**Support Kentucky’s Travel Industry**

**A premier economic generator for KY**

# What is Kentucky’s Travel Industry?

**The Kentucky travel industry is one of Kentucky’s premier economic generators.** The industry includes attractions, convention & visitors’ bureaus, hotels, restaurants, and many others who are driving tourists to visit Kentucky and spend money in local communities.

# What is the impact of the travel industry in the Commonwealth?

**$11.2 Billion total economic impact** in Kentucky

**94,500 jobs** directly or indirectly created by the industry in Kentucky

**4.4% of all total employment** in Kentucky is created by the travel industry

**$787 Million in state and local taxes** are generated by tourism.

**Kentucky Tourism Delivers One of the Largest Returns on Investment for Taxpayers**

* For every dollar invested in Kentucky state advertising, **$5 is returned in state and local tax revenue**
* Visitor spending generates enough revenue to **save Kentucky taxpayers an average of $456 per household**, annually

**But KY Tourism Could Do So Much More:**

# Tourism’s dramatic impact on KY’s economy can be even greater if KY matches the investment of its peer states.

* Many states outrank Kentucky in state tourism advertising funding
* Greater investments in tourism advertising dollars definitively lead to more jobs and revenue throughout the Commonwealth
* With limited resources, it is even more critical to invest in industries that are proven economic generators



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| --- | --- | --- |
| Hank Phillips | Sara Osborne | James Higdon |
| CEO, President KTIA | MML&K | MML&K |
| [hank.phillips@ktia.com](mailto:hank.phillips@ktia.com) | [sosborne@mmlk.com](mailto:sosborne@mmlk.com) | [jhigdon@mmlk.com](mailto:jhigdon@mmlk.com) |
| 502.223.8687 | 502.875.1176 | 502.330.5952 |

**Protect Funding for One of Kentucky’s**

***Premier* Economic Generators: *Tourism***

**Revenue from Kentucky tourism is vital to local economies and the state budget. It is important to know the sources of funding for tourism promotion in Kentucky and to protect this *pipeline for economic development* across the commonwealth.**

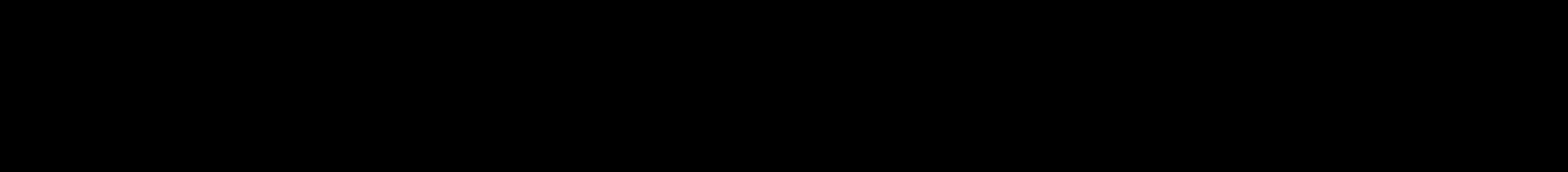


**Kentucky Tourism Revenue Sources**

1. **Kentucky’s 1% transient room tax provides the ONLY source of statewide tourism marketing funds.**
2. **Local transient room taxes are dedicated locally for tourism.**
3. **For small cities (formerly 4th and 5th class), the restaurant tax supplements local transient room taxes to offset a lack of hotel rooms in these smaller cities. Restaurant tax funds are dedicated to local tourism commissions.**

**The Issue: Kentucky is at a competitive disadvantage to neighboring states in tourism marketing funding**. While the travel industry recognizes the revenue shortages the state faces, tourism marketing is an investment that actually returns significantly more money to the state than the original investment. There is a deep need to maintain funding, if not to increase it, and certainly not to cut it.

**The Solution: Protect the three funding sources that provide the limited funds that make Kentucky’s travel industry the 3rd largest revenue-generating industry in the commonwealth.**



Kentucky can ill afford to harm funding sources that have a dramatic return on investment to state and local coffers!