

2024 ECONOMIC IMPACT OF TOURISM IN KENTUCKY



TEAM
KENTUCKY®

New
Kentucky
Home

RESEARCH CONDUCTED BY TOURISM ECONOMICS,
COMMISSIONED BY THE KENTUCKY DEPARTMENT OF TOURISM.

KENTUCKY

EMPLOYMENT **97,394 jobs**

LABOR INCOME **\$3.596 billion**

STATE & LOCAL TAXES **\$1.035 billion**

ECONOMIC IMPACT **\$14.3 billion**

BOURBON COUNTY

EMPLOYMENT **173 jobs**

LABOR INCOME **\$5.8 million**

STATE AND LOCAL TAXES **\$1.9 million**

ECONOMIC IMPACT **\$28.9
million**



2024 ECONOMIC IMPACT OF TOURISM IN KENTUCKY

**BLUEGRASS, HORSES,
BOURBON AND BOONE REGION**

EMPLOYMENT
19,211 jobs

LABOR INCOME
\$663.1 million

STATE AND LOCAL TAXES
\$206.7 million

ECONOMIC IMPACT
\$2.67 billion

TEAM
KENTUCKY®

New
Kentucky
Home

RESEARCH CONDUCTED BY TOURISM ECONOMICS,
COMMISSIONED BY THE KENTUCKY DEPARTMENT OF TOURISM.