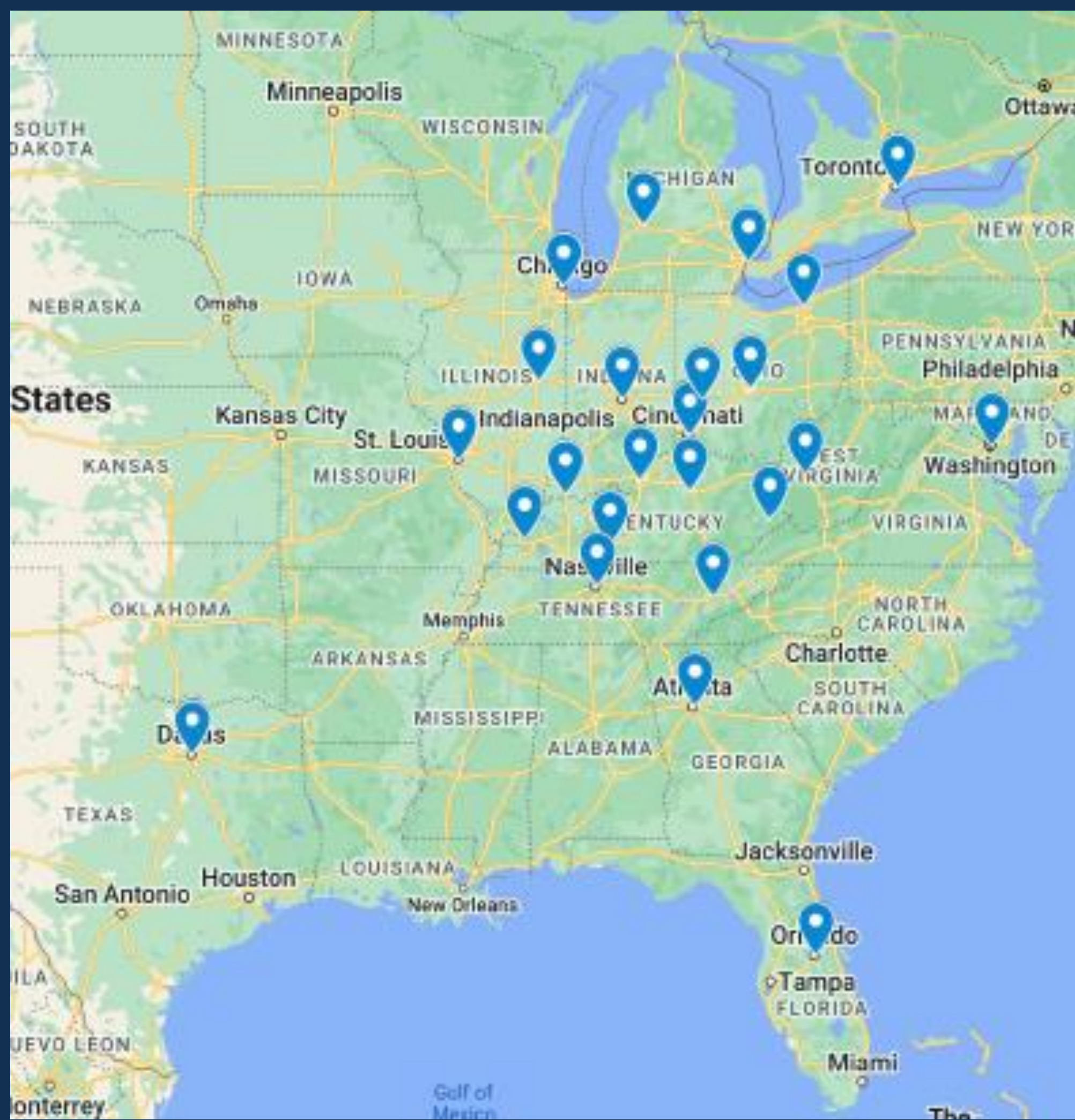


Interactive Digital video



Video/TV







# ECONOMIC IMPACTS KEY FINDINGS

## VISITOR SPENDING

In 2023, 79.3 million visitors spent \$9.7 billion on goods and services in Kentucky. Visitor volume grew by 4.5% while spending increased 9.3%. Gas prices eased in 2023 but increases in labor and input costs contributed to spending growth

## TOTAL ECONOMIC IMPACT

Visitor spending of \$9.7 billion generated a total economic impact of \$13.8 billion in Kentucky in 2023 including \$4.0 billion in indirect and induced impacts. This total economic impact sustained 95,222 jobs and generated \$1.0 billion in state and local tax revenues in 2023.



**\$13.8 BILLION**

Total Economic Impact of Tourism in Kentucky in 2023



**\$9.7B**

Visitor  
Spending



**\$13.8B**

Total  
Economic  
Impact



**95,222**

Total  
Jobs  
Generated



**\$1.0B**

State & Local  
Taxes  
Generated





Western Waterlands \$915.7M

Ballard  
Caldwell  
Calloway  
Carlisle  
Christian  
Crittenden  
Fulton  
Graves  
Hickman  
Livingston  
Lyon  
Marshall  
McCracken  
Todd  
Trigg

Bluegrass, Blues & Barbecue \$533.7M

Daviess  
Hancock  
Henderson  
Hopkins  
McLean  
Muhlenberg  
Ohio  
Union  
Webster

Caves, Lakes & Corvettes \$807.6M

Allen  
Barren  
Butler  
Edmonson  
Hart  
Logan  
Metcalfe  
Monroe  
Simpson  
Warren

Bluegrass, Horses, Bourbon & Boone \$2,562B

Anderson  
Bourbon  
Boyle  
Clark  
Fayette  
Franklin  
Garrard  
Harrison  
Jesseamine  
Lincoln  
Madison  
Mercer  
Nicholas  
Scott  
Woodford

Bourbon, Horses & History \$5,173B

Breckinridge  
Bullitt  
Grayson  
Hardin  
Henry  
Jefferson  
LaRue  
Marion  
Meade  
Nelson  
Oldham  
Shelby  
Spencer  
Trimble  
Washington

Northern Kentucky River Region \$2,327B

Boone  
Bracken  
Campbell  
Carrroll  
Fleming  
Gallatin  
Grant  
Kenton  
Lewis  
Mason  
Owen  
Pendleton  
Robertson

Kentucky Appalachians \$571.6M

Bath  
Boyd  
Carter  
Elliott  
Floyd  
Greenup  
Johnson  
Lawrence  
Magoffin  
Martin  
Menifee  
Montgomery  
Morgan  
Pike  
Rowan

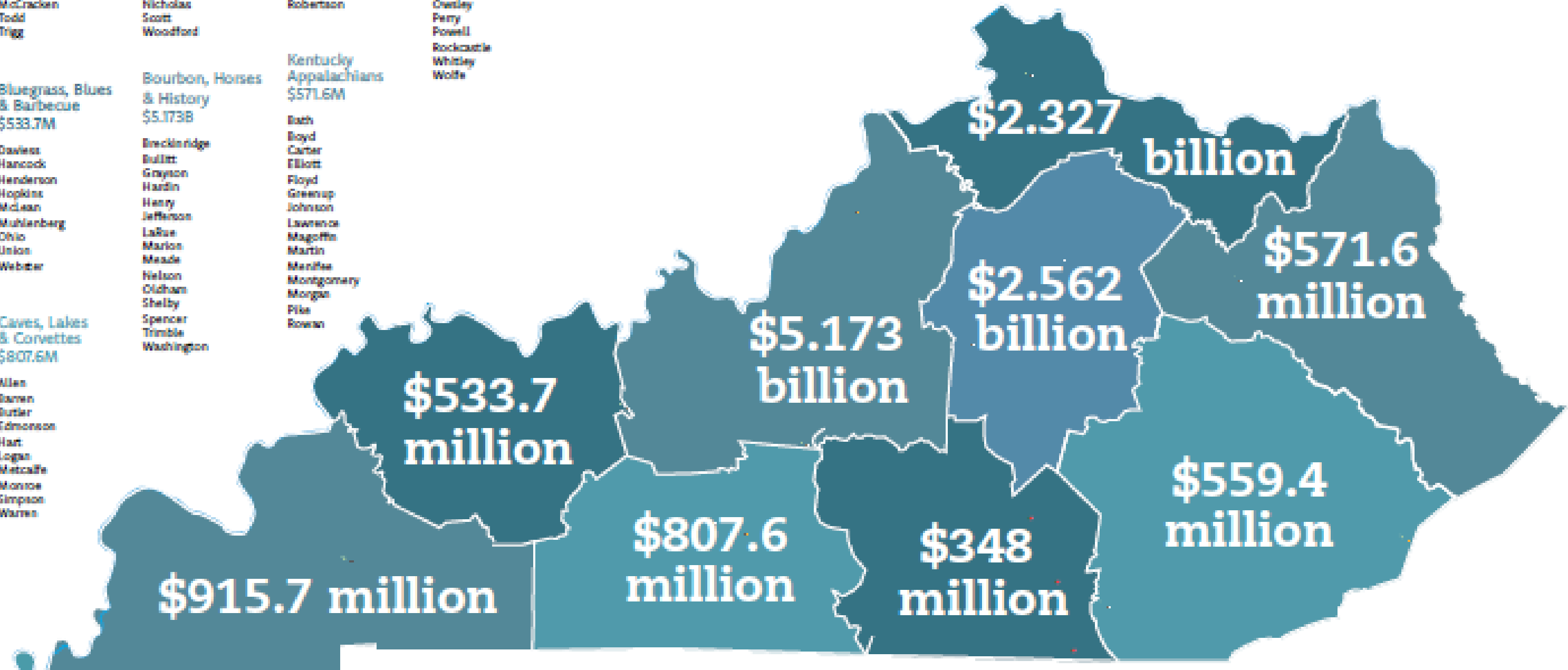
Daniel Boone Country \$559.4M

Bell  
Breathitt  
Clay  
Estill  
Harlan  
Jackson  
Knott  
Knox  
Laurel  
Lee  
Leslie  
Letcher  
Owsley  
Perry  
Powell  
Rockcastle  
Whitley  
Wolfe

Southern Kentucky Vacations \$348M

Adair  
Casey  
Clinton  
Cumberland  
Green  
McCreary  
Pulaski  
Russell  
Taylor  
Wayne

All Economic Impact reports including county level numbers can be found under Tourism Resources [kentuckytourism.com/Industry](http://kentuckytourism.com/Industry)





**\$9.2 MILLION**  
in advertising  
investment

**\$49 SPENDING ROI**  
**\$4 TAX ROI**

Every \$1 invested in the 2023 Kentucky advertising campaign generated \$49 in direct visitor spending and \$4 in tax revenue.







# QUESTIONS?

TEAM  
**KENTUCKY**<sup>®</sup>

*New*  
**Kentucky**  
Home