



# Tourism & Your Community

Commissioner Mike Mangeot, Department of Tourism  
Commissioner Russ Meyer, Department of Parks



**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



# Investing in Kentucky Tourism

# Tourism Strategic Plan

Gather

Gather input from partners and community leaders who understand the economic impact of the industry for Kentucky



Create

Create recommendations for the industry and identify opportunities for tourism development in local communities



Accelerate

Accelerate Kentucky's tourism recovery and guide the industry forward to create a vibrant tourism sector for the commonwealth

# TOURISM



**60%**  
OF THE TRAVELERS VIEW  
KENTUCKY AS A SAFE DESTINATION



**6.78 MILLION**  
VISITORS TRIP



**\$8.9 BILLION**  
ECONOMIC IMPACT



**\$625 MILLION**  
IN STATE AND LOCAL TAXES



**75,655**  
JOBS



\$1.1 (18%) BILLION LODGING



\$1.7 BILLION (28%) FOOD AND BEVERAGE



\$1.4 BILLION (23%) RETAIL



\$1.1 BILLION (19%) TRANSPORTATION

# 2020 Visitor Spending Breakdown



**65%** DAY TRIPS



**46%** DAY TRIP VISITORS FROM KENTUCKY




**36%** OVERNIGHT TRIPS



**37%** VISITING FRIENDS OR FAMILY


## 2020 Visitor Profile



**45 State Parks,  
including 17  
Resort Parks**



**6 Covered  
Bridges**



**300 Miles of  
Trails**



**13 Golf Courses**



**34 Pools/  
Beaches**




**15 Marinas**



**30 Campgrounds**




**650 Employees  
600-700 Season  
Staff**



**Approximately  
2,400  
Campsites**



**2 Scenic Trails**



**48,000+ Acres**



# COVID-19 Impact of Kentucky State Parks



Food Sales  
**\$8.7** Million



Group Sales  
**\$4.3** Million



Room Occupancy  
finished at **33.7%**, up  
from **28.6%** in FY20



**36%**  
campground  
occupancy  
through  
June 2021



**52%** Increase in golf  
rounds and a  
**38%** increase in  
revenue



# Staffing Challenges



**WE'RE  
HIRING**  
KENTUCKY STATE PARKS  
E.P. TOM SAWYER STATE PARK

**LIFEGUARDS**  
NO EXPERIENCE REQUIRED!

37.5 HOURS/WEEK FROM 11 AM-7 PM

**APPLY NOW**  
APPLY NOW  
APPLY NOW

TO APPLY, EMAIL:  
**NICK.PRICE@KY.GOV**

 KENTUCKY TOURISM, ARTS & HERITAGE CABINET

 KENTUCKY STATE PARKS  
"the nation's finest"



**NOW  
HIRING!**

State Park Ranger  
Kentucky State Parks  
E.P. Tom Sawyer State Park

To apply and see other openings, visit:  
<https://kypersonnelcabinet.csod.com/ats/careersite/search.aspx?site=2&c=kypersonnelcabinet>

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# Good News for Kentucky State Parks



   **KY**  
**VAX & VISIT**  
**KENTUCKY VACCINE SWEEPSTAKES**

**Enter to Win: [tah.ky.gov](https://tah.ky.gov)**

  @KyTAHC

  
KENTUCKY  
TOURISM, ARTS & HERITAGE  
CABINET



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