



## **Kentucky Governor's Office Announces 2023 Tourism Economic Impact Figures**

**PADUCAH, Ky. – May 31, 2024** — Gov. Andy Beshear announced this week that 2023 was the best year on record for Kentucky tourism, with \$13.8 billion generated in economic impact and 95,222 jobs supported. Paducah-McCracken County accounted for \$319.1 Million and 2,463 jobs.

“Our economy and our tourism industry are booming. More and more people want to visit Kentucky for our world-class destinations and events – creating more experiences for their families while generating jobs for Kentuckians,” said Gov. Beshear. “Kentucky is on the biggest tourism and economic roll of our lifetime, and this is a direct result of Team Kentucky’s hard work and investments in building a thriving, welcoming tourism industry. Together, we will continue to expand this success and welcome visitors to experience the natural beauty and warm hospitality of our new Kentucky home.”

In 2023, 79.3 million travelers visited Kentucky, spending \$9.7 billion across the commonwealth, according to a study by Tourism Economics. More than \$996 million in state and local taxes were generated.

“Paducah-McCracken County is a beloved destination for travelers from around the globe and the most recent economic impact figures prove that,” said Liz Hammonds, Director of Marketing & Communications for the Paducah Convention & Visitors Bureau. “The CVB is proud to work with Team Kentucky and all our community partners to support the local economy through tourism marketing and Paducah hospitality.”

For more information about Paducah, visit <https://www.paducah.travel/>.

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