TRAVEL IS AN ECONOMIC ENGINE
Why Travel Matters to Kentucky

TRAVEL AND TOURISM WORKS FOR KENTUCKY
2017 Data

- Domestic and international travelers to Kentucky spent $9.7 billion in 2017 and generated $1.4 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

- The 101,660 jobs created by travelers to Kentucky in 2017 represent 6.4% of the state's total private industry employment.

- Without these jobs generated by domestic and international travel, Kentucky's 2017 unemployment rate of 5.2% would have been 10.1% of the labor force.

- For every $1 million spent in Kentucky by domestic and international travelers, 10.5 jobs are created.

KENTUCKY-BASED TRAVEL COMPANIES

- Bardstown-Nelson County Tourist & Convention Commission
- Lexington Convention & Visitors Bureau
- International Inbound Travel Association
- Louisville Tourism
- Kentucky Department of Tourism
- Paducah Convention & Visitors Bureau

TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY
2018 Data

DIRECT IMPACT

- $1.1 TRILLION in travel spending
- 8.9 MILLION jobs, #7 largest employer of all industries in the U.S.
- $268 BILLION payroll
- $171 BILLION in tax revenue, each household will pay $1,340 additional taxes per year without the tax revenue from travel

INTERNATIONAL

- #2 INDUSTRY EXPORT
  - $256 Billion in travel exports, generating a $69 Billion trade surplus
- $157 BILLION in travel spending by international visitors in the U.S.

TOTAL IMPACT

- $2.5 TRILLION in U.S. economic output
- 1 in 10 U.S. NON-FARM JOBS supported by travel
- 15.7 MILLION American jobs

1. Out of 20 industries by 2-digit NAICS code
2. Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians' fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.