

Kentucky
UNBRIDLED SPIRIT™



TOURISM WORKS FOR KENTUCKY

Economic Impact

IN 2016, TOURISM BROUGHT MILLIONS OF VISITORS TO KENTUCKY, RESULTING IN:



\$14.5 BILLION
ECONOMIC IMPACT



\$9.2 BILLION
IN DIRECT EXPENDITURES



\$1.52 BILLION
IN TAX REVENUE



\$3.2 BILLION
IN WAGES PAID TO
KENTUCKY WORKERS

MAKING US THE

3rd

**LARGEST GENERATOR
OF REVENUE**

DIRECTLY BEHIND THE
AUTOMOBILE & HEALTHCARE
INDUSTRIES

ADVERTISING IMPACT

FOR EVERY DOLLAR KENTUCKY
SPENDS ON ADVERTISING,
TRAVELERS SPEND

\$151

IN OUR STATE



**Horses Bourbon Arts
Music Culinary Outdoors
Cultural Heritage**

Arts



Music



Cultural Heritage



Outdoors



Outdoors



Horses



Bourbon

C O U N T R Y



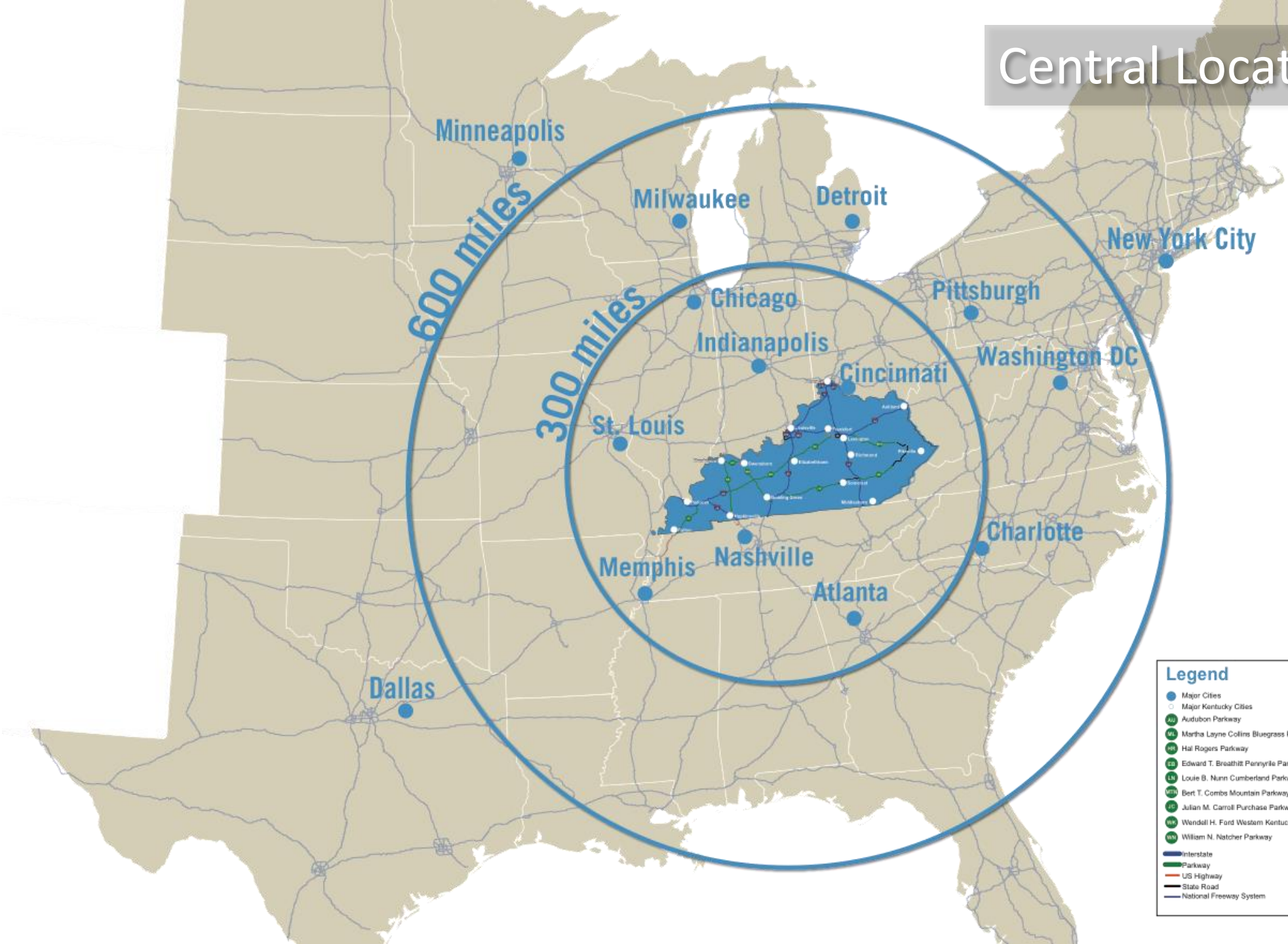
Agriculture & Local Food



Regional Meals



Central Location



Legend

- Major Cities
- Major Kentucky Cities
- Audubon Parkway
- Martha Layne Collins Bluegrass Parkway
- Hal Rogers Parkway
- Edward T. Breathitt Pennyrile Parkway
- Louie B. Nunn Cumberland Parkway
- Bert T. Combs Mountain Parkway
- Julian M. Carroll Purchase Parkway
- Wendell H. Ford Western Kentucky Parkway
- William N. Natcher Parkway
- Interstate
- Parkway
- US Highway
- State Road
- National Freeway System

Thank You

