

KENTUCKY
TOURISM, ARTS & HERITAGE
CABINET



TOURISM


\$8.0 BILLION
VISITORS SPENDING



\$11.8 BILLION
TOTAL ECONOMIC IMPACT


\$1.5 BILLION
TAX REVENUE




\$823 MILLION
ACCRUING TO STATE &
LOCAL GOVERNMENT

HORSE INDUSTRY



\$23.4 BILLION
VALUE OF EQUINES



\$3.4 BILLION
ANNUAL STATE IMPACT
OF THE HORSE INDUSTRY



\$130 MILLION
DIRECT ECONOMIC IMPACT
OF KENTUCKY HORSE PARK

ARTS & CULTURE



\$2.3 BILLION
TOTAL ECONOMIC IMPACT


\$1 MILLION
PARTNERSHIP GRANTS




\$84 MILLION+
REVENUE

OUTDOOR RECREATION



\$182
PER ACRE PER YEAR
ECONOMIC IMPACT OF
PUBLIC HUNTING LANDS IN
KENTUCKY



\$5.9 BILLION
TOTAL ECONOMIC IMPACT




70,000
JOBS

COVID-19 Impact of Tourism



72%

of American travelers
are planning a summer
vacation or getaway



41%

of US companies
plan to restart domestic
travel in the next
three months



National Leisure &
Hospitality industry gained
331,000 jobs in April



National travel
spending tallied
\$69.5 billion
for March 2021



Building a Strong Post COVID-19 Economy



KENTUCKY MAIN STREET PROGRAM

- reported \$45.5 million cumulative investment in downtown commercial districts.
 - \$28.1 million in private spending
 - \$17.4 million in public improvements
 - a net gain of 842 new jobs
 - 122 new businesses
 - 66 rehabilitation projects.



NEWPORT ON THE LEVEE

\$100 Million Investment
4.5 Million Guests



LOG STILL DISTILLERY

to Create 126 Jobs in Nelson County
with Phase 2 Investment



Kentucky Kingdom and Herschend Family Entertainment Announce New Partnership



Investing in Kentucky Tourism



AMERICAN RESCUE PLAN (ARP) FUNDING

more than \$800,000 to the Kentucky Arts Council



CARES ACT FUNDING

\$5 million to Kentucky tourism



EDA CARES ACT RECOVERY ASSISTANCE GRANT

\$2.8 million to develop a marketing campaign that will highlight Kentucky's nine tourism regions and promote safe travel



State Parks COVID-19 Response

- Canceled all events, field trips and group sales;
- Transitioned to carry-out food services only;
- Provided temporary housing for first responders and front-line healthcare workers;
- Repurposed state-owned venues for vaccine distribution and testing; and
- Re-opened with enhanced cleaning and social distancing protocols to protect employees and guests.

COVID-19 Impact of Kentucky State Parks



Food Sales
\$8.7 Million



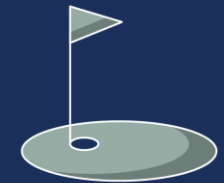
Group Sales
\$4.3 Million



Room Occupancy
43% compared to
53% in 2019



41.9% through
Nov 2020



22% Increase with
a **28%** increase
in golf rounds



Investing in Kentucky State Parks

- Upgrades/repairs of signage
- Pools
- Campground
- Dam safety reconstruction
- Roads
- Fitness facilities





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