TEAM KENTUCKY®

International Visitor Profile

TravelSouth USA
All Y'all Are Welcome

Key Findings

1. **2026 projected spending:** $270.7M (+6.2% YOY). Projected visitors: 298.8K (+4.5% YOY).
2. **Top 10 Source Markets by Spending:** Canada ($40.5M), UK + Ireland ($31.9M), Brazil ($26.7M), DACH Region ($17.0M), India ($11.7M), Japan ($11.0M), China ($10.5M), Australia ($7.8M), France ($6.9M), Italy ($6.9M).
3. **Top 5 Growth Markets (Spending YOY):** Taiwan (+17.9%), Bulgaria (+15.0%), Israel (+14.1%), South Africa (+13.2%), Singapore (+12.3%).
4. **Top 5 Declining Markets (Spending YOY):** Iran (-11.1%), Greece (-0.3%).
5. Canada leads by spending ($40.5M). Canada leads by visits (169.8K).
6. **CAGR:** 2023-2027 projected spending CAGR (6.6%) exceeds 2015-2019 (1.0%).
7. **Visitor Perceptions (Intl Markets):** 67% familiarity, 75% appeal, 41% likely to visit in the next 5 years.
8. **U.S. Trip Profile (Intl Markets):** Average spending $5,049. Average stay: 12.3 days. Average destinations: 4.4.
9. **Top Motivation:** For rest and relaxation (45%)
10. **Preferred Tone:** Friendly/welcoming (45%)
11. **Top Barrier:** Political issues/unrest (64%)

Source: Tourism Economics, Feb 2026; Future Partners, Mar 2026

Kentucky

$270.7M
2026 Projected Spending
+6.2% YOY vs. 2025

298.8K
2026 Projected Visitors
+4.5% YOY vs. 2025

$227.9M
2026 Overseas Spending
+6.0% YOY vs. 2025

121.8K
2026 Overseas Visitors
+3.7% YOY vs. 2025

$254.9M
2025 Projected Spending
-3.6% YOY vs. 2024

285.8K
2025 Projected Visitors
-13.9% YOY vs. 2024

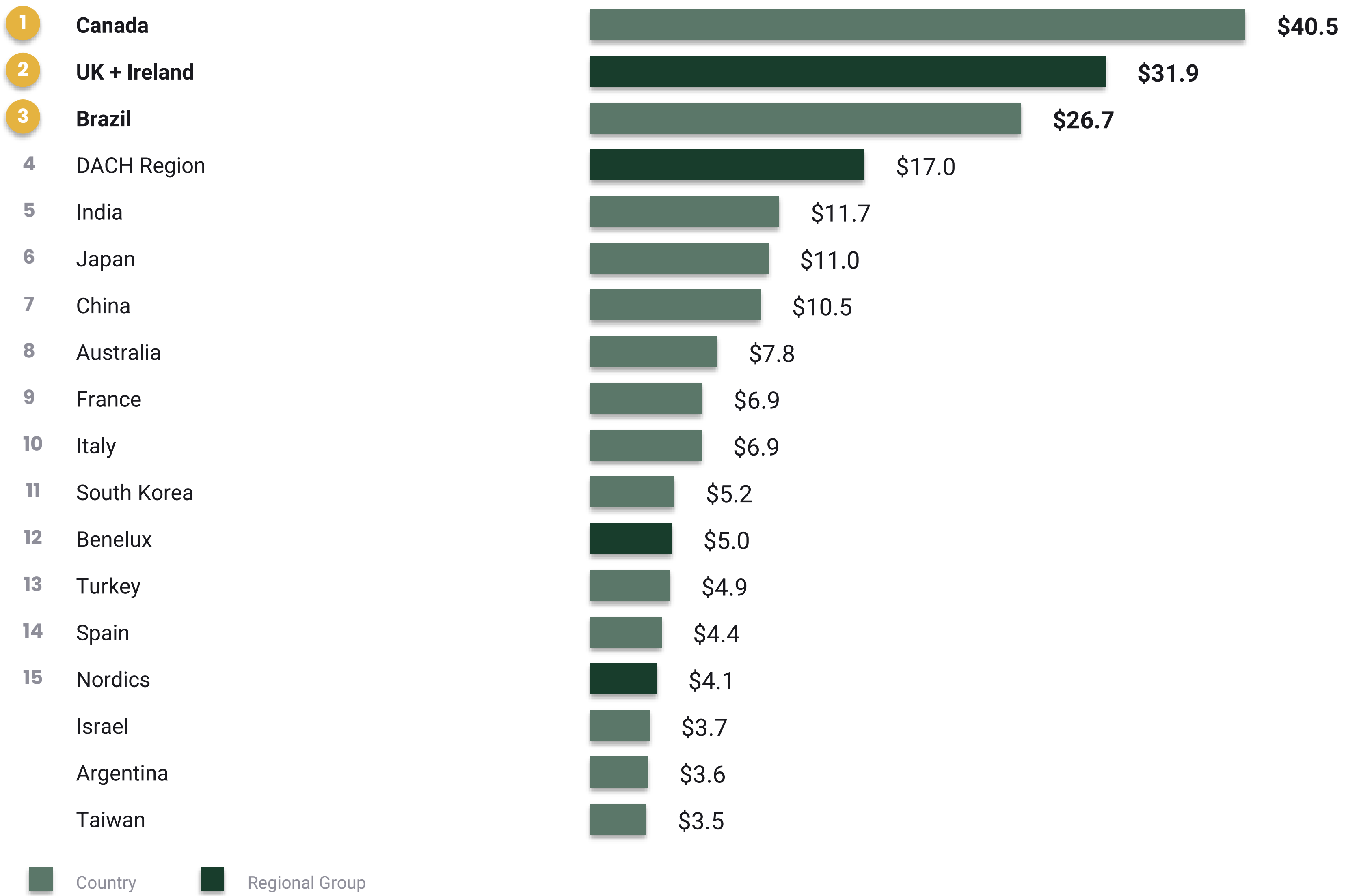
$214.9M
2025 Overseas Spending
+3.8% YOY vs. 2024

117.5K
2025 Overseas Visitors
-2.2% YOY vs. 2024

Source: Tourism Economics, Feb 2026

Top Source Markets | 2026 Projections

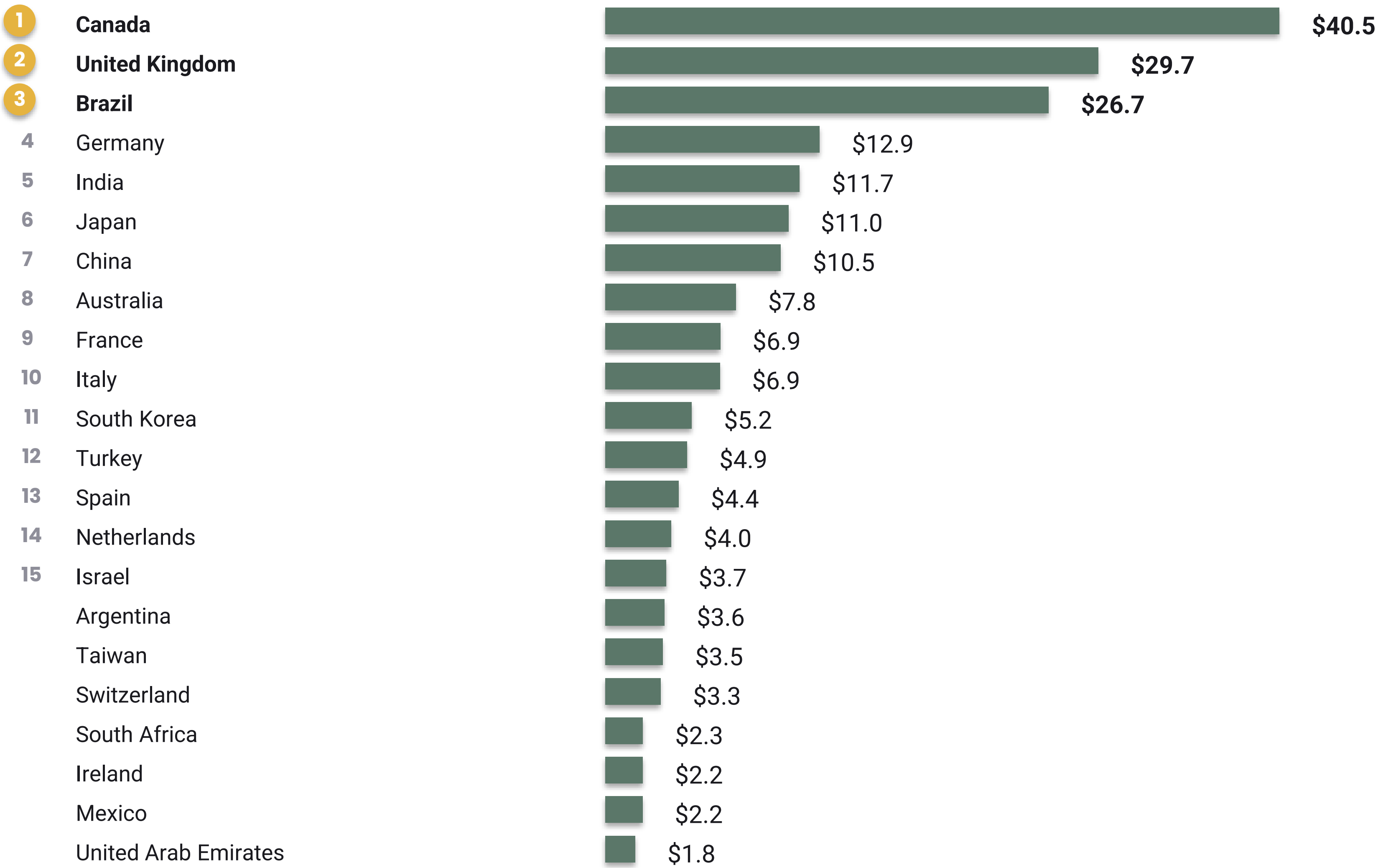
Spending ($ millions) by market | Includes Nordics, Benelux, DACH, UK + Ireland



Source: Tourism Economics, Feb 2026

Top Source Markets | 2026 Projections | Detailed

Spending ($ millions) by individual country



Source: Tourism Economics, Feb 2026

Top Markets Detail | 2026 Projections

Spending ($M), visits (K), and YOY % change

#	Market	Spending ($M)	Visits (K)	Spend Δ%	Visits Δ%
1	Canada	$40.5	169.8	+6.8%	+5.3%
2	United Kingdom	$29.7	14.2	+3.9%	+5.3%
3	Brazil	$26.7	7.2	+8.8%	+5.1%
4	Germany	$12.9	6.9	+7.9%	+3.7%
5	India	$11.7	7.8	+7.0%	+2.3%
6	Japan	$11.0	8.0	+4.3%	+5.1%
7	China	$10.5	4.0	+3.6%	+3.1%
8	Australia	$7.8	3.6	+5.3%	+3.1%
9	France	$6.9	5.0	+6.3%	+4.1%
10	Italy	$6.9	5.1	+6.0%	+3.6%
11	South Korea	$5.2	4.4	+4.5%	+5.2%
12	Turkey	$4.9	1.7	+0.3%	+0.8%
13	Spain	$4.4	2.8	+10.3%	+2.6%
14	Netherlands	$4.0	2.6	+7.3%	+4.3%
15	Israel	$3.7	3.4	+14.1%	+2.6%
16	Argentina	$3.6	2.9	+8.7%	+6.1%
17	Taiwan	$3.5	1.6	+17.9%	+8.6%
18	Switzerland	$3.3	1.6	+12.9%	+7.4%
19	South Africa	$2.3	1.3	+13.2%	+9.2%
20	Ireland	$2.2	1.6	+5.2%	+3.8%
21	Mexico	$2.2	7.2	+6.7%	+2.5%
22	United Arab Emirates	$1.8	0.7	+4.7%	+10.6%

Source: Tourism Economics, Feb 2026

% Change | 2025 Projections vs. 2024

Year-over-year spending and visits change by source market

#	Market	Spending %Δ	Visits %Δ
1	Canada	-31.4%	-21.4%
2	United Kingdom	+13.1%	+0.5%
3	Brazil	+13.7%	+0.3%
4	Germany	+7.2%	-10.8%
5	India	-4.7%	-4.8%
6	Japan	+12.5%	+6.6%
7	China	+6.2%	-2.5%
8	Australia	-13.9%	-4.7%
9	France	-3.8%	-7.3%
10	Italy	+13.2%	+5.5%
11	South Korea	-15.0%	-4.8%
12	Turkey	+23.1%	+4.8%
13	Spain	+13.5%	+2.5%
14	Netherlands	+11.6%	-8.2%
15	Israel	-6.2%	+14.1%
16	Argentina	+12.2%	+14.1%
17	Taiwan	+29.9%	+6.6%
18	Switzerland	-23.3%	-11.3%
19	South Africa	-7.7%	-7.2%
20	Ireland	-2.1%	+0.7%
21	Mexico	+4.5%	+8.6%
22	United Arab Emirates	+7.4%	-3.0%

Decline Growth

Source: Tourism Economics, Feb 2026

Growth Trajectory

2015-2019 CAGR

1.0% Spending

1.9% Visits

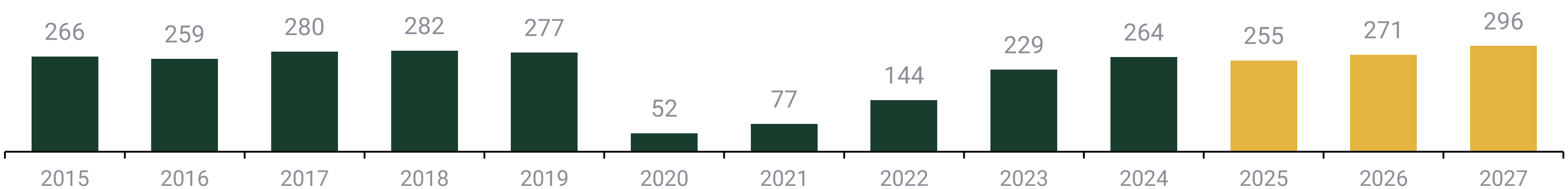
2023-2027 PROJECTED CAGR

6.6% Spending

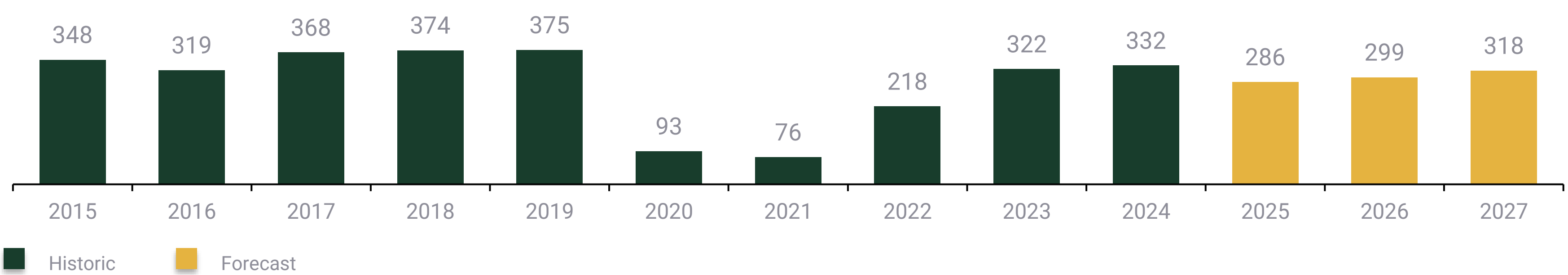
-0.3% Visits

CAGR is Compound Annual Growth Rate.

Spending ($M)



Visits (K)



Source: Tourism Economics, Feb 2026

Macro Context

Top 10 spending markets | GDP % change and currency exchange rate (2026)

Market	GDP % Change	Exchange rate	Currency pair
Canada	1.5%	1.37	CAD/USD
United Kingdom	1.3%	1.35	GBP/USD
Brazil	1.9%	5.15	BRL/USD
Germany	0.9%	1.18	EUR/USD
India	6.2%	90.92	INR/USD
Japan	0.6%	156.13	JPY/USD
China	4.2%	6.84	CNY/USD
Australia	2.1%	0.71	AUD/USD
France	0.9%	1.18	EUR/USD
Italy	0.8%	1.18	EUR/USD

Source: Tourism Economics, Feb 2026

Visitor Perceptions | The American South

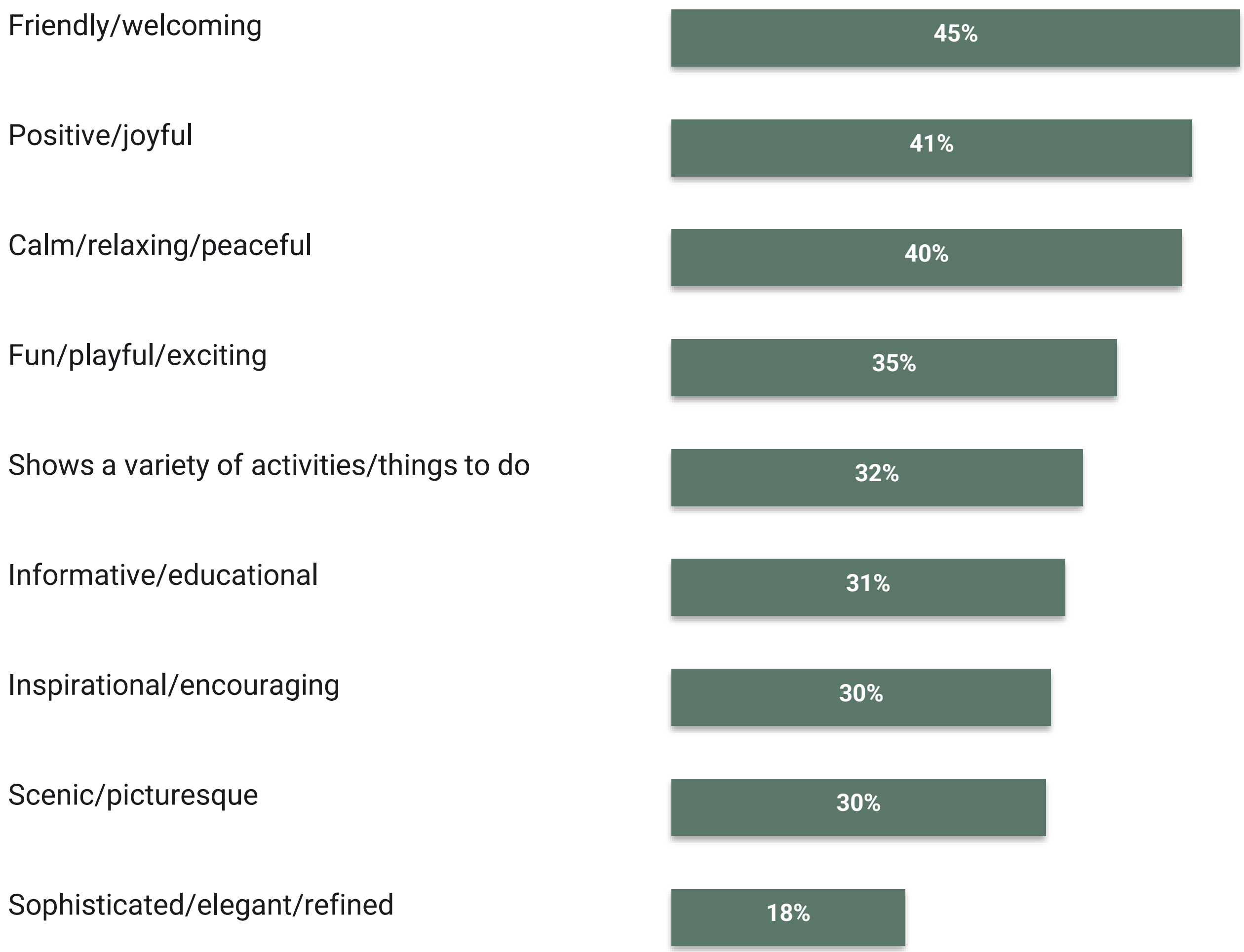
International Markets

67% Familiarity	75% Appeal
29% Promotional Buzz	41% Likely to Visit (5yr)

Source: Future Partners, Mar 2026

Desired Travel Promotion Tone

International Markets



Source: Future Partners, Mar 2026

U.S. Travel Planning & Budget

Total international

U.S. Trip Planning

36%	14 wks	12 wks
Likely to Visit US (2yr)	**Planning Window**	**Booking Window**
Intl Markets: 36%	Intl Markets: 14 wks	Intl Markets: 12 wks

U.S. Trip Profile

12.3	4.4	2.6
Avg Days in the U.S.	**Avg Destinations in the U.S.**	**Avg Number of People Traveling with**
Intl Markets: 12.3	Intl Markets: 4.4	Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

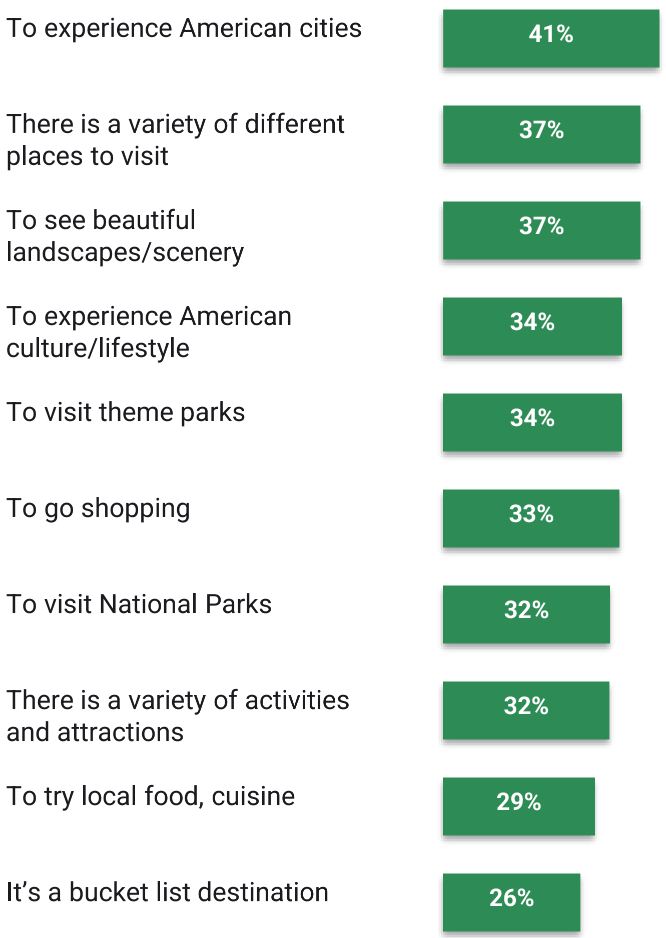
$1,568	$1,001	$826	$881	$772	$5,049
Hotels	**Shopping**	**Dining**	**Sightseeing**	**Transport**	**Total**
Intl: $1,568	Intl: $1,001	Intl: $826	Intl: $881	Intl: $772	Intl: $5,049

Source: Future Partners, Mar 2026

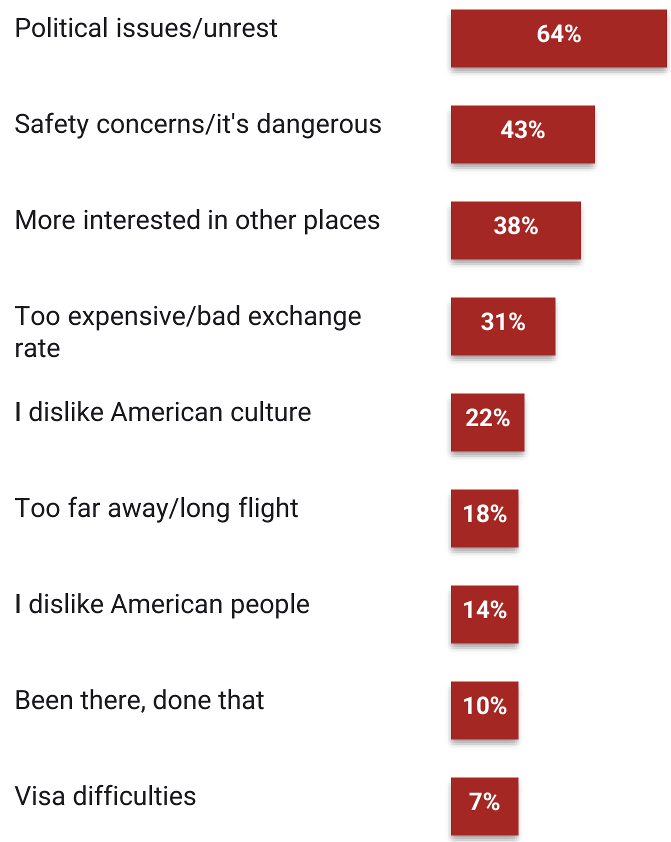
Enablers & Barriers to Visiting

International Markets

Enablers



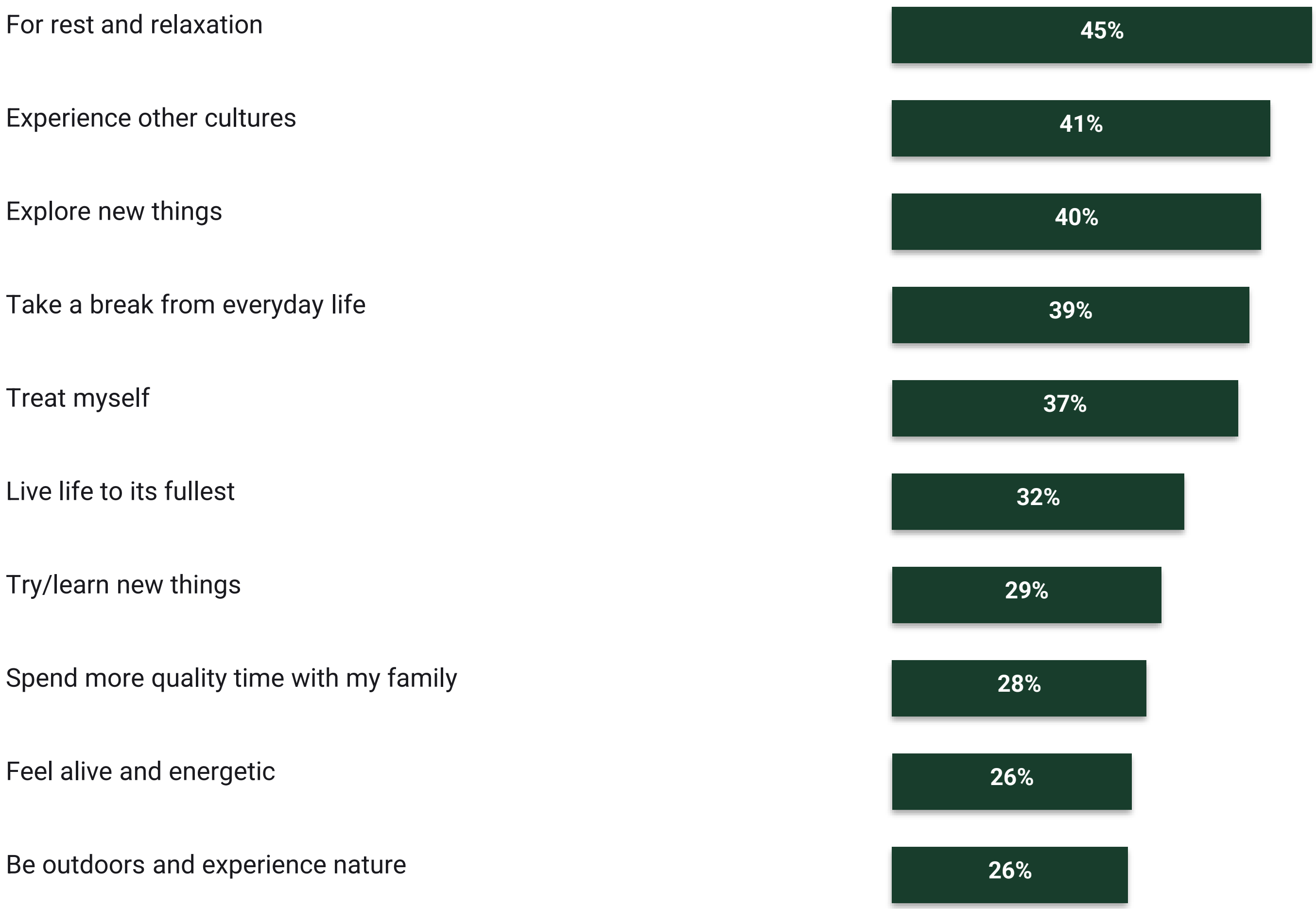
Barriers



Source: Future Partners, Mar 2026

Travel Motivations

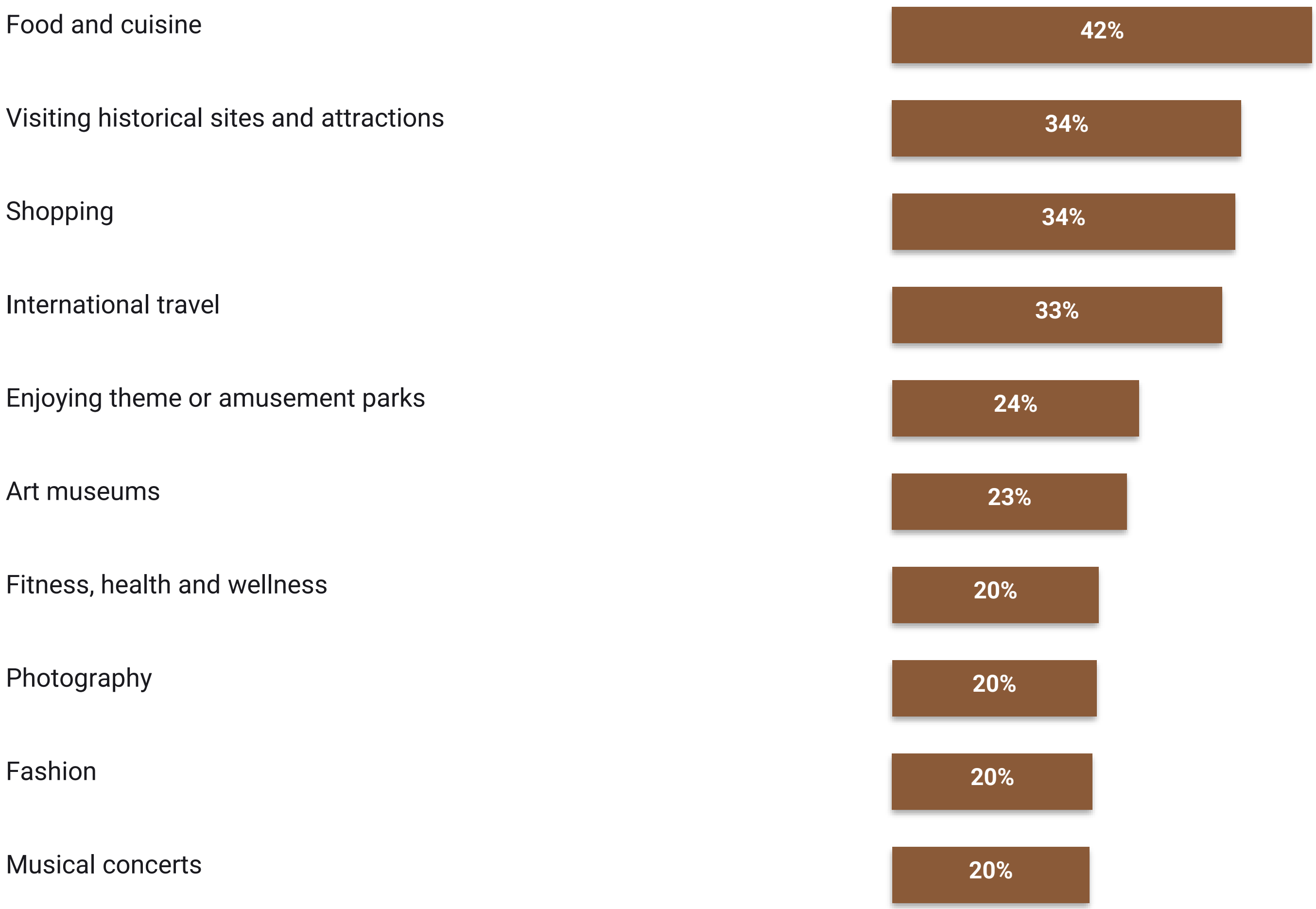
International Markets



Source: Future Partners, Mar 2026

Hobbies & Passions

International Markets



Source: Future Partners, Mar 2026

Travel Trends & Outlook

International Markets

Global wars/strife will impact the destinations I visit in 2025.

54%

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

53%

With higher temperatures each year, I will try to seek out cooler places.

44%

I'll be more proactive in reducing the impact of my travel on the environment.

43%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

42%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

42%

Luxury travel experiences are an important part of my leisure trips.

39%

I anticipate that backlash against tourism will increase in my community in the next year.

34%

I often bring work with me to do when I am on holiday.

27%

Source: Future Partners, Mar 2026

Top Five Markets by Spending

International Visitor Economy & Profiles by Country

CANADA

Source Market Analysis | Kentucky

#1 by Spending | #1 by Visits

Canada | Key Findings

1. **2026 Kentucky projected spending:** $40.6M (+6.8% YOY). Projected visitors: 169.8K (+5.3% YOY). Ranks #1 by spending and #1 by visits among Kentucky source markets.
2. **Macro Context:** Canada 2026 GDP growth projected at 1.5%%. Exchange rate: 1.37 CAD/USD.
3. **CAGR Comparison:** 2023-2027 projected spending CAGR (-2.5%) exceeds 2015-2019 (-6%).
4. **Visitor Perceptions:** 66% familiarity with the American South, 70% appeal, 38% likely to visit in the next 5 years.
5. **U.S. Trip Profile:** Average spending $2,949 for a 2-week trip. Average length of stay: 8.4 days. Average destinations: 2.8.
6. **Top Motivation:** Treat myself (49%)
7. **Top Enabler:** To visit friends and/or family (39%)
8. **Preferred Tone:** Friendly/welcoming (54%)
9. **Top Barrier:** Political issues/unrest (90%)

Source: Tourism Economics, Feb 2026; Future Partners, Mar 2026

Canada

$40.6M
2026 Kentucky Spending
+6.8% YOY vs. 2025

169.8K
2026 Kentucky Visitors
+5.3% YOY vs. 2025

$16.4B
2026 USA Spending
+7.6% YOY vs. 2025

20.9M
2026 USA Visitors
+6.6% YOY vs. 2025

$38M
2025 Kentucky Spending
-31.3% YOY vs. 2024

161.3K
2025 Kentucky Visitors
-21.4% YOY vs. 2024

$15.2B
2025 USA Spending
-21.5% YOY vs. 2024

19.6M
2025 USA Visitors
-23.1% YOY vs. 2024

Source: Tourism Economics, Feb 2026

Growth Trajectory

2015-2019 CAGR

-6% Spending

2.1% Visits

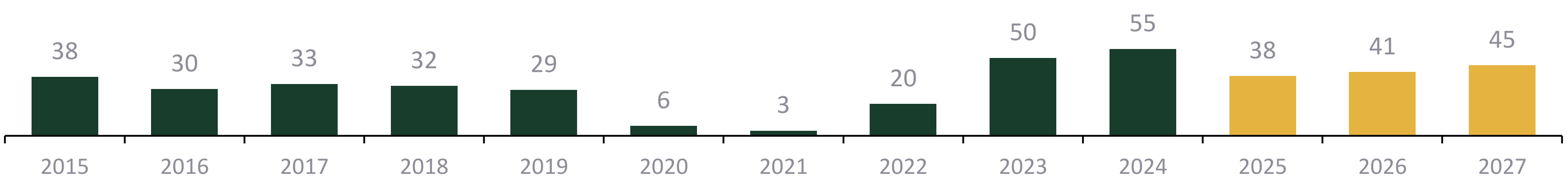
2023-2027 PROJECTED CAGR

-2.5% Spending

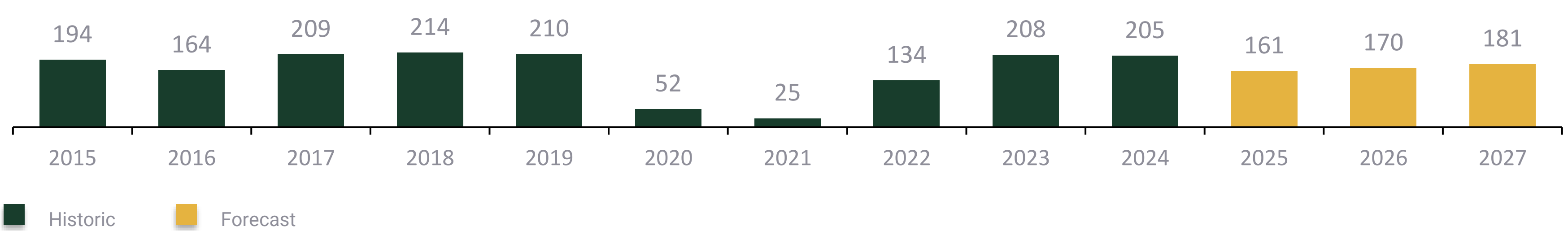
-3.4% Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending ($M)



Visits (K)



Source: Tourism Economics, Feb 2026

Visitor Perceptions | The American South

Canada

66%
Familiarity
Intl Markets: 67%

70%
Appeal
Intl Markets: 75%

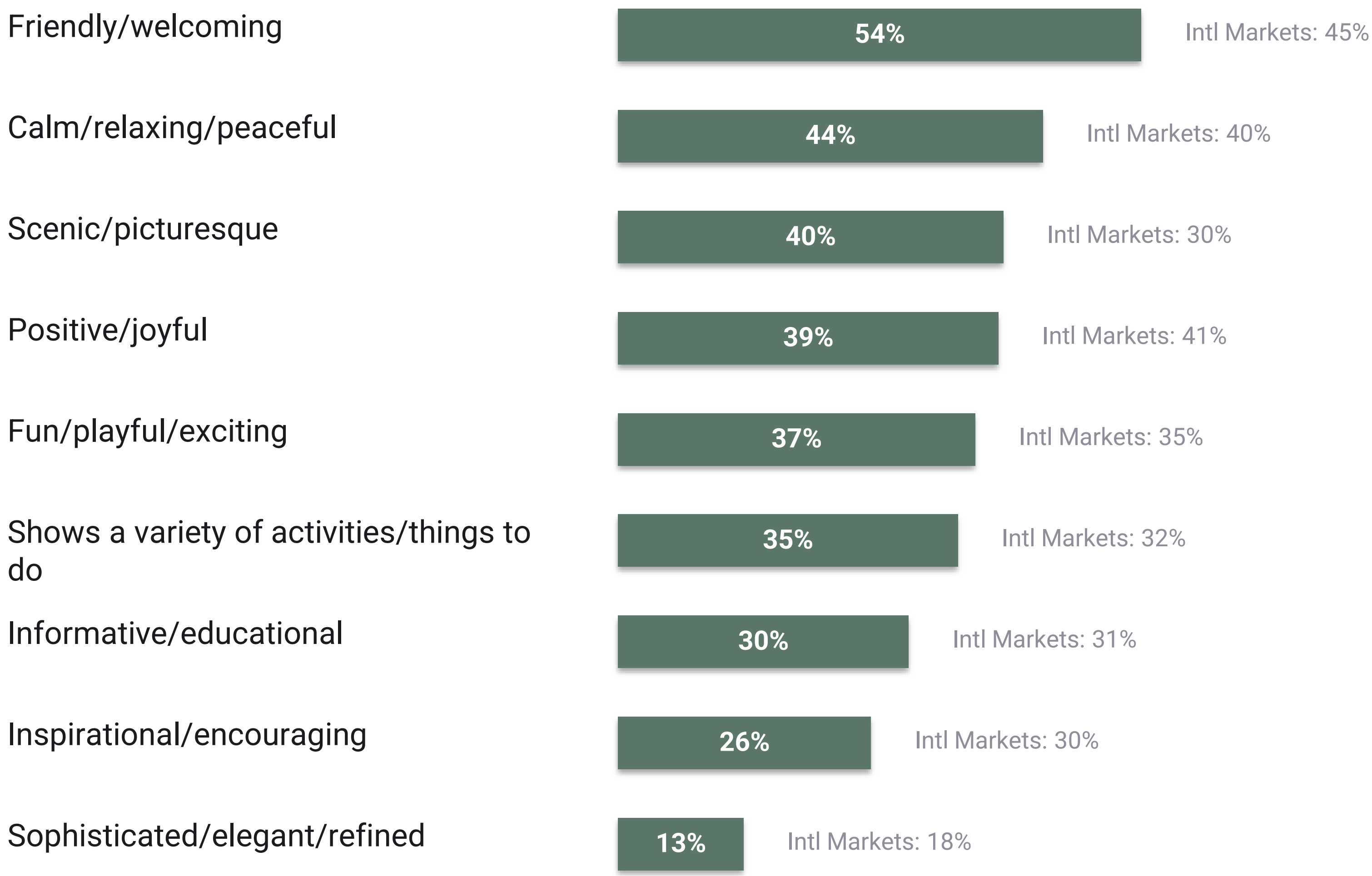
24%
Promotional Buzz
Intl Markets: 29%

38%
Likely to Visit (5yr)
Intl Markets: 41%

Source: Future Partners, Mar 2026

Desired Travel Promotion Tone

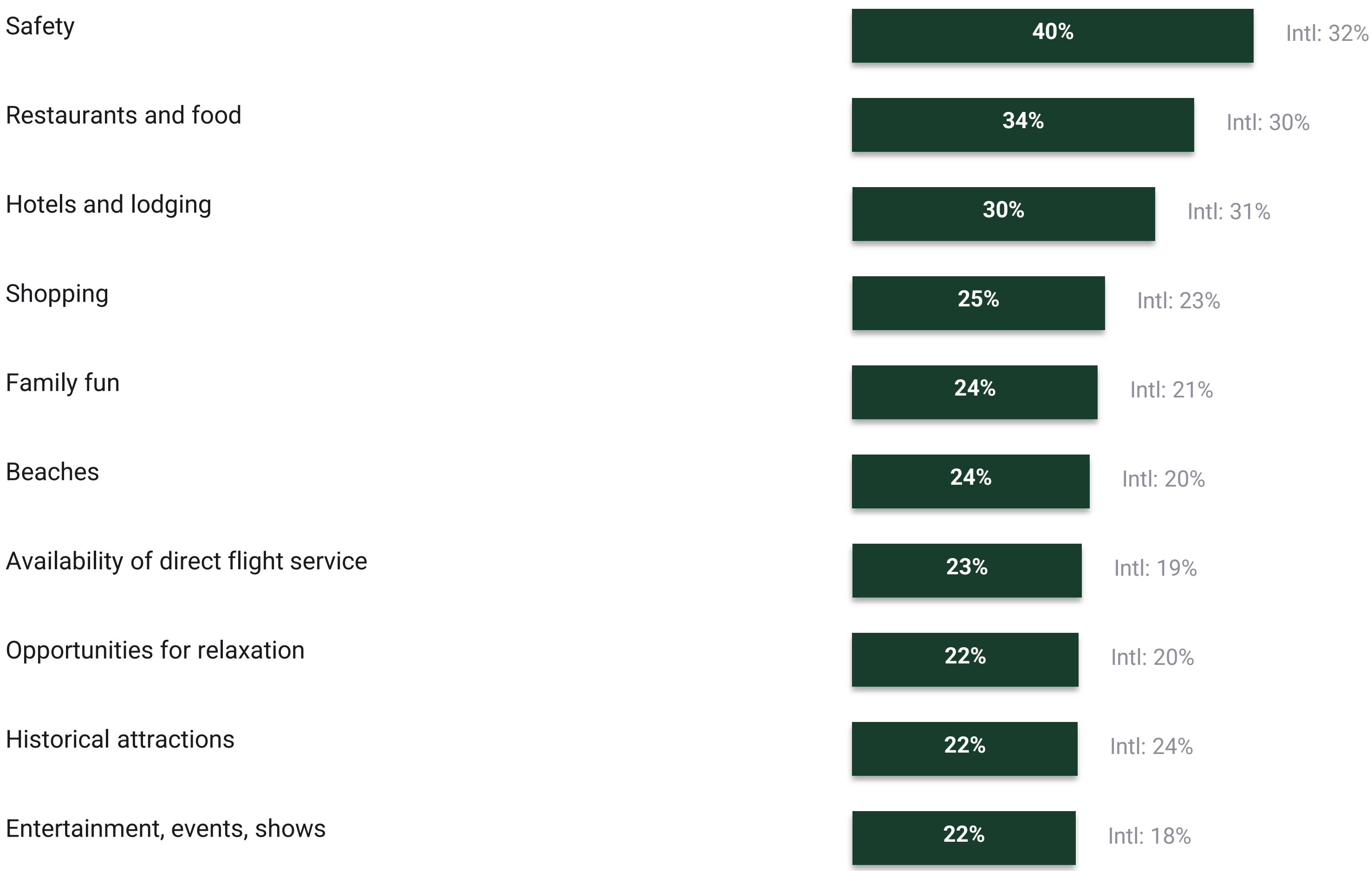
Canada



Source: Future Partners, Mar 2026

Top Information Sources

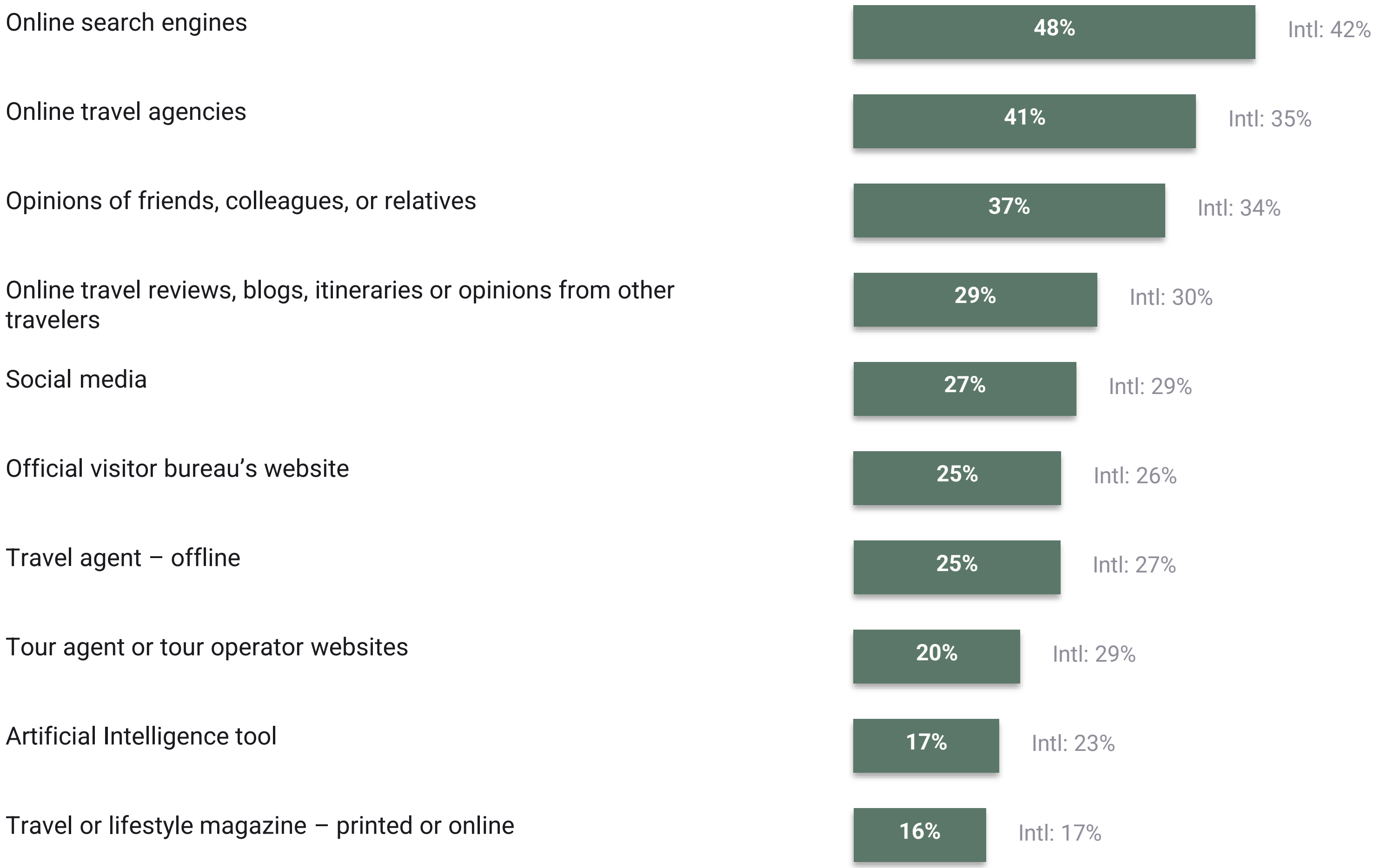
Canada



Source: Future Partners, Mar 2026

Planning Resources

Canada



Source: Future Partners, Mar 2026

U.S. Travel Planning & Budget

Canada

U.S. Trip Planning

36%	12 wks	11 wks
Likely to Visit US (2yr)	Planning Window	Booking Window
Intl Markets: 36%	Intl Markets: 14 wks	Intl Markets: 12 wks

U.S. Trip Profile

8.4	2.8	2.1
Avg Days in the U.S.	Avg Destinations in the U.S.	Avg Number of People Traveling with
Intl Markets: 12.3	Intl Markets: 4.4	Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

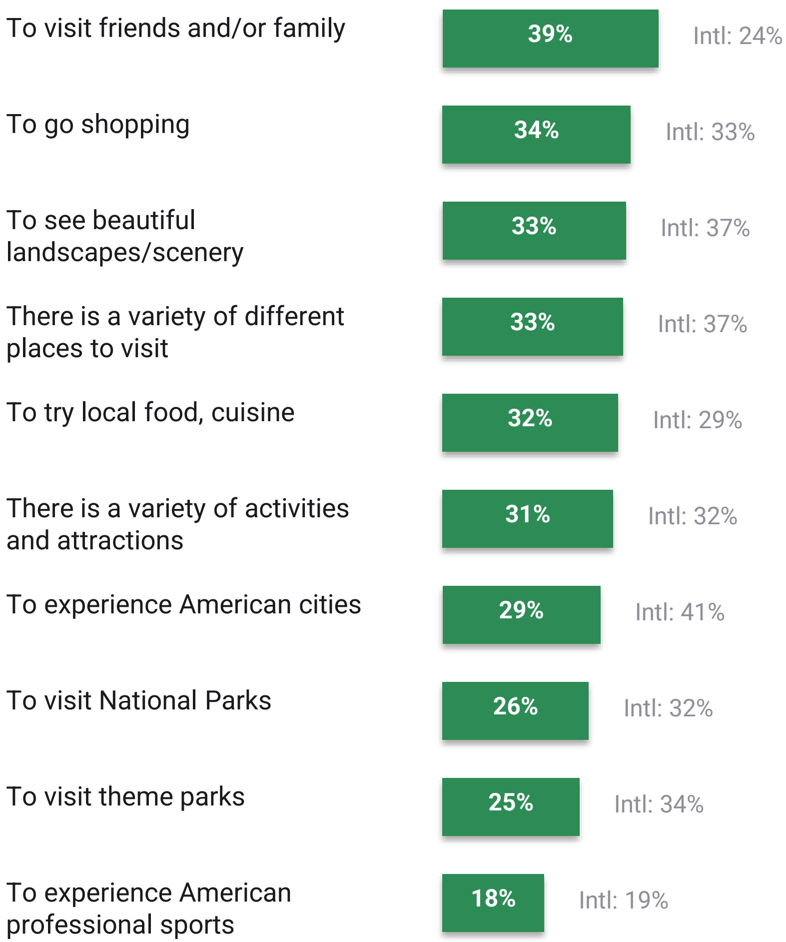
$1,095	$481	$510	$383	$480	$2,949
Hotels	Shopping	Dining	Sightseeing	Transport	Total
Intl: $1,568	Intl: $1,001	Intl: $826	Intl: $881	Intl: $772	Intl: $5,049

Source: Future Partners, Mar 2026

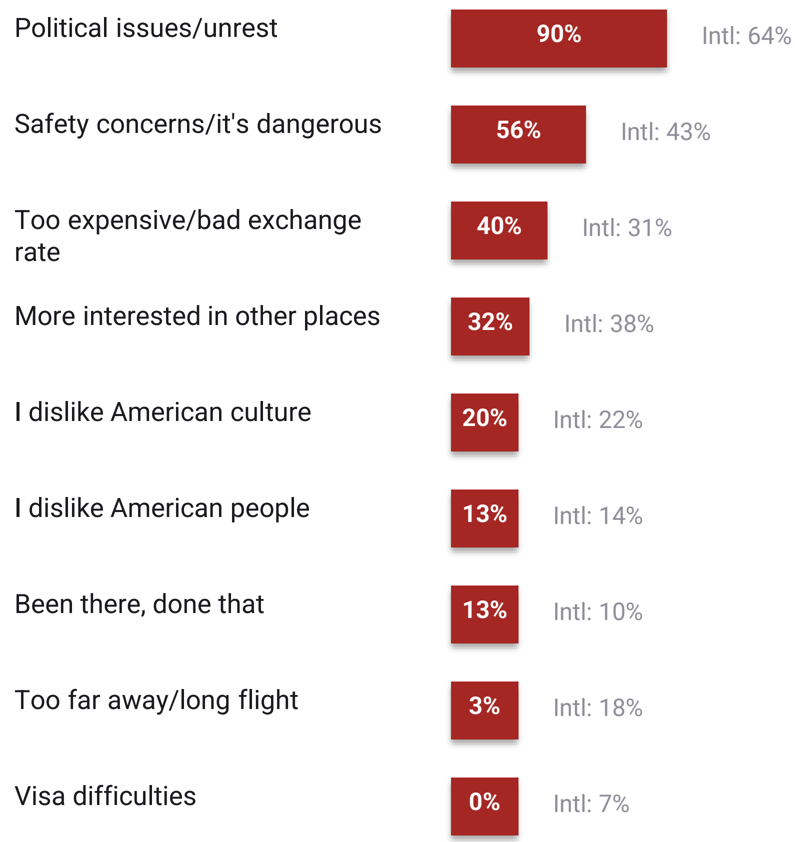
Enablers & Barriers to Visiting

Canada

Enablers



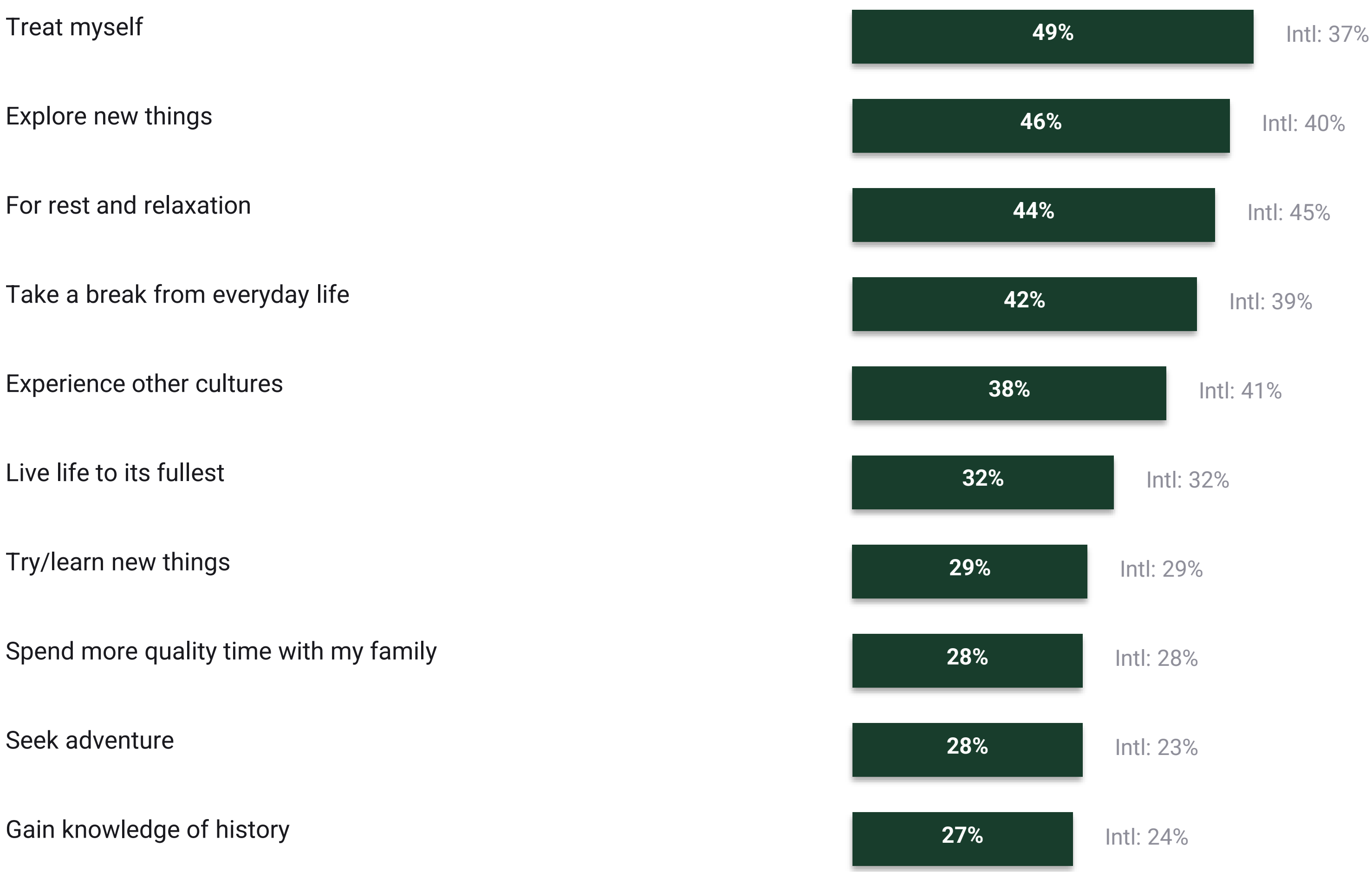
Barriers



Source: Future Partners, Mar 2026

Travel Motivations

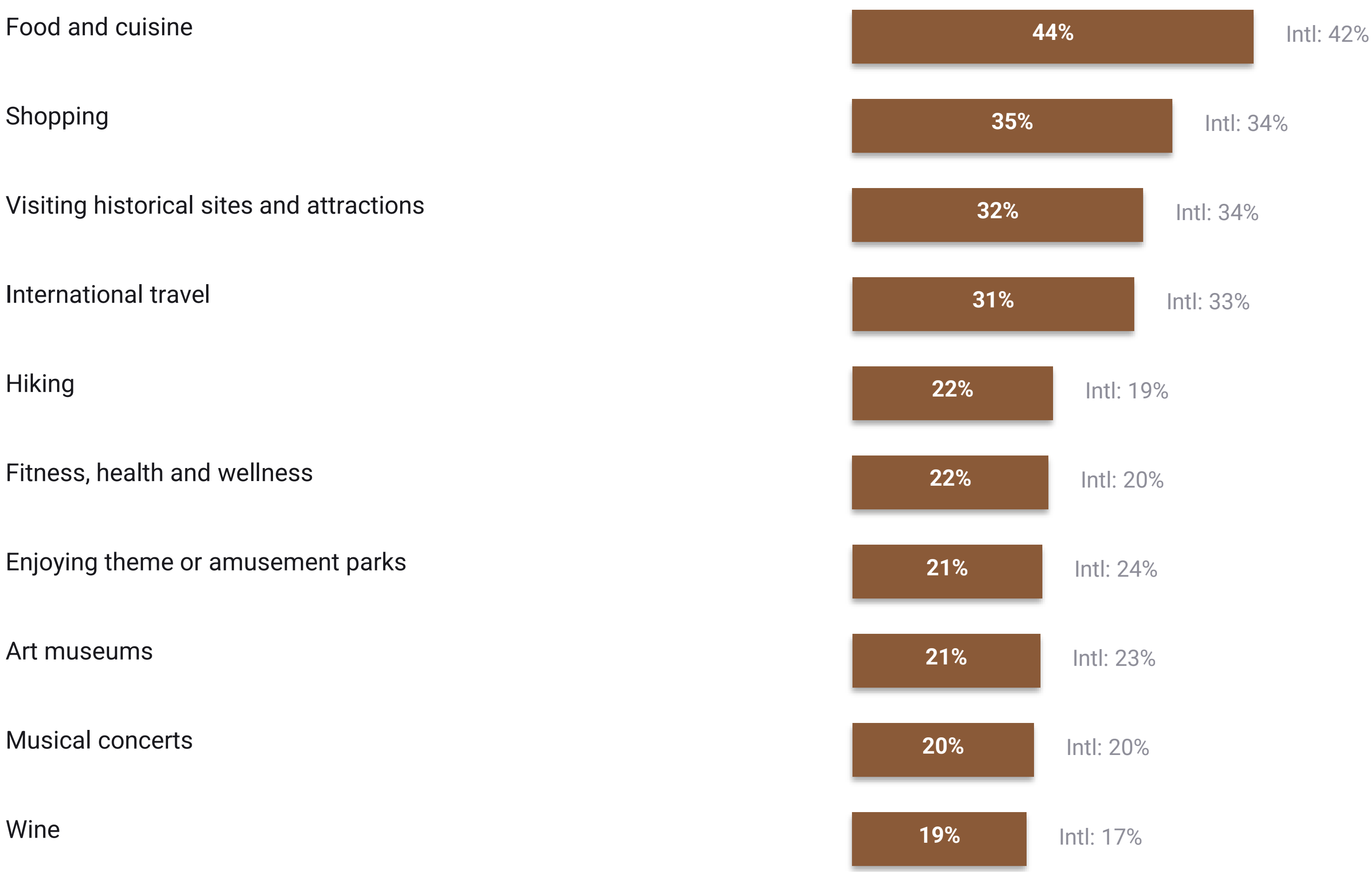
Canada



Source: Future Partners, Mar 2026

Hobbies & Passions

Canada



Source: Future Partners, Mar 2026

Travel Trends & Outlook

Canada

Global wars/strife will impact the destinations I visit in 2025.

59%

Intl: 54%

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

53%

Intl: 53%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

40%

Intl: 42%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

37%

Intl: 42%

Luxury travel experiences are an important part of my leisure trips.

36%

Intl: 39%

I anticipate that backlash against tourism will increase in my community in the next year.

35%

Intl: 34%

I'll be more proactive in reducing the impact of my travel on the environment.

34%

Intl: 43%

With higher temperatures each year, I will try to seek out cooler places.

33%

Intl: 44%

I often bring work with me to do when I am on holiday.

24%

Intl: 27%

Canada Intl Markets

Source: Future Partners, Mar 2026

UNITED KINGDOM

Source Market Analysis | Kentucky

#2 by Spending | #2 by Visits

United Kingdom | Key Findings

1. **2026 Kentucky projected spending:** $29.7M (+4.2% YOY). Projected visitors: 14.2K (+5.2% YOY). Ranks #2 by spending and #2 by visits among Kentucky source markets.
2. **Macro Context:** United Kingdom 2026 GDP growth projected at 1.3%%. Exchange rate: 1.35 GBP/USD.
3. **CAGR Comparison:** 2023-2027 projected spending CAGR (6.3%) exceeds 2015-2019 (3.4%).
4. **Visitor Perceptions:** 74% familiarity with the American South, 78% appeal, 41% likely to visit in the next 5 years.
5. **U.S. Trip Profile:** Average spending $5,448 for a 2-week trip. Average length of stay: 11.2 days. Average destinations: 3.9.
6. **Top Motivation:** For rest and relaxation (51%)
7. **Top Enabler:** To experience American cities (45%)
8. **Preferred Tone:** Friendly/welcoming (54%)
9. **Top Barrier:** Political issues/unrest (72%)

Source: Tourism Economics, Feb 2026; Future Partners, Mar 2026

United Kingdom

$29.7M
2026 Kentucky Spending
+4.2% YOY vs. 2025

14.2K
2026 Kentucky Visitors
+5.2% YOY vs. 2025

$11.9B
2026 USA Spending
+3.3% YOY vs. 2025

5.8M
2026 USA Visitors
+3.5% YOY vs. 2025

$28.5M
2025 Kentucky Spending
+13.1% YOY vs. 2024

13.5K
2025 Kentucky Visitors
0% YOY vs. 2024

$11.5B
2025 USA Spending
+9.4% YOY vs. 2024

5.6M
2025 USA Visitors
-0.1% YOY vs. 2024

Source: Tourism Economics, Feb 2026

Growth Trajectory

2015-2019 CAGR

3.4% Spending

1.9% Visits

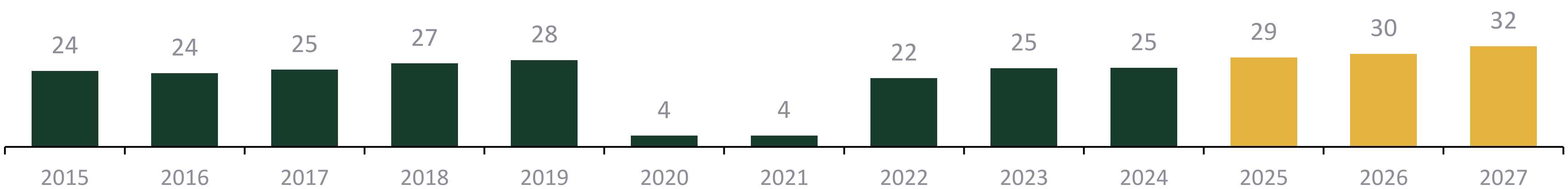
2023-2027 PROJECTED CAGR

6.3% Spending

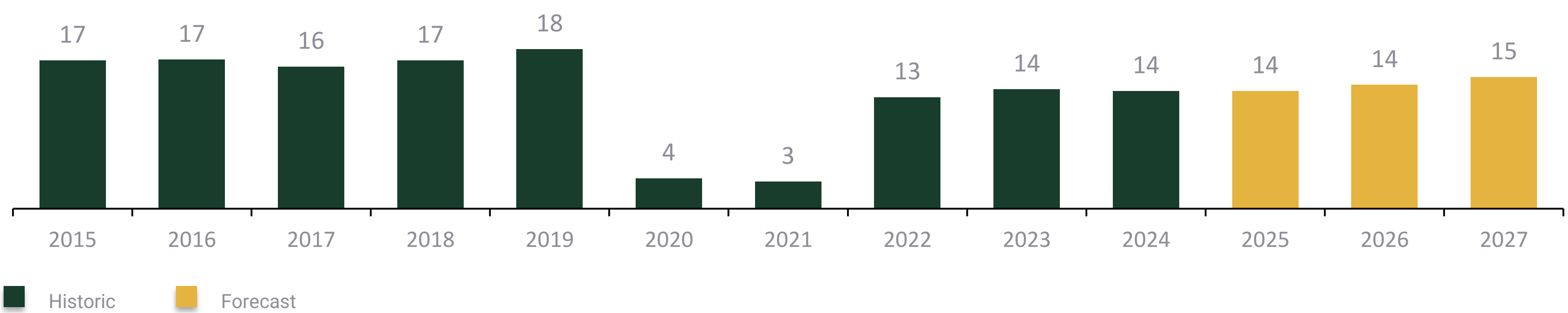
2.5% Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending ($M)



Visits (K)



Source: Tourism Economics, Feb 2026

Visitor Perceptions | The American South

United Kingdom

74%
Familiarity
Intl Markets: 67%

78%
Appeal
Intl Markets: 75%

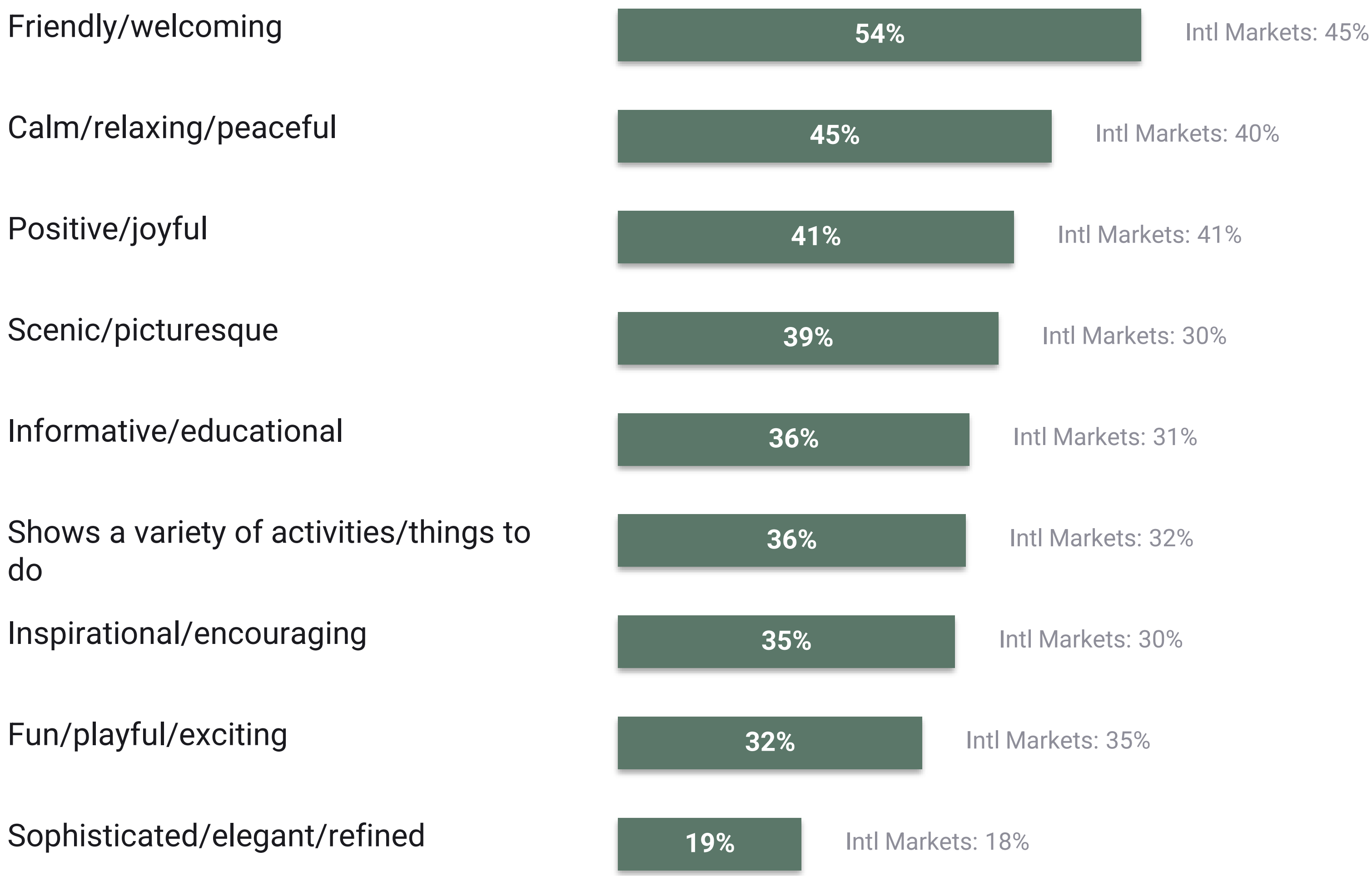
26%
Promotional Buzz
Intl Markets: 29%

41%
Likely to Visit (5yr)
Intl Markets: 41%

Source: Future Partners, Mar 2026

Desired Travel Promotion Tone

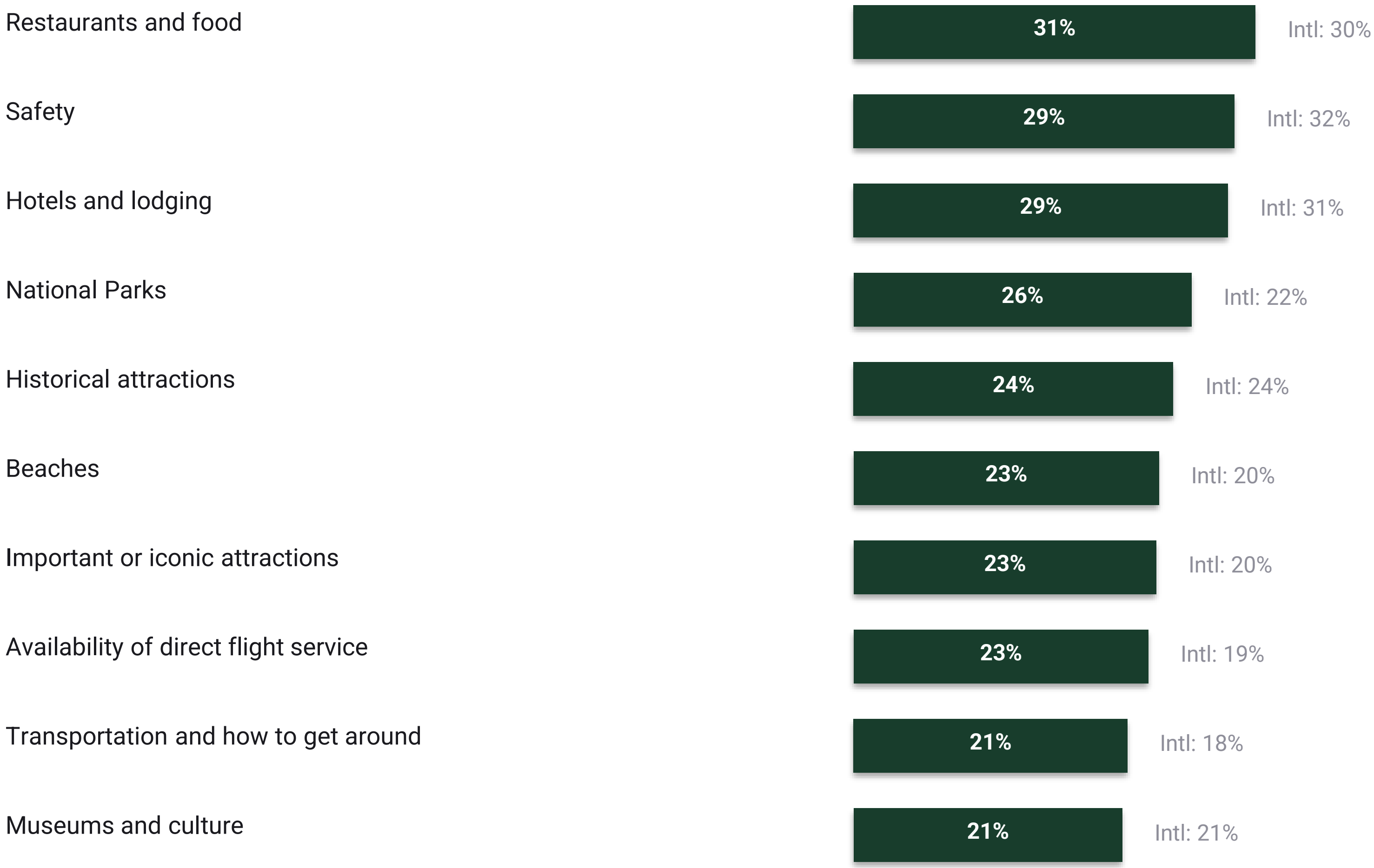
United Kingdom



Source: Future Partners, Mar 2026

Top Information Sources

United Kingdom



Source: Future Partners, Mar 2026

Planning Resources

United Kingdom

Resource	United Kingdom	Intl
Online search engines	48%	Intl: 42%
Online travel agencies	41%	Intl: 35%
Online travel reviews, blogs, itineraries or opinions from other travelers	34%	Intl: 30%
Opinions of friends, colleagues, or relatives	33%	Intl: 34%
Travel agent – offline	29%	Intl: 27%
Tour agent or tour operator websites	27%	Intl: 29%
Official visitor bureau’s website	26%	Intl: 26%
Social media	25%	Intl: 29%
Travel or lifestyle magazine – printed or online	20%	Intl: 17%
Artificial Intelligence tool	18%	Intl: 23%

Source: Future Partners, Mar 2026

U.S. Travel Planning & Budget

United Kingdom

U.S. Trip Planning

40%	16 wks	14 wks
Likely to Visit US (2yr)	Planning Window	Booking Window
Intl Markets: 36%	Intl Markets: 14 wks	Intl Markets: 12 wks

U.S. Trip Profile

11.2	3.9	2.2
Avg Days in the U.S.	Avg Destinations in the U.S.	Avg Number of People Traveling with
Intl Markets: 12.3	Intl Markets: 4.4	Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

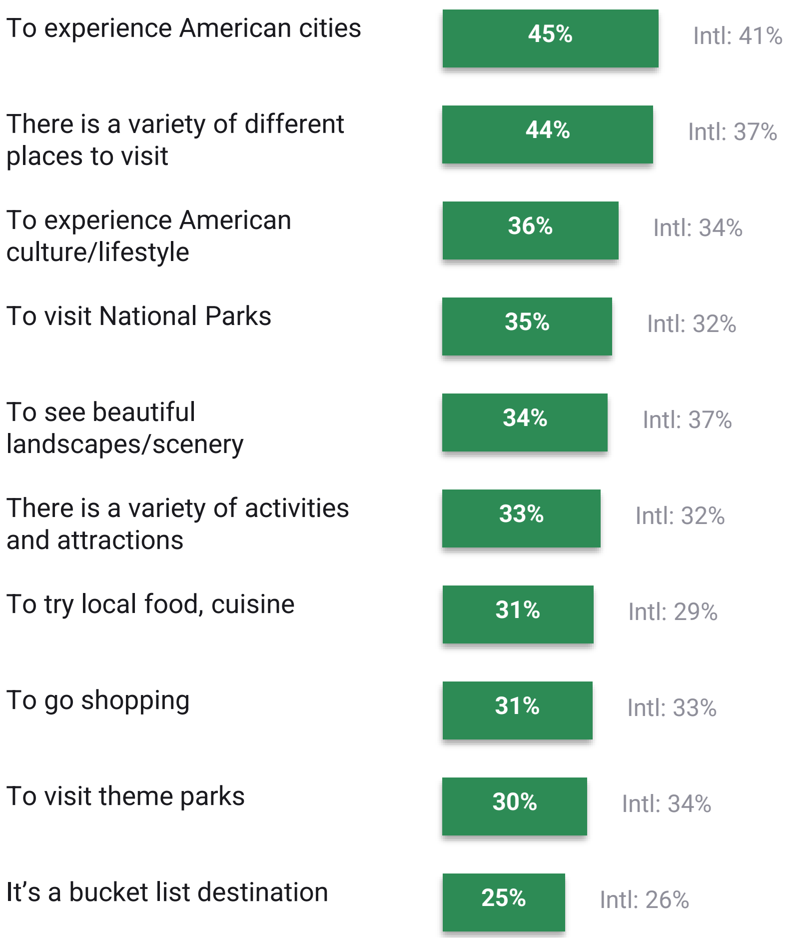
$1,968	$957	$931	$838	$753	$5,448
Hotels	Shopping	Dining	Sightseeing	Transport	Total
Intl: $1,568	Intl: $1,001	Intl: $826	Intl: $881	Intl: $772	Intl: $5,049

Source: Future Partners, Mar 2026

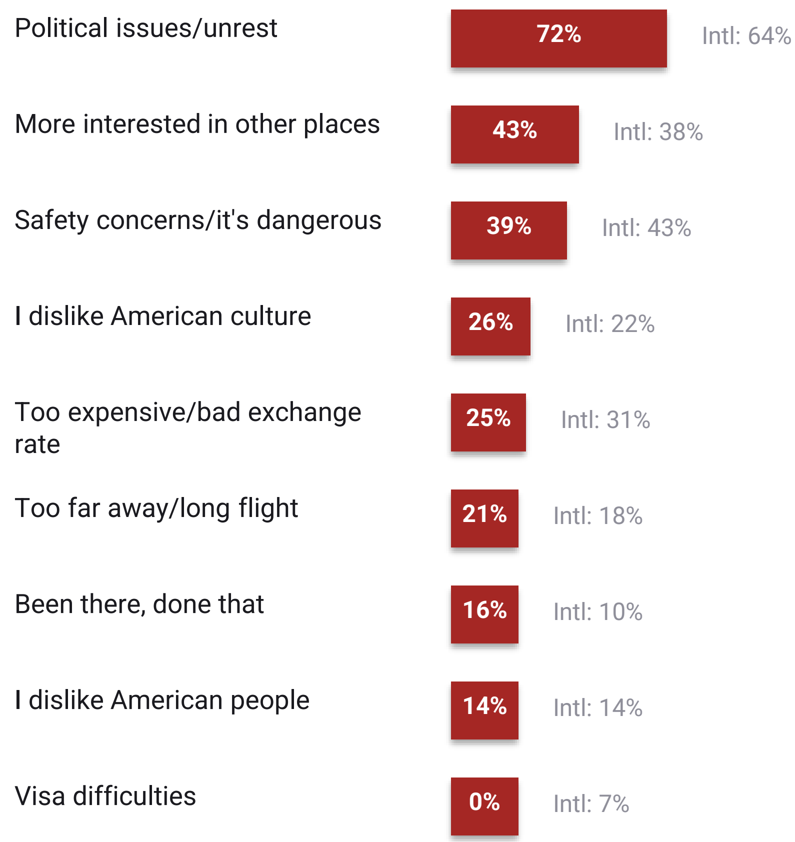
Enablers & Barriers to Visiting

United Kingdom

Enablers



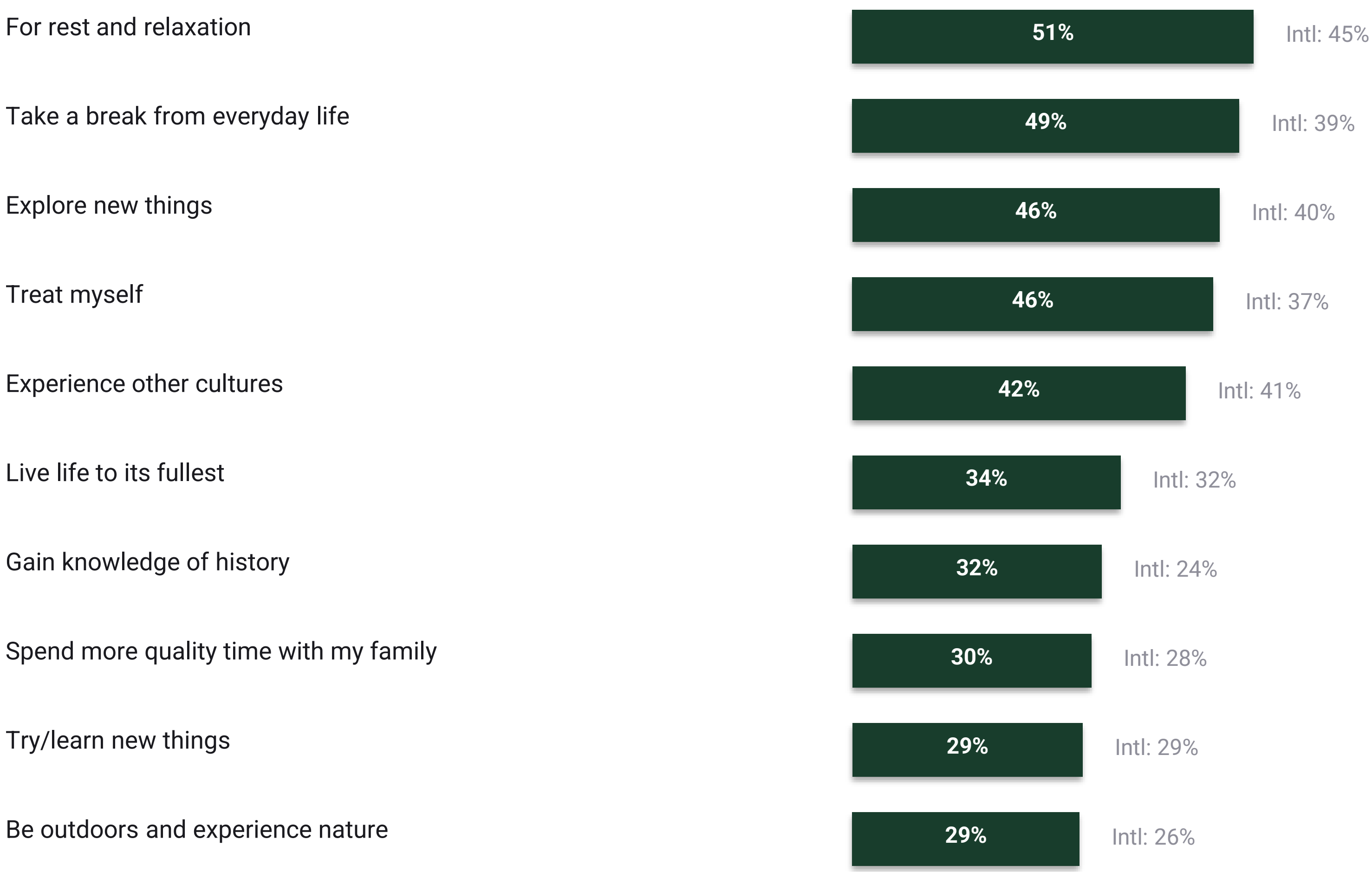
Barriers



Source: Future Partners, Mar 2026

Travel Motivations

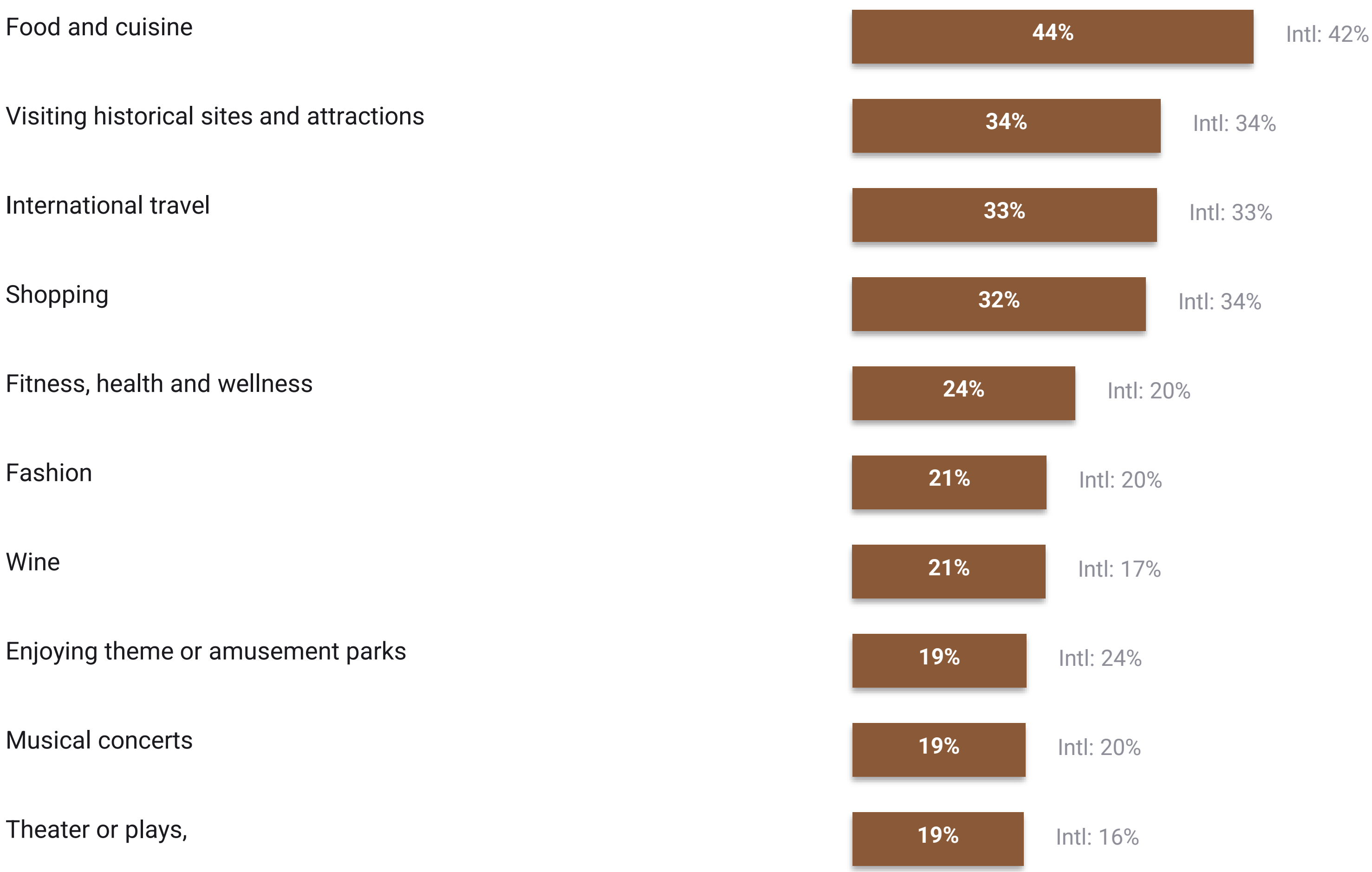
United Kingdom



Source: Future Partners, Mar 2026

Hobbies & Passions

United Kingdom



Source: Future Partners, Mar 2026

Travel Trends & Outlook

United Kingdom

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

55%

Intl: 53%

Global wars/strife will impact the destinations I visit in 2025.

54%

Intl: 54%

Luxury travel experiences are an important part of my leisure trips.

46%

Intl: 39%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

42%

Intl: 42%

With higher temperatures each year, I will try to seek out cooler places.

41%

Intl: 44%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

41%

Intl: 42%

I'll be more proactive in reducing the impact of my travel on the environment.

41%

Intl: 43%

I anticipate that backlash against tourism will increase in my community in the next year.

30%

Intl: 34%

I often bring work with me to do when I am on holiday.

25%

Intl: 27%

United Kingdom Intl Markets

Source: Future Partners, Mar 2026

BRAZIL

Source Market Analysis | Kentucky

#3 by Spending | #5 by Visits

Brazil | Key Findings

1. **2026 Kentucky projected spending:** $26.7M (+9% YOY). Projected visitors: 7.2K (+4.3% YOY). Ranks #3 by spending and #5 by visits among Kentucky source markets.
2. **Macro Context:** Brazil 2026 GDP growth projected at 1.9%%. Exchange rate: 5.15 BRL/USD.
3. **CAGR Comparison:** 2023-2027 projected spending CAGR (13.5%) exceeds 2015-2019 (-2.4%).
4. **Visitor Perceptions:** 72% familiarity with the American South, 82% appeal, 49% likely to visit in the next 5 years.
5. **U.S. Trip Profile:** Average spending $4,812 for a 2-week trip. Average length of stay: 14.8 days. Average destinations: 5.3.
6. **Top Motivation:** For rest and relaxation (54%)
7. **Top Enabler:** To go shopping (54%)
8. **Preferred Tone:** Positive/joyful (51%)
9. **Top Barrier:** Political issues/unrest (70%)

Source: Tourism Economics, Feb 2026; Future Partners, Mar 2026

Brazil

$26.7M
2026 Kentucky Spending
+9% YOY vs. 2025

7.2K
2026 Kentucky Visitors
+4.3% YOY vs. 2025

$8.4B
2026 USA Spending
+7.2% YOY vs. 2025

3M
2026 USA Visitors
+3.8% YOY vs. 2025

$24.5M
2025 Kentucky Spending
+13.4% YOY vs. 2024

6.9K
2025 Kentucky Visitors
0% YOY vs. 2024

$7.9B
2025 USA Spending
+11.4% YOY vs. 2024

2.9M
2025 USA Visitors
0% YOY vs. 2024

Source: Tourism Economics, Feb 2026

Growth Trajectory

2015–2019 CAGR

-2.4% Spending

-4.5% Visits

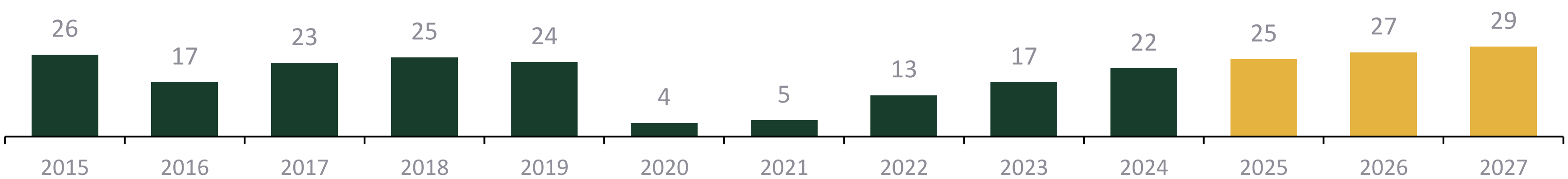
2023–2027 PROJECTED CAGR

13.5% Spending

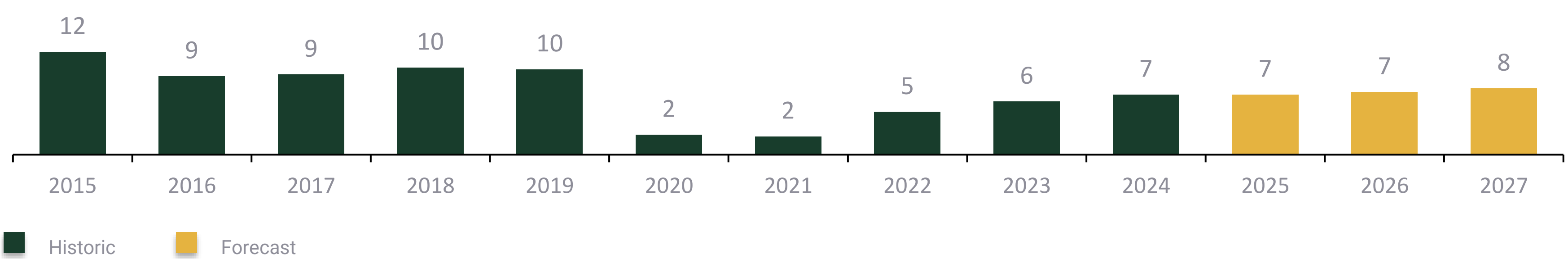
5.7% Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending ($M)



Visits (K)



Visitor Perceptions | The American South

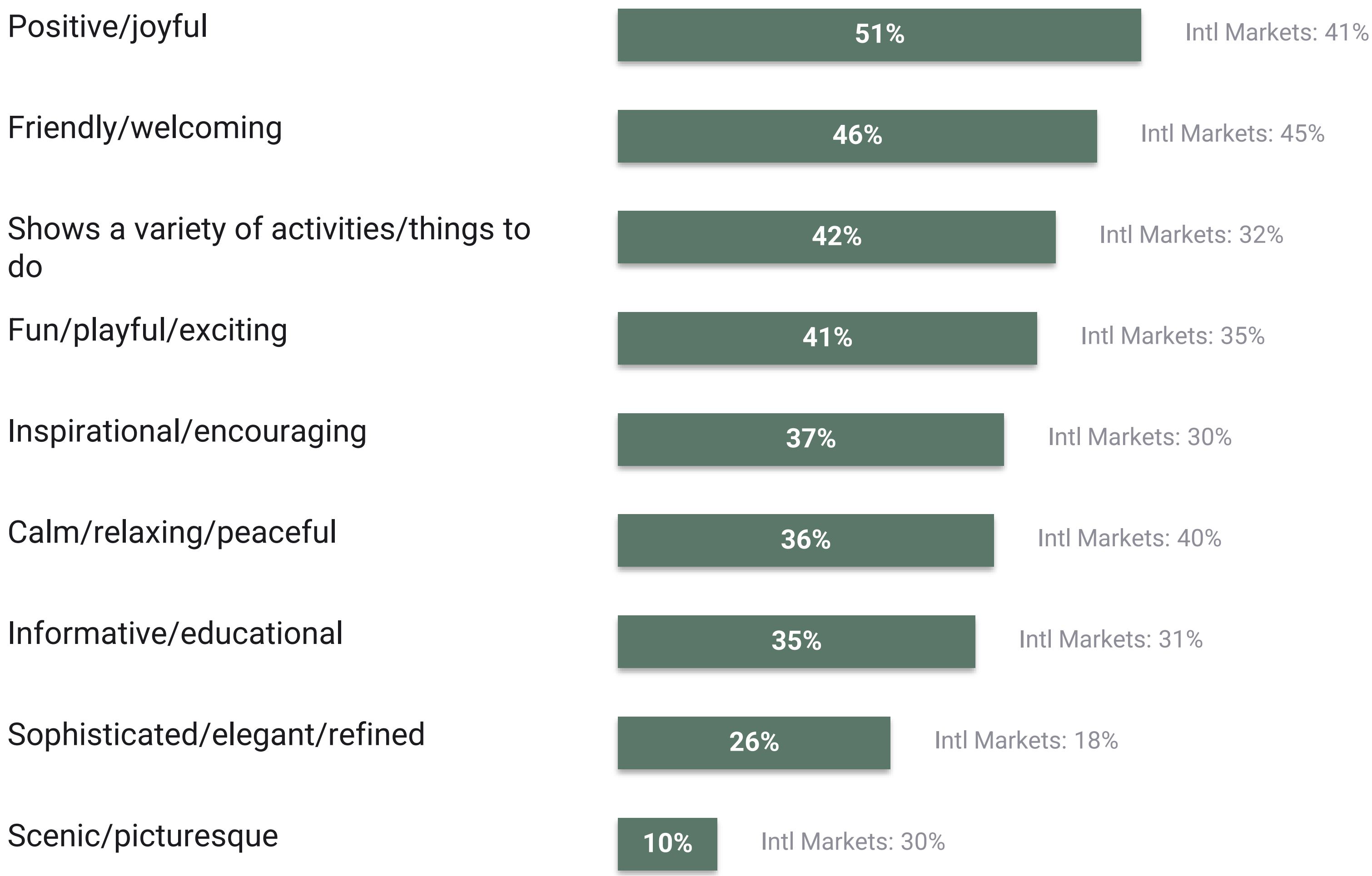
Brazil

72% Familiarity — Intl Markets: 67%	**82%** Appeal — Intl Markets: 75%
30% Promotional Buzz — Intl Markets: 29%	**49%** Likely to Visit (5yr) — Intl Markets: 41%

Source: Future Partners, Mar 2026

Desired Travel Promotion Tone

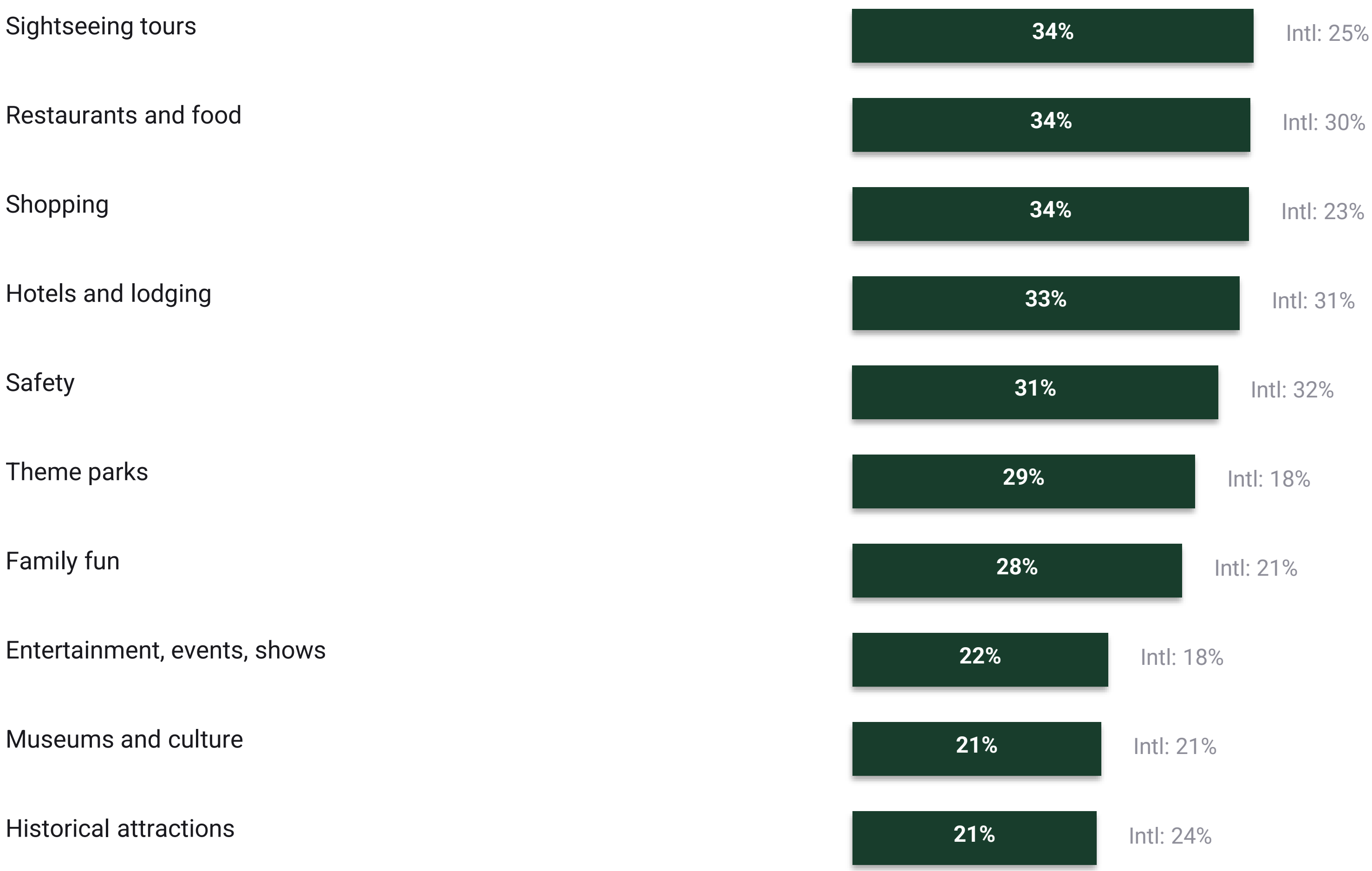
Brazil



Source: Future Partners, Mar 2026

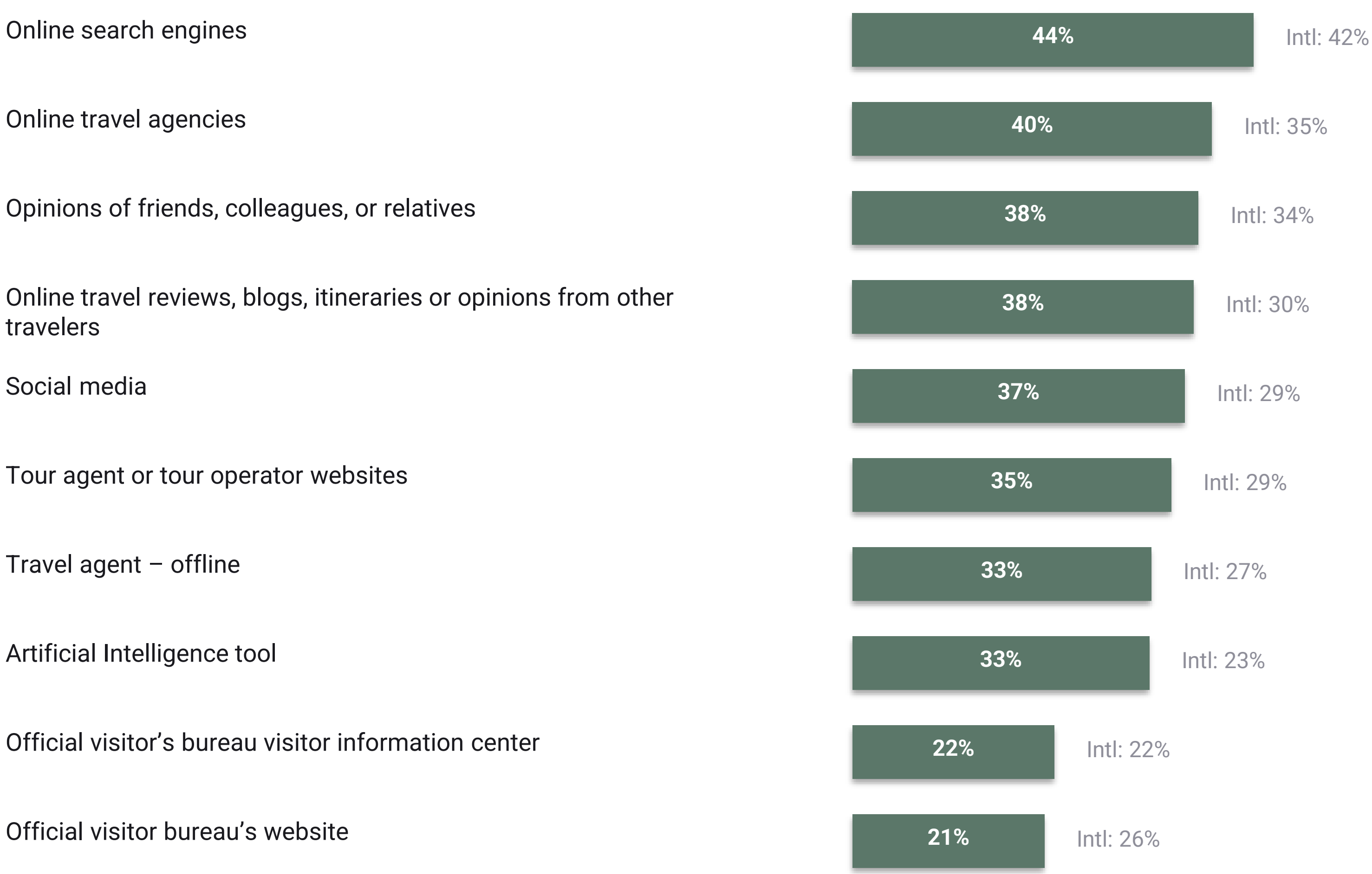
Top Information Sources

Brazil



Planning Resources

Brazil



Source: Future Partners, Mar 2026

U.S. Travel Planning & Budget

Brazil

U.S. Trip Planning

52%	16 wks	14 wks
Likely to Visit US (2yr)	Planning Window	Booking Window
Intl Markets: 36%	Intl Markets: 14 wks	Intl Markets: 12 wks

U.S. Trip Profile

14.8	5.3	2.9
Avg Days in the U.S.	Avg Destinations in the U.S.	Avg Number of People Traveling with
Intl Markets: 12.3	Intl Markets: 4.4	Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

$1,391	$1,127	$774	$897	$623	$4,812
Hotels	Shopping	Dining	Sightseeing	Transport	Total
Intl: $1,568	Intl: $1,001	Intl: $826	Intl: $881	Intl: $772	Intl: $5,049

Enablers & Barriers to Visiting

Brazil

Enablers

To go shopping	54%	Intl: 33%
To visit theme parks	44%	Intl: 34%
There is a variety of different places to visit	43%	Intl: 37%
To experience American cities	41%	Intl: 41%
There is a variety of activities and attractions	37%	Intl: 32%
To experience American culture/lifestyle	36%	Intl: 34%
To see beautiful landscapes/scenery	34%	Intl: 37%
To visit National Parks	32%	Intl: 32%
To try local food, cuisine	31%	Intl: 29%
It’s a bucket list destination	29%	Intl: 26%

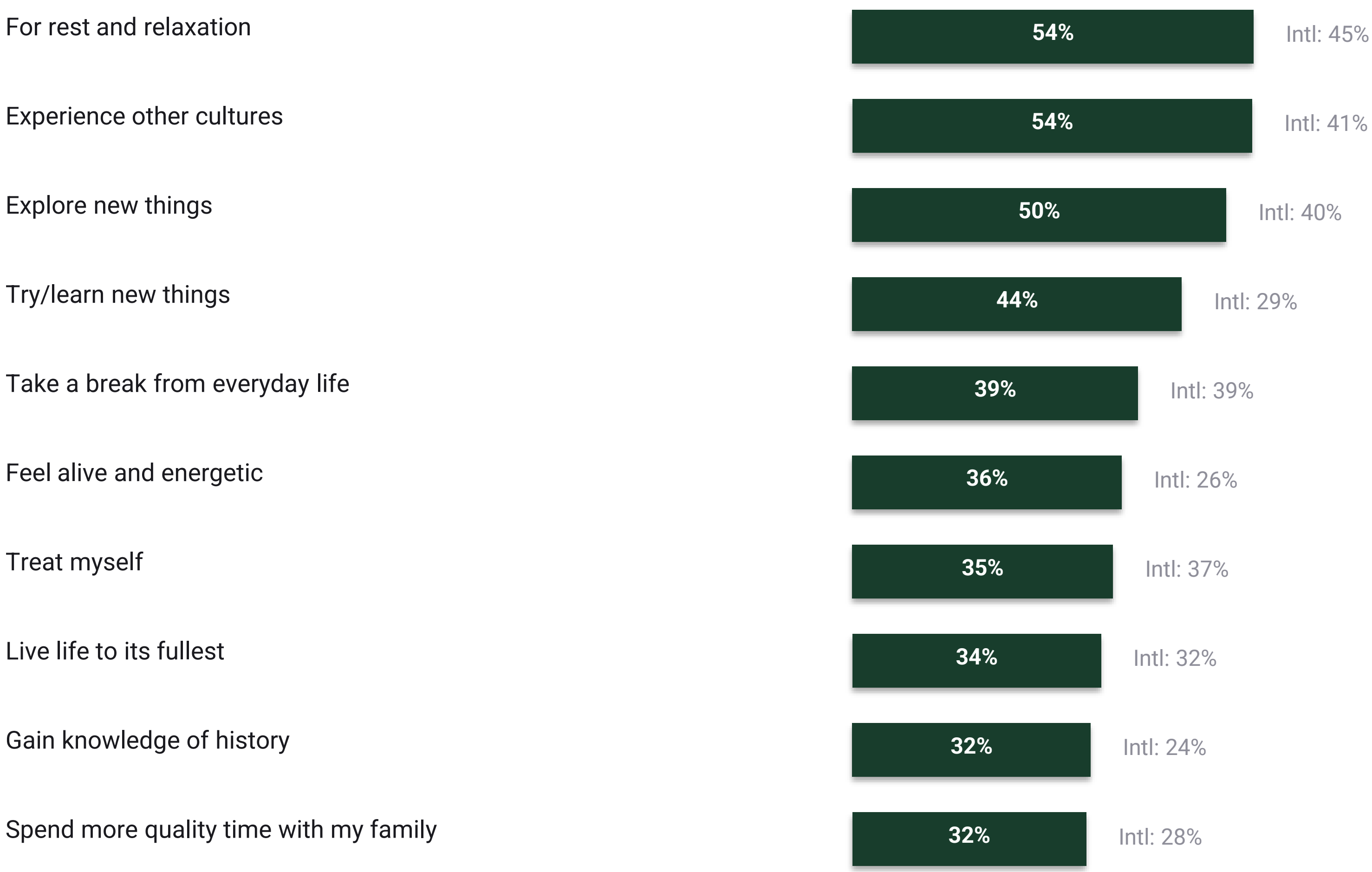
Barriers

Political issues/unrest	70%	Intl: 64%
Visa difficulties	48%	Intl: 7%
More interested in other places	41%	Intl: 38%
Safety concerns/it's dangerous	35%	Intl: 43%
Too expensive/bad exchange rate	28%	Intl: 31%
I dislike American culture	22%	Intl: 22%
I dislike American people	15%	Intl: 14%
Been there, done that	7%	Intl: 10%
Too far away/long flight	2%	Intl: 18%

Source: Future Partners, Mar 2026

Travel Motivations

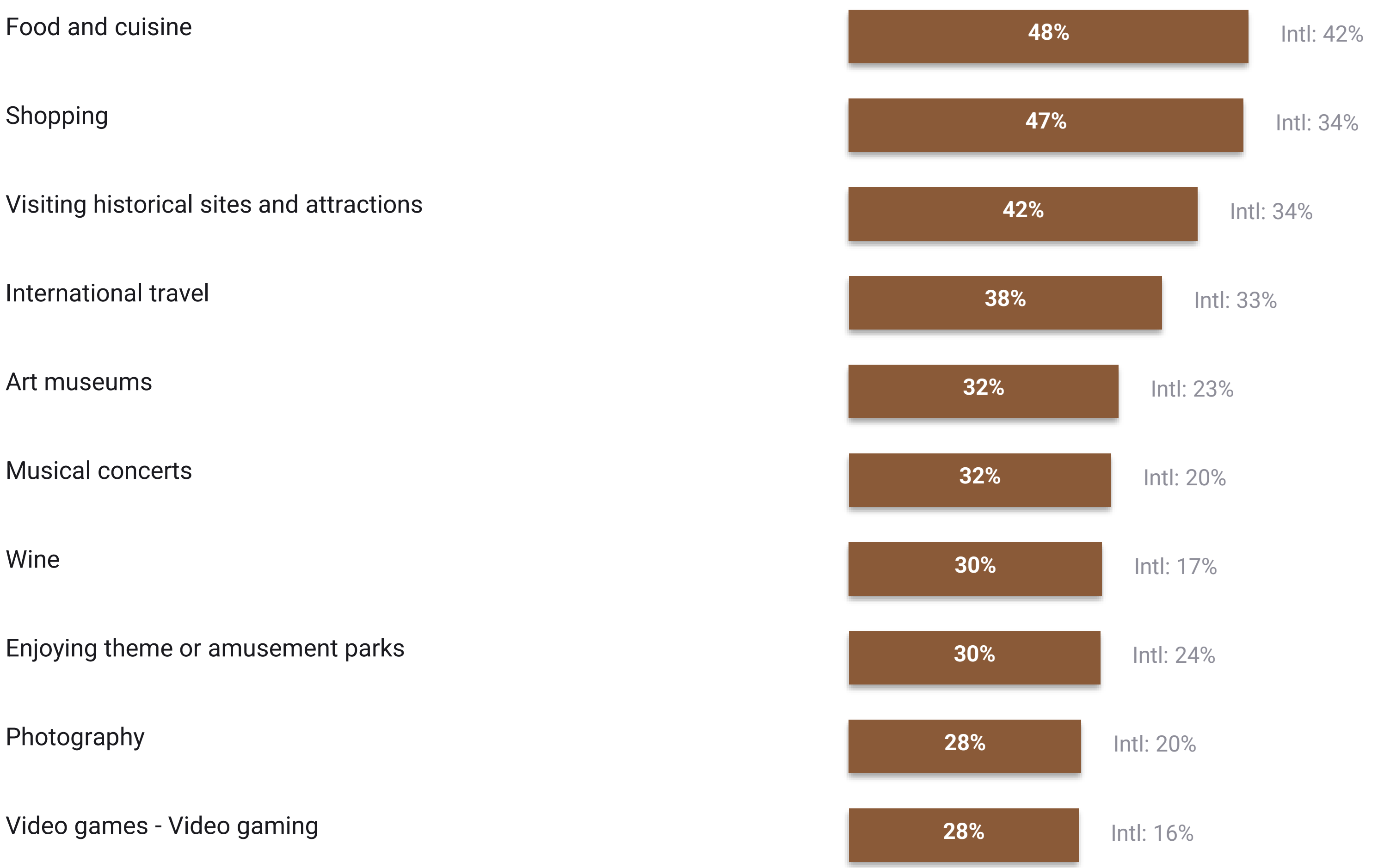
Brazil



Source: Future Partners, Mar 2026

Hobbies & Passions

Brazil



Source: Future Partners, Mar 2026

Travel Trends & Outlook

Brazil

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

66%

Intl: 42%

Global wars/strife will impact the destinations I visit in 2025.

64%

Intl: 54%

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

59%

Intl: 53%

I'll be more proactive in reducing the impact of my travel on the environment.

54%

Intl: 43%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

54%

Intl: 42%

With higher temperatures each year, I will try to seek out cooler places.

50%

Intl: 44%

Luxury travel experiences are an important part of my leisure trips.

44%

Intl: 39%

I anticipate that backlash against tourism will increase in my community in the next year.

40%

Intl: 34%

I often bring work with me to do when I am on holiday.

33%

Intl: 27%

Brazil Intl Markets

GERMANY

Source Market Analysis | Kentucky

#4 by Spending | #7 by Visits

Germany | Key Findings

1. **2026 Kentucky projected spending:** $12.9M (+8.4% YOY). Projected visitors: 6.9K (+3% YOY). Ranks #4 by spending and #7 by visits among Kentucky source markets.
2. **Macro Context:** Germany 2026 GDP growth projected at 0.9%%. Exchange rate: 1.18 EUR/USD.
3. **CAGR Comparison:** 2023-2027 projected spending CAGR (10.1%) exceeds 2015-2019 (0.7%).
4. **Visitor Perceptions:** 67% familiarity with the American South, 72% appeal, 36% likely to visit in the next 5 years.
5. **U.S. Trip Profile:** Average spending $4,127 for a 2-week trip. Average length of stay: 12.5 days. Average destinations: 4.5.
6. **Top Motivation:** For rest and relaxation (43%)
7. **Top Enabler:** To see beautiful landscapes/scenery (37%)
8. **Preferred Tone:** Friendly/welcoming (48%)
9. **Top Barrier:** Political issues/unrest (66%)

Source: Tourism Economics, Feb 2026; Future Partners, Mar 2026

Germany

$12.9M
2026 Kentucky Spending
+8.4% YOY vs. 2025

6.9K
2026 Kentucky Visitors
+3% YOY vs. 2025

$6.3B
2026 USA Spending
+7.7% YOY vs. 2025

2.8M
2026 USA Visitors
+3.8% YOY vs. 2025

$11.9M
2025 Kentucky Spending
+7.2% YOY vs. 2024

6.7K
2025 Kentucky Visitors
-10.7% YOY vs. 2024

$5.8B
2025 USA Spending
+1.3% YOY vs. 2024

2.7M
2025 USA Visitors
-11.4% YOY vs. 2024

Source: Tourism Economics, Feb 2026

Growth Trajectory

2015-2019 CAGR

0.7% Spending

0% Visits

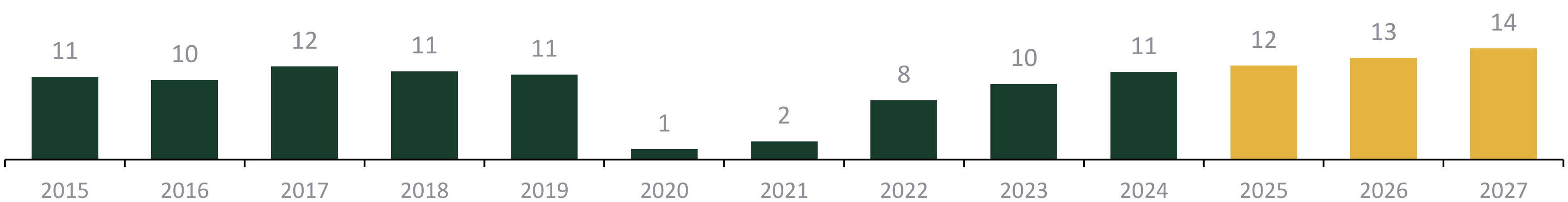
2023-2027 PROJECTED CAGR

10.1% Spending

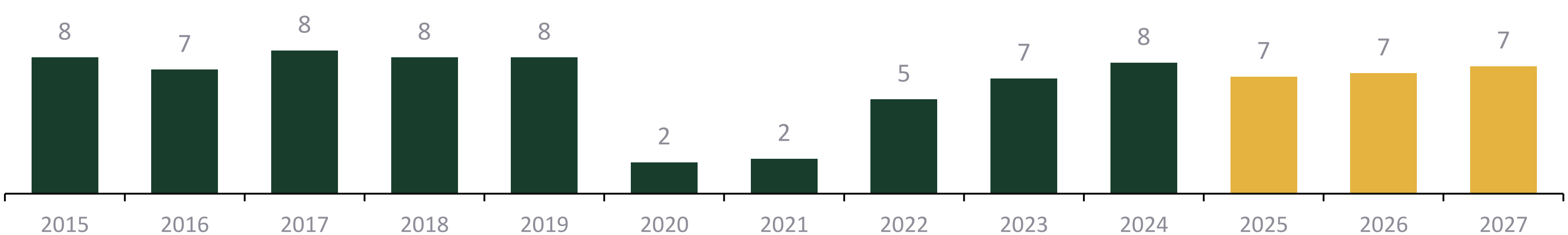
2.6% Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending ($M)



Visits (K)



Historic   Forecast

Source: Tourism Economics, Feb 2026

Visitor Perceptions | The American South

Germany

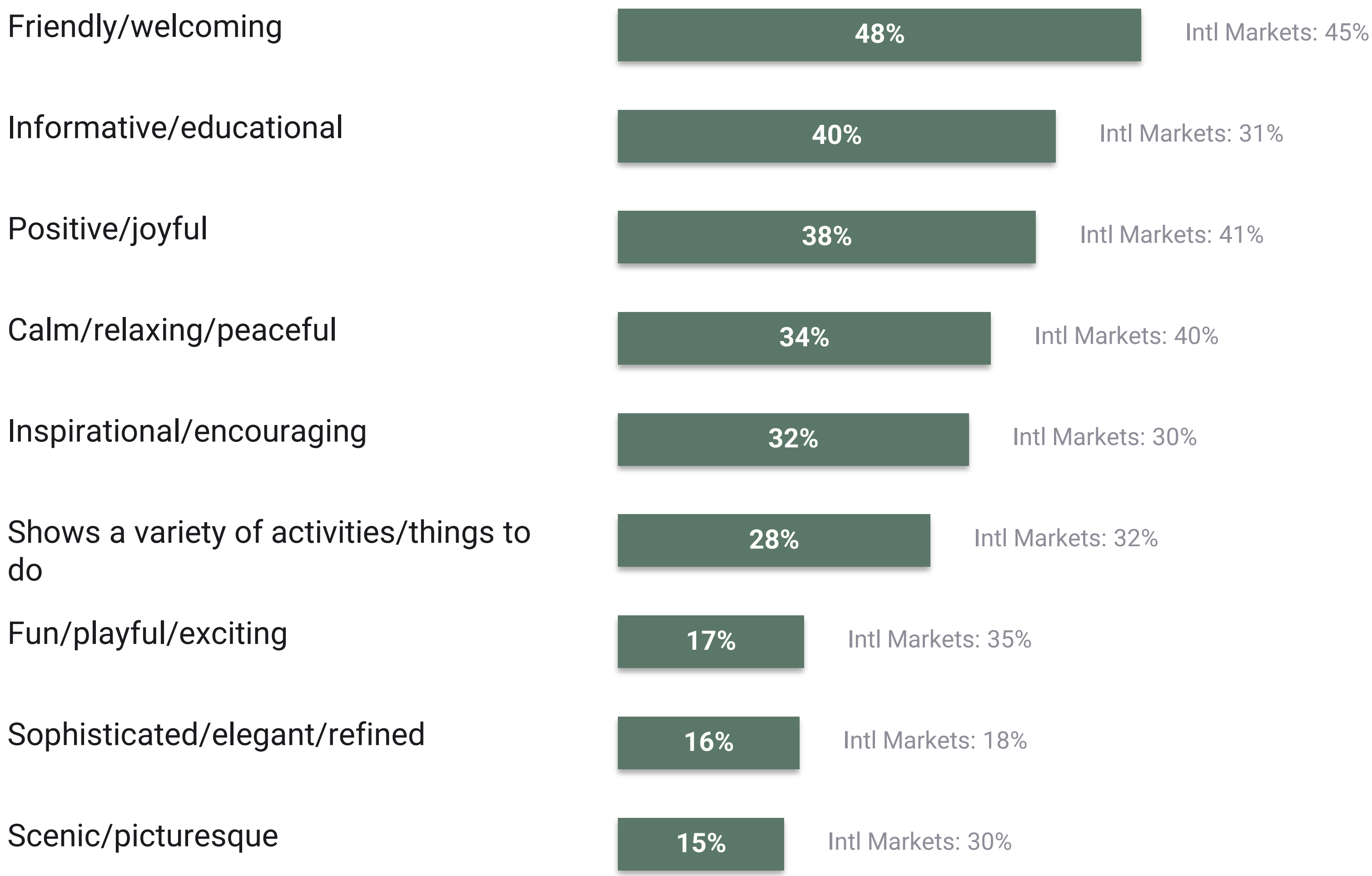
67%	72%
Familiarity	**Appeal**
Intl Markets: 67%	Intl Markets: 75%

28%	36%
Promotional Buzz	**Likely to Visit (5yr)**
Intl Markets: 29%	Intl Markets: 41%

Source: Future Partners, Mar 2026

Desired Travel Promotion Tone

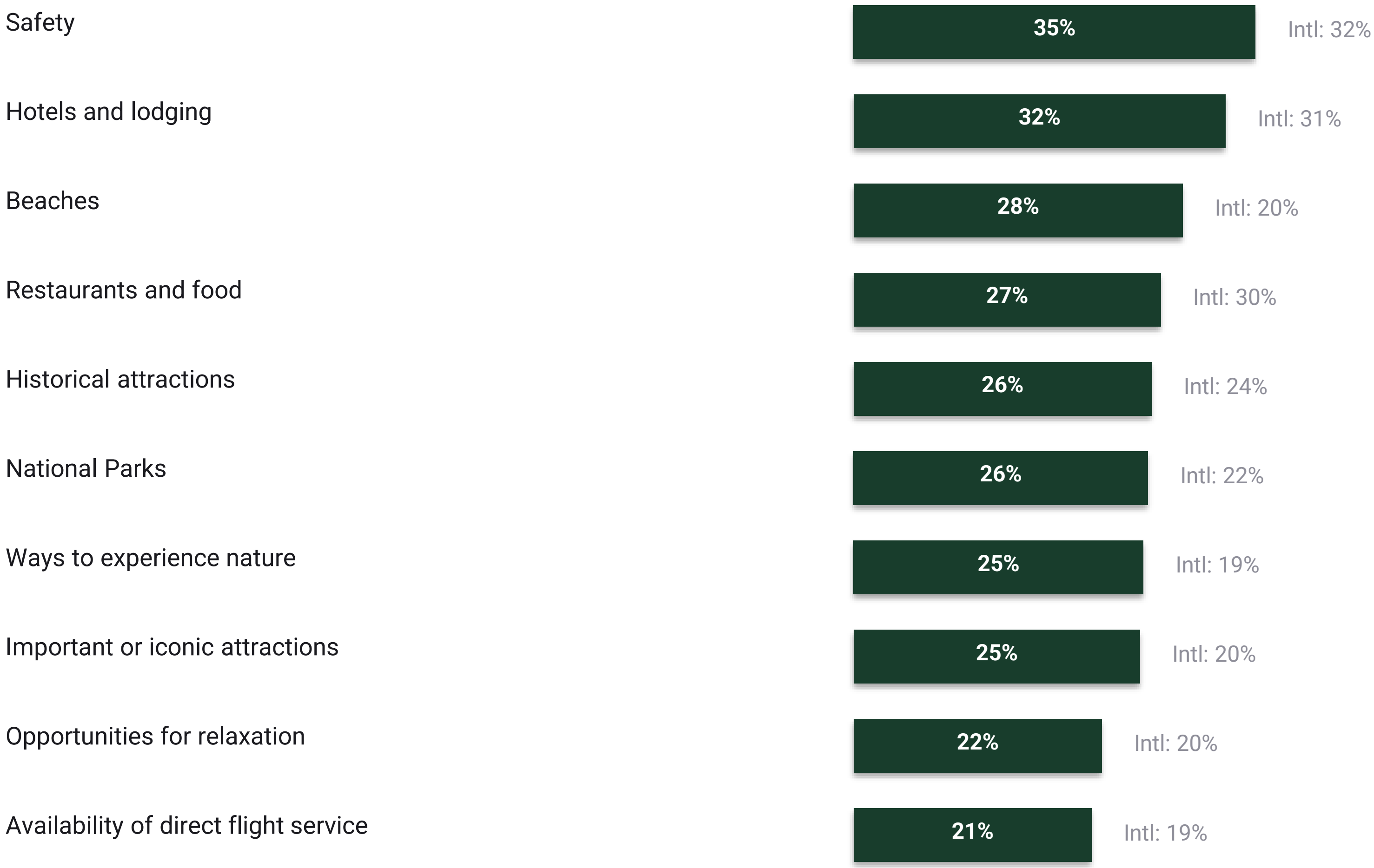
Germany



Source: Future Partners, Mar 2026

Top Information Sources

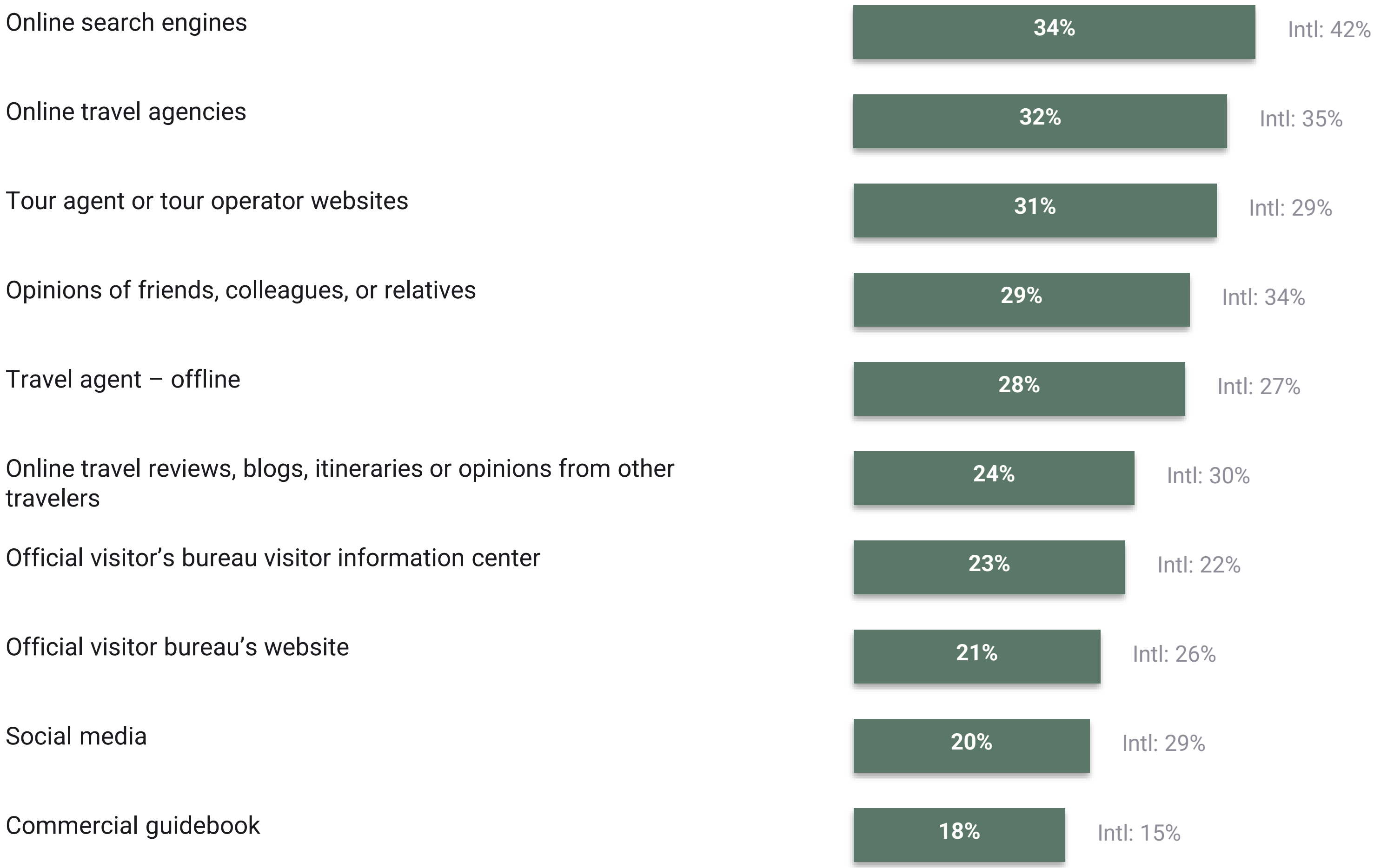
Germany



Source: Future Partners, Mar 2026

Planning Resources

Germany



Source: Future Partners, Mar 2026

U.S. Travel Planning & Budget

Germany

U.S. Trip Planning

24%
Likely to Visit US (2yr)
Intl Markets: 36%

15 wks
Planning Window
Intl Markets: 14 wks

14 wks
Booking Window
Intl Markets: 12 wks

U.S. Trip Profile

12.5
Avg Days in the U.S.
Intl Markets: 12.3

4.5
Avg Destinations in the U.S.
Intl Markets: 4.4

2.0
Avg Number of People Traveling with
Intl Markets: 2.6

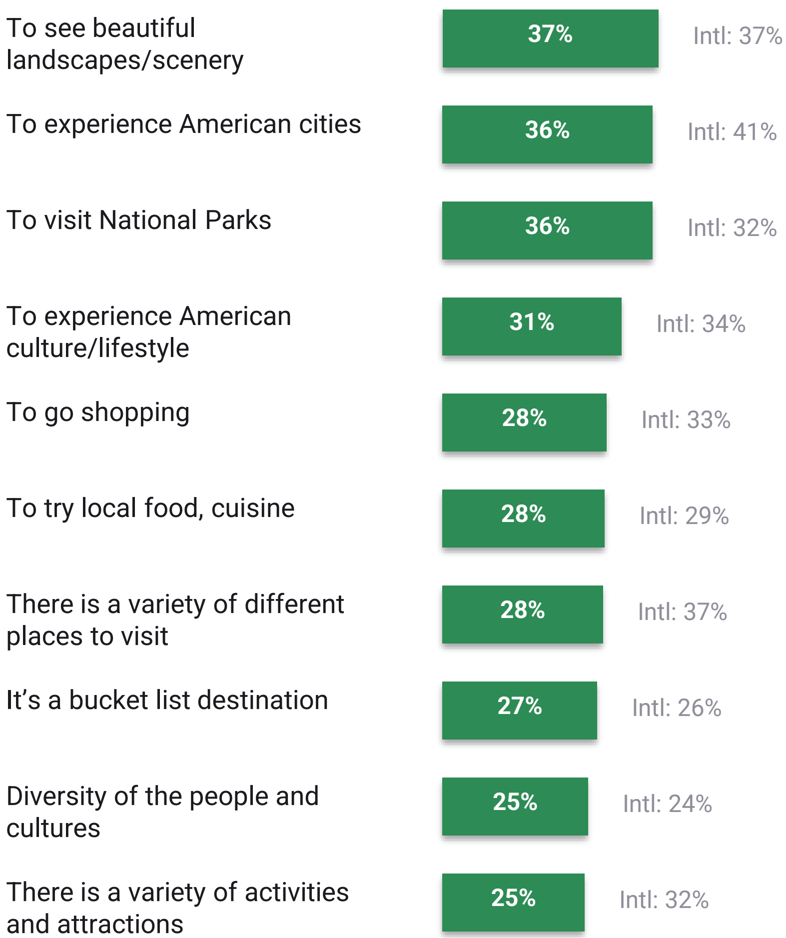
Average Budget | 2-Week U.S. Trip

Hotels	Shopping	Dining	Sightseeing	Transport	Total
$1,693	$633	$677	$488	$636	$4,127
Intl: $1,568	Intl: $1,001	Intl: $826	Intl: $881	Intl: $772	Intl: $5,049

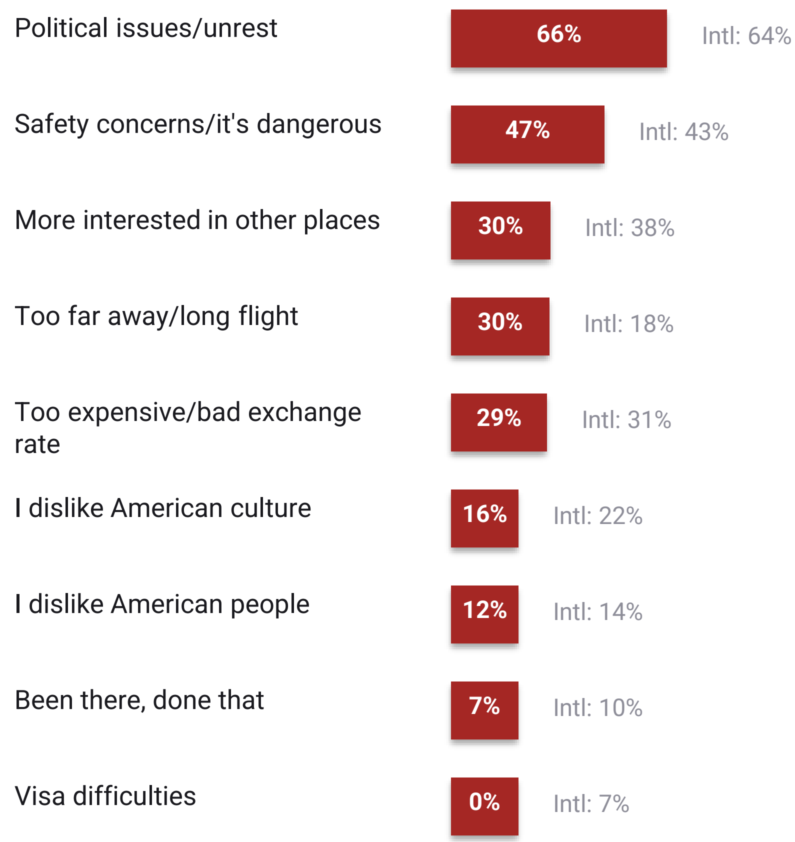
Enablers & Barriers to Visiting

Germany

Enablers



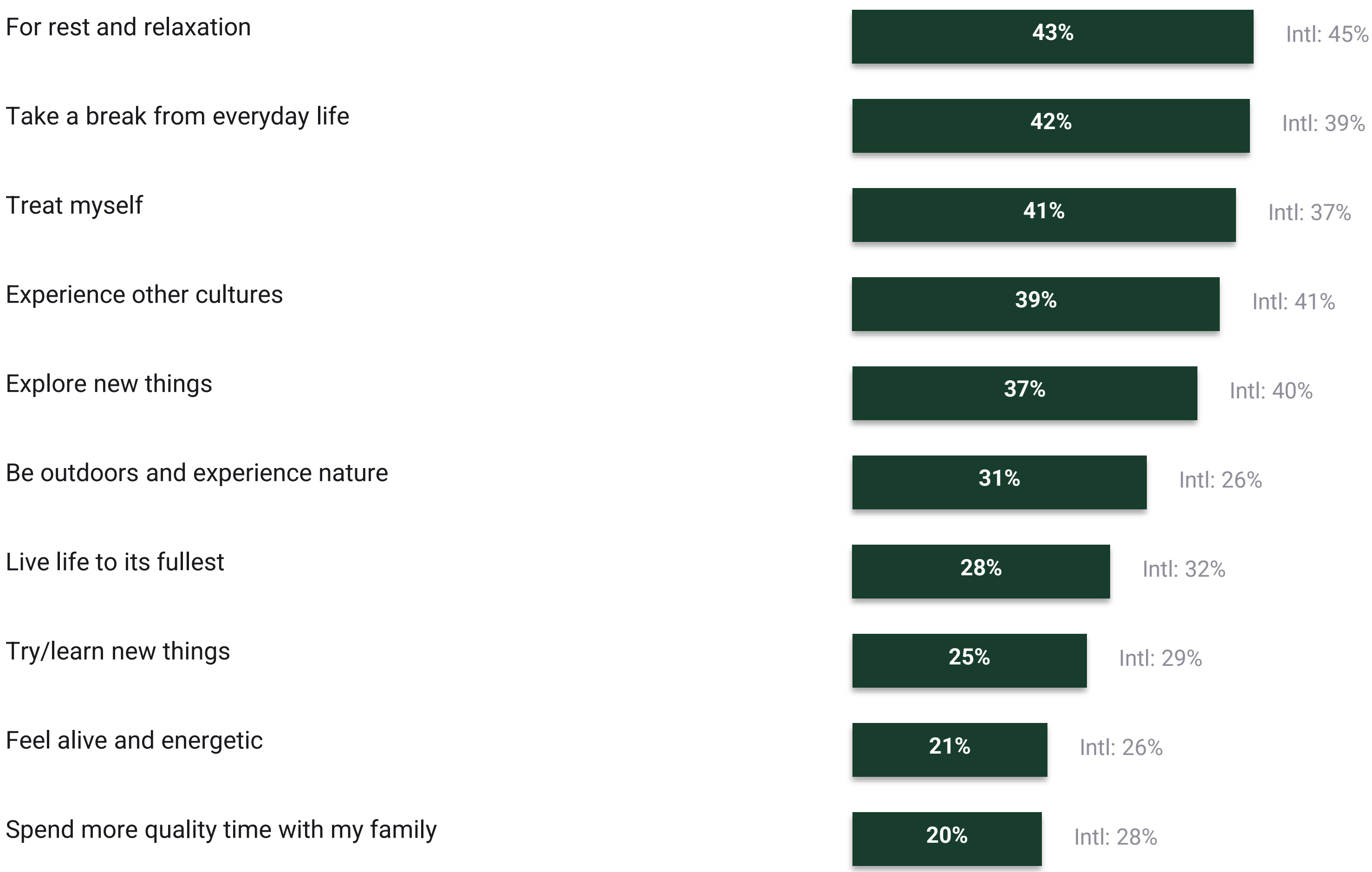
Barriers



Source: Future Partners, Mar 2026

Travel Motivations

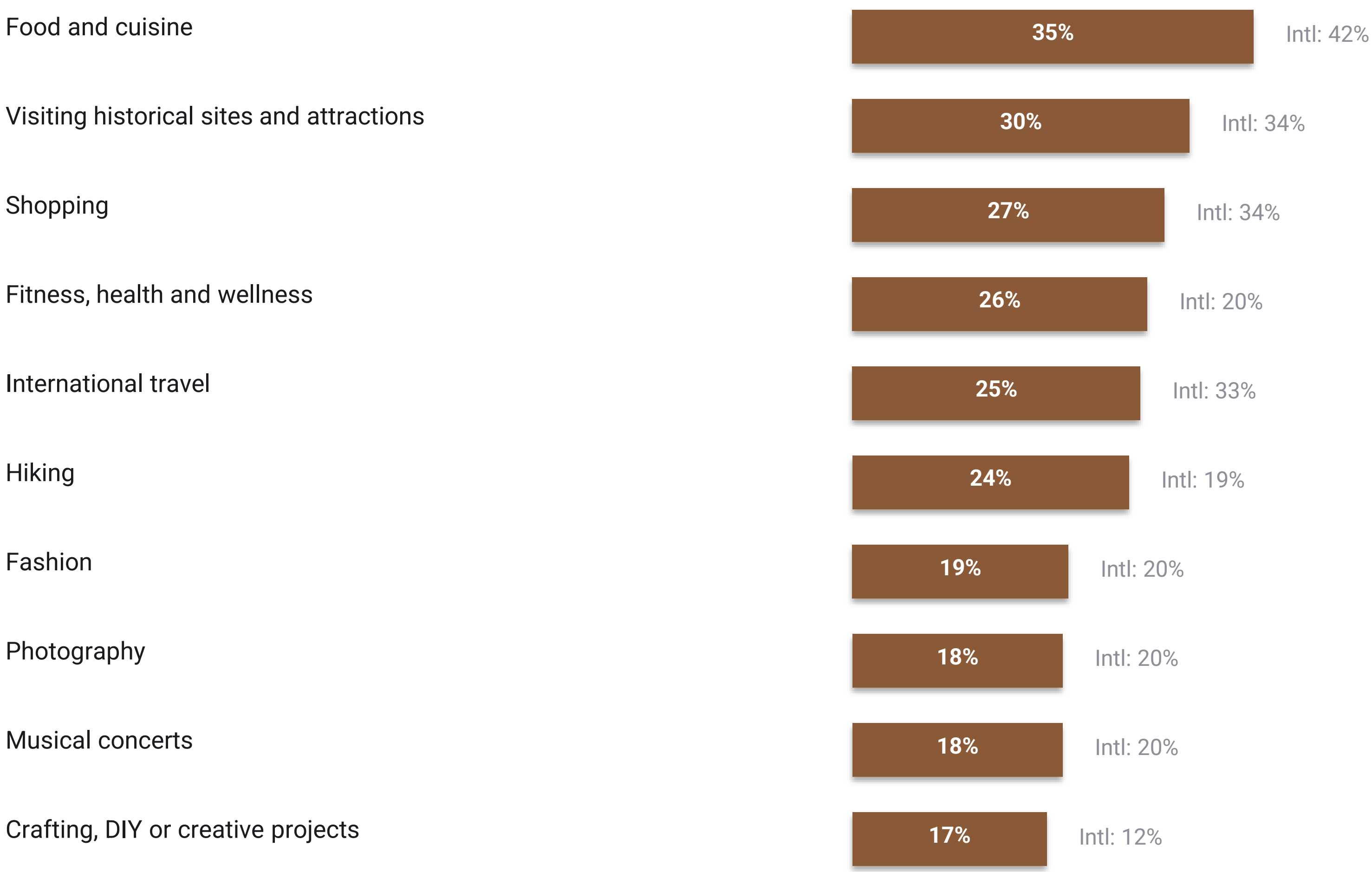
Germany



Source: Future Partners, Mar 2026

Hobbies & Passions

Germany



Travel Trends & Outlook

Germany

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

51%

Intl: 53%

Global wars/strife will impact the destinations I visit in 2025.

46%

Intl: 54%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

36%

Intl: 42%

I'll be more proactive in reducing the impact of my travel on the environment.

35%

Intl: 43%

With higher temperatures each year, I will try to seek out cooler places.

30%

Intl: 44%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

30%

Intl: 42%

I anticipate that backlash against tourism will increase in my community in the next year.

28%

Intl: 34%

Luxury travel experiences are an important part of my leisure trips.

28%

Intl: 39%

I often bring work with me to do when I am on holiday.

21%

Intl: 27%

Germany Intl Markets

INDIA

Source Market Analysis | Kentucky

#5 by Spending | #4 by Visits

India | Key Findings

1. **2026 Kentucky projected spending:** $11.7M (+7.3% YOY). Projected visitors: 7.8K (+2.6% YOY). Ranks #5 by spending and #4 by visits among Kentucky source markets.
2. **Macro Context:** India 2026 GDP growth projected at 6.2%%. Exchange rate: 90.92 INR/USD.
3. **CAGR Comparison:** 2023-2027 projected spending CAGR (10.9%) exceeds 2015-2019 (2.8%).
4. **Visitor Perceptions:** 90% familiarity with the American South, 90% appeal, 74% likely to visit in the next 5 years.
5. **U.S. Trip Profile:** Average spending $6,617 for a 2-week trip. Average length of stay: 15.4 days. Average destinations: 7.7.
6. **Top Motivation:** Explore new things (49%)
7. **Top Enabler:** To experience American cities (52%)
8. **Preferred Tone:** Positive/joyful (59%)
9. **Top Barrier:** Political issues/unrest (66%)

Source: Tourism Economics, Feb 2026; Future Partners, Mar 2026

India

$11.7M
2026 Kentucky Spending
+7.3% YOY vs. 2025

7.8K
2026 Kentucky Visitors
+2.6% YOY vs. 2025

$7.1B
2026 USA Spending
+5.7% YOY vs. 2025

3.3M
2026 USA Visitors
+2.3% YOY vs. 2025

$10.9M
2025 Kentucky Spending
-5.2% YOY vs. 2024

7.6K
2025 Kentucky Visitors
-5% YOY vs. 2024

$6.8B
2025 USA Spending
-2.9% YOY vs. 2024

3.2M
2025 USA Visitors
-3.7% YOY vs. 2024

Source: Tourism Economics, Feb 2026

Growth Trajectory

2015-2019 CAGR

2.8% Spending

3.7% Visits

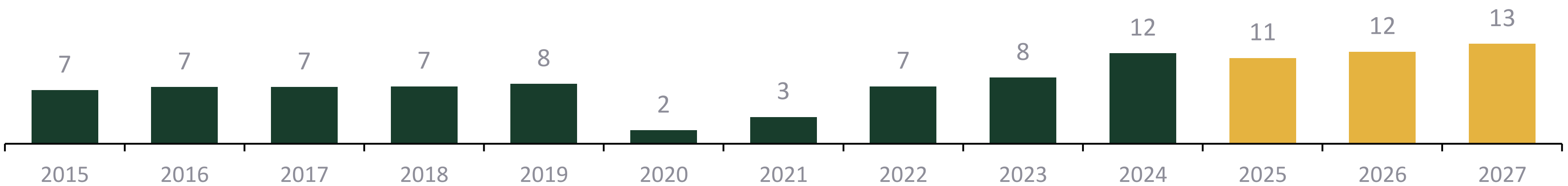
2023-2027 PROJECTED CAGR

10.9% Spending

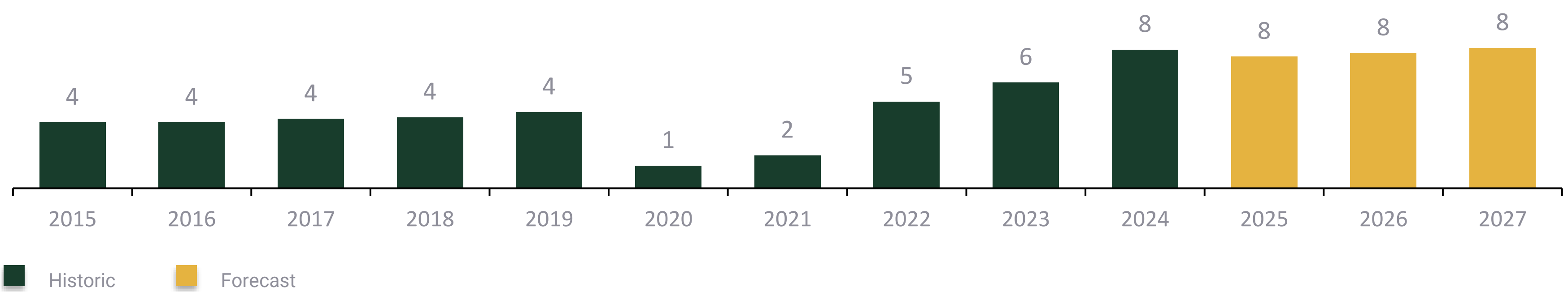
7.3% Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending ($M)



Visits (K)



Source: Tourism Economics, Feb 2026

Visitor Perceptions | The American South

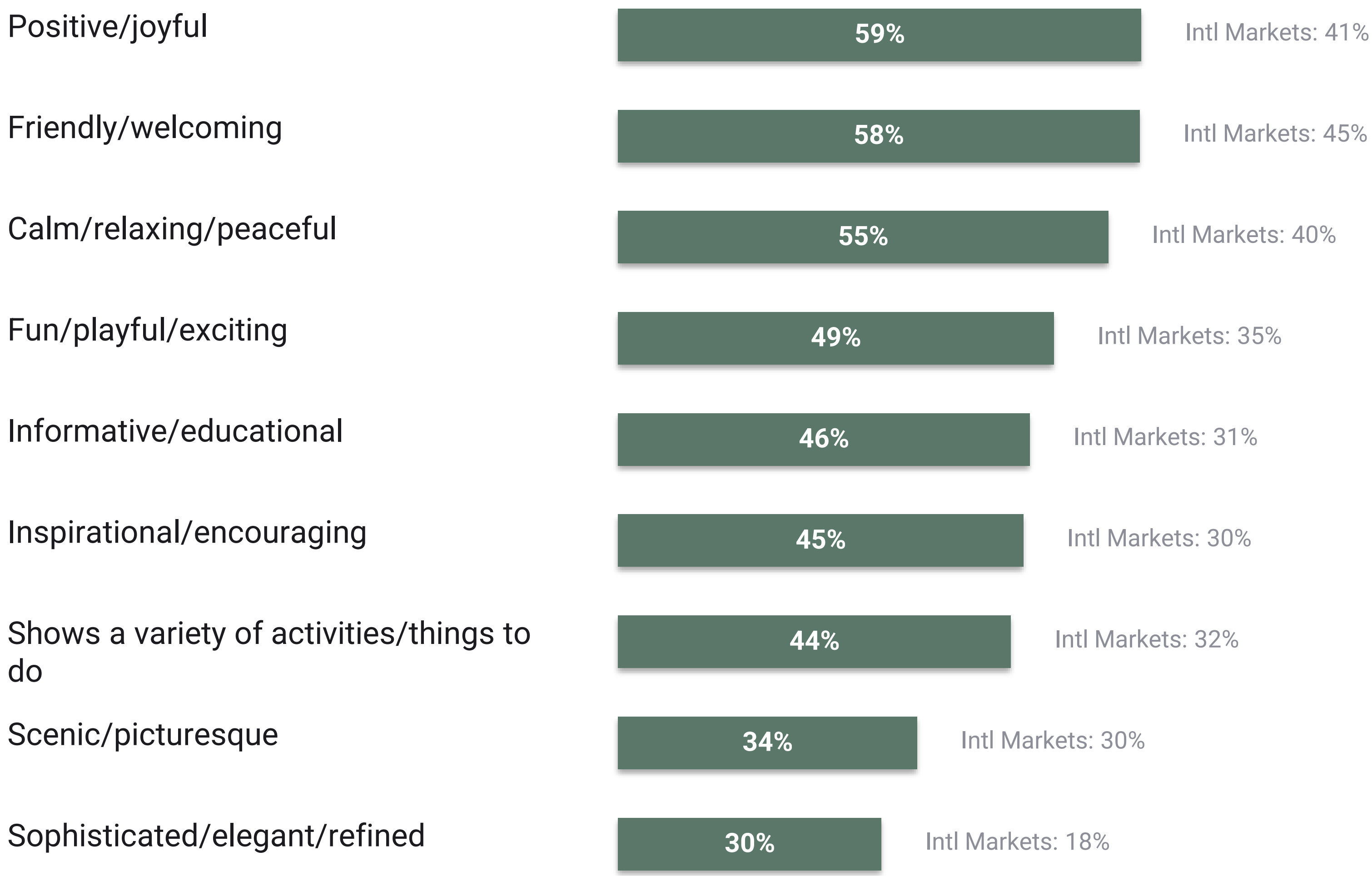
India

	India	Intl Markets
Familiarity	90%	67%
Appeal	90%	75%
Promotional Buzz	62%	29%
Likely to Visit (5yr)	74%	41%

Source: Future Partners, Mar 2026

Desired Travel Promotion Tone

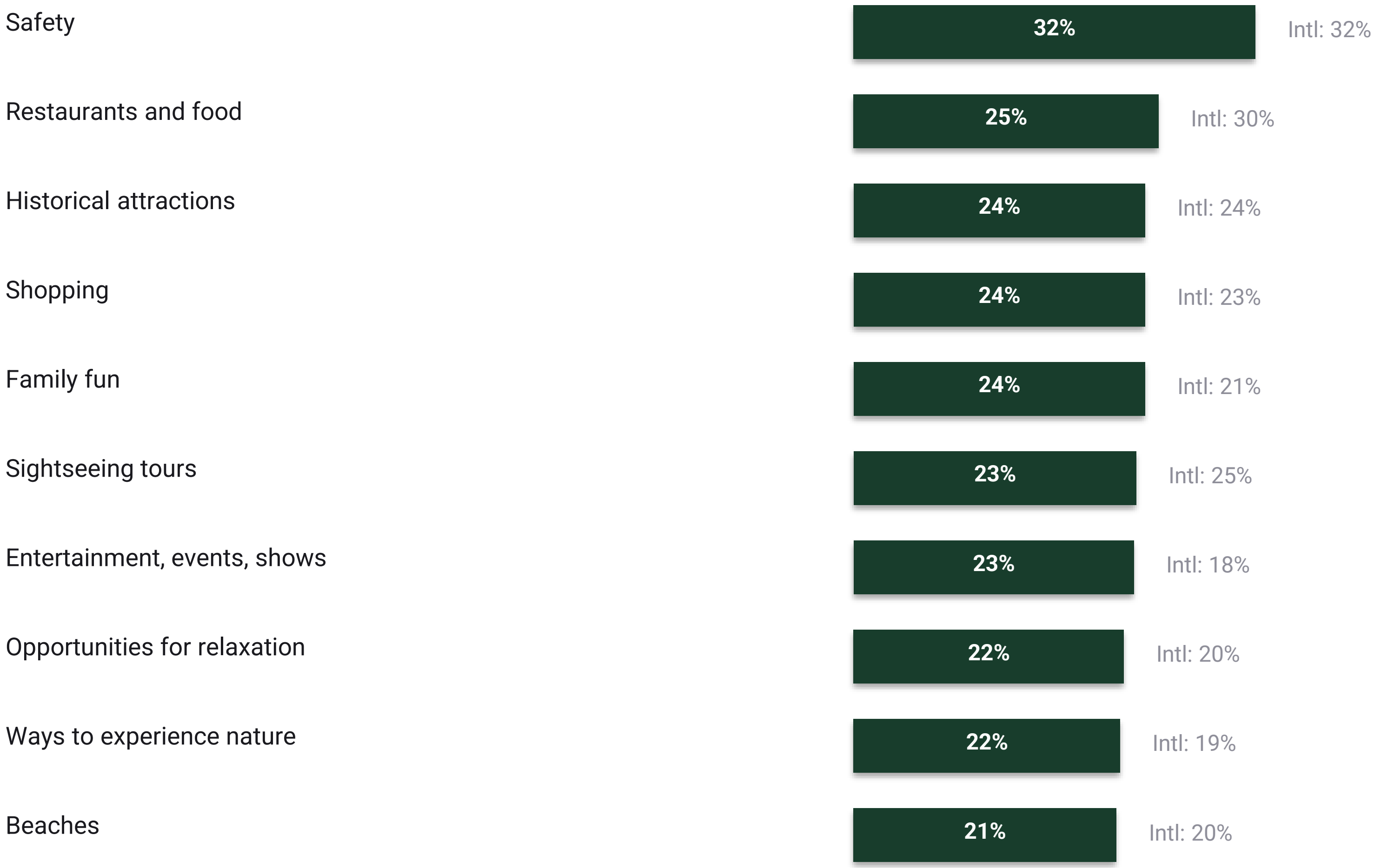
India



Source: Future Partners, Mar 2026

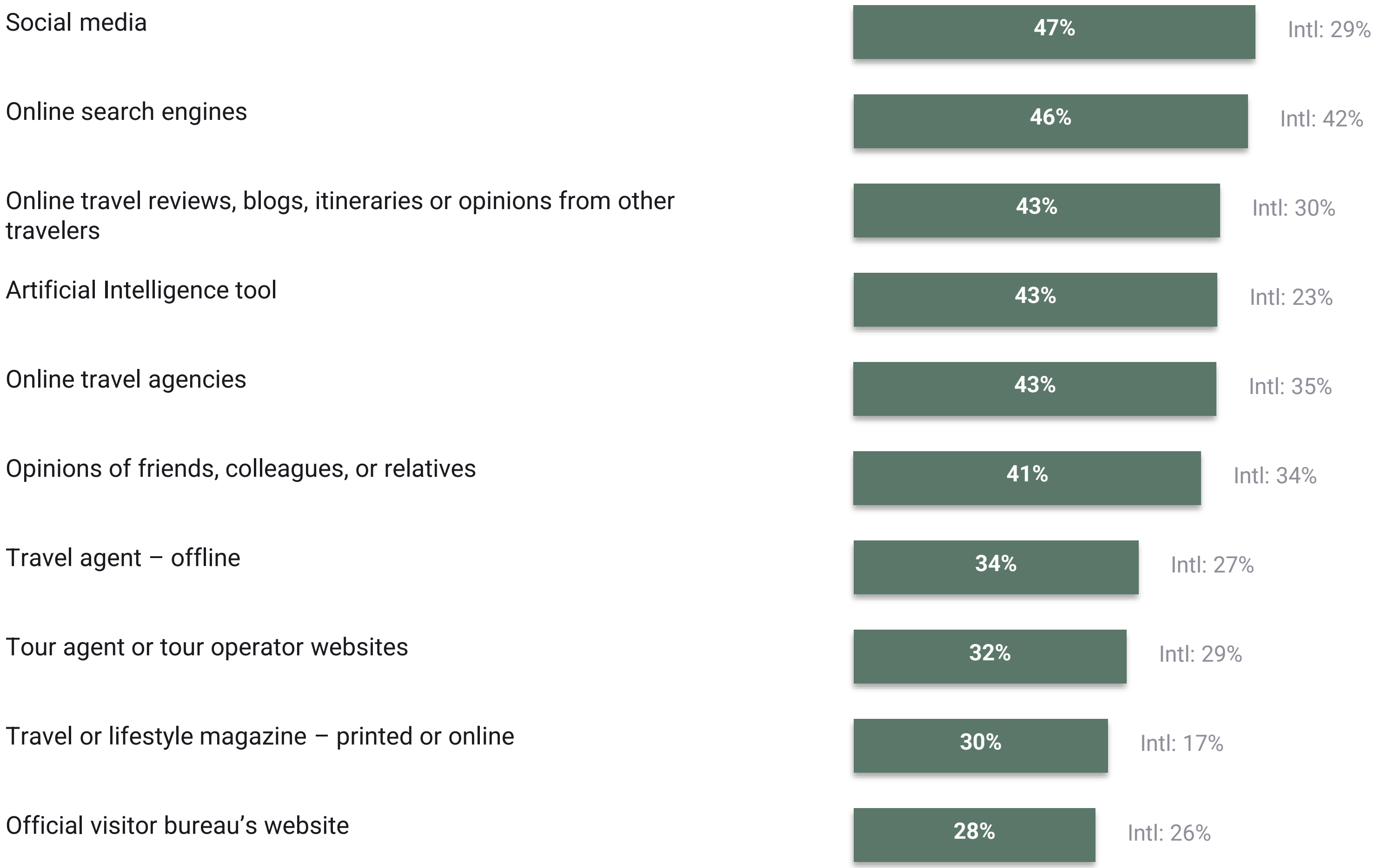
Top Information Sources

India



Planning Resources

India



Source: Future Partners, Mar 2026

U.S. Travel Planning & Budget

India

U.S. Trip Planning

66%	11 wks	10 wks
Likely to Visit US (2yr)	**Planning Window**	**Booking Window**
Intl Markets: 36%	Intl Markets: 14 wks	Intl Markets: 12 wks

U.S. Trip Profile

15.4	7.7	5.7
Avg Days in the U.S.	**Avg Destinations in the U.S.**	**Avg Number of People Traveling with**
Intl Markets: 12.3	Intl Markets: 4.4	Intl Markets: 2.6

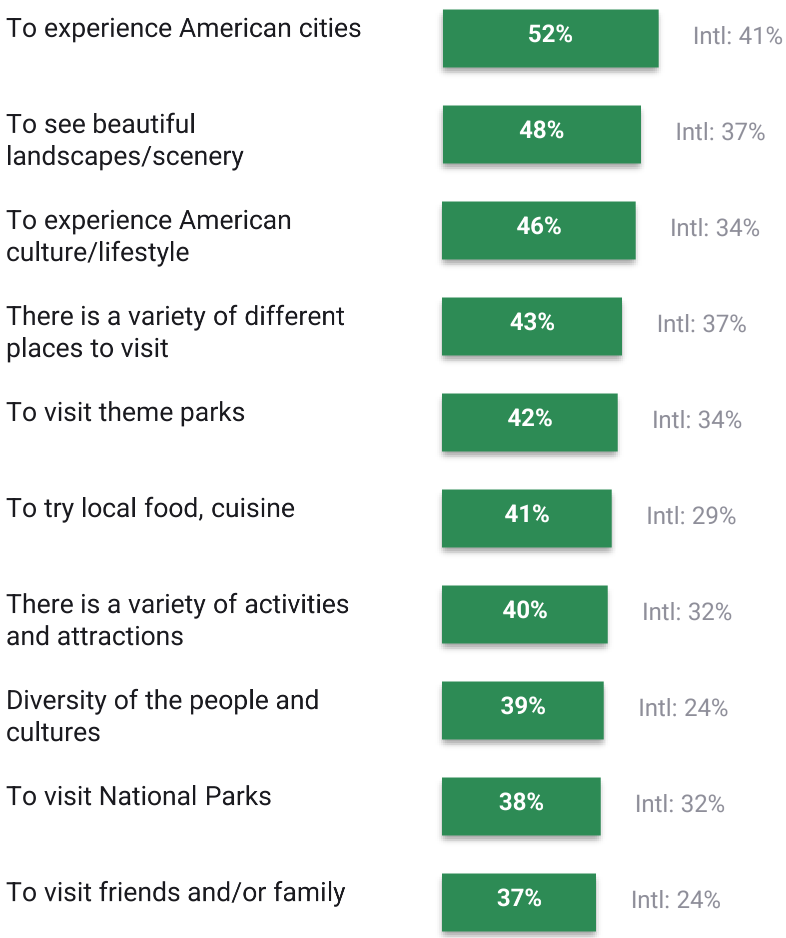
Average Budget | 2-Week U.S. Trip

$1,727	$1,581	$971	$1,021	$1,317	$6,617
Hotels	**Shopping**	**Dining**	**Sightseeing**	**Transport**	**Total**
Intl: $1,568	Intl: $1,001	Intl: $826	Intl: $881	Intl: $772	Intl: $5,049

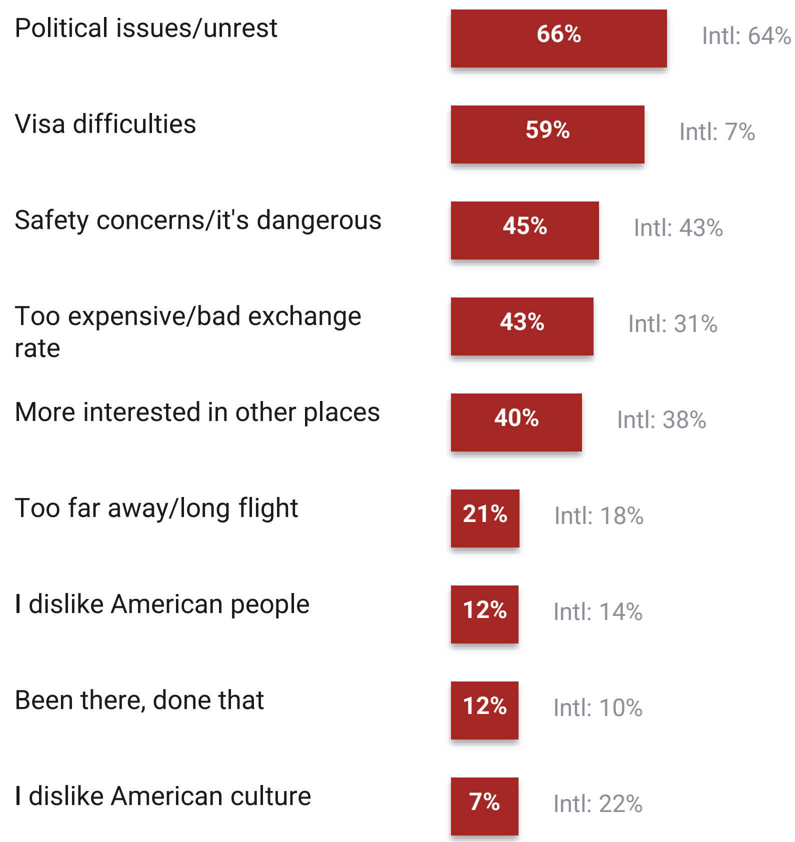
Enablers & Barriers to Visiting

India

Enablers

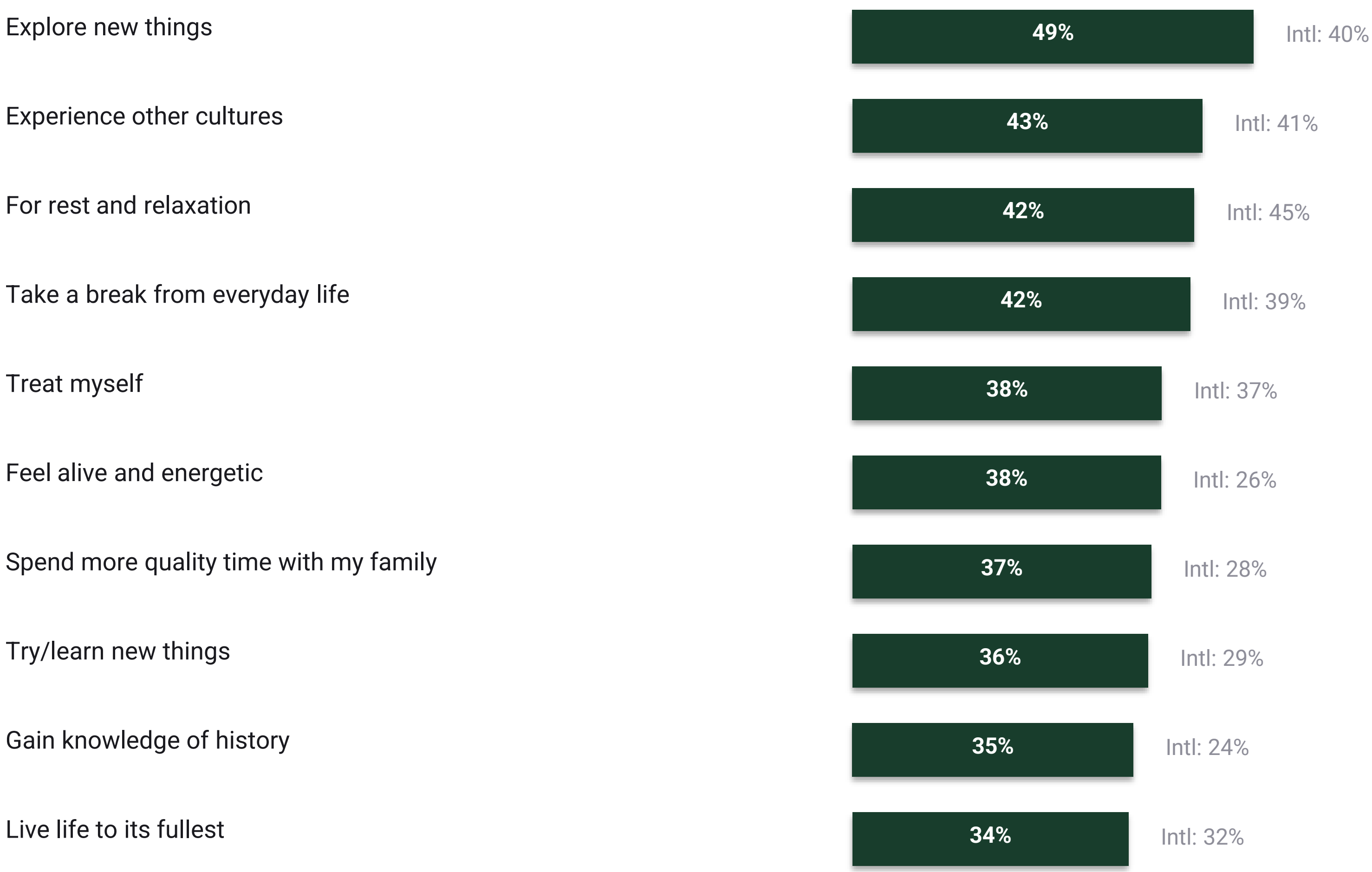


Barriers



Travel Motivations

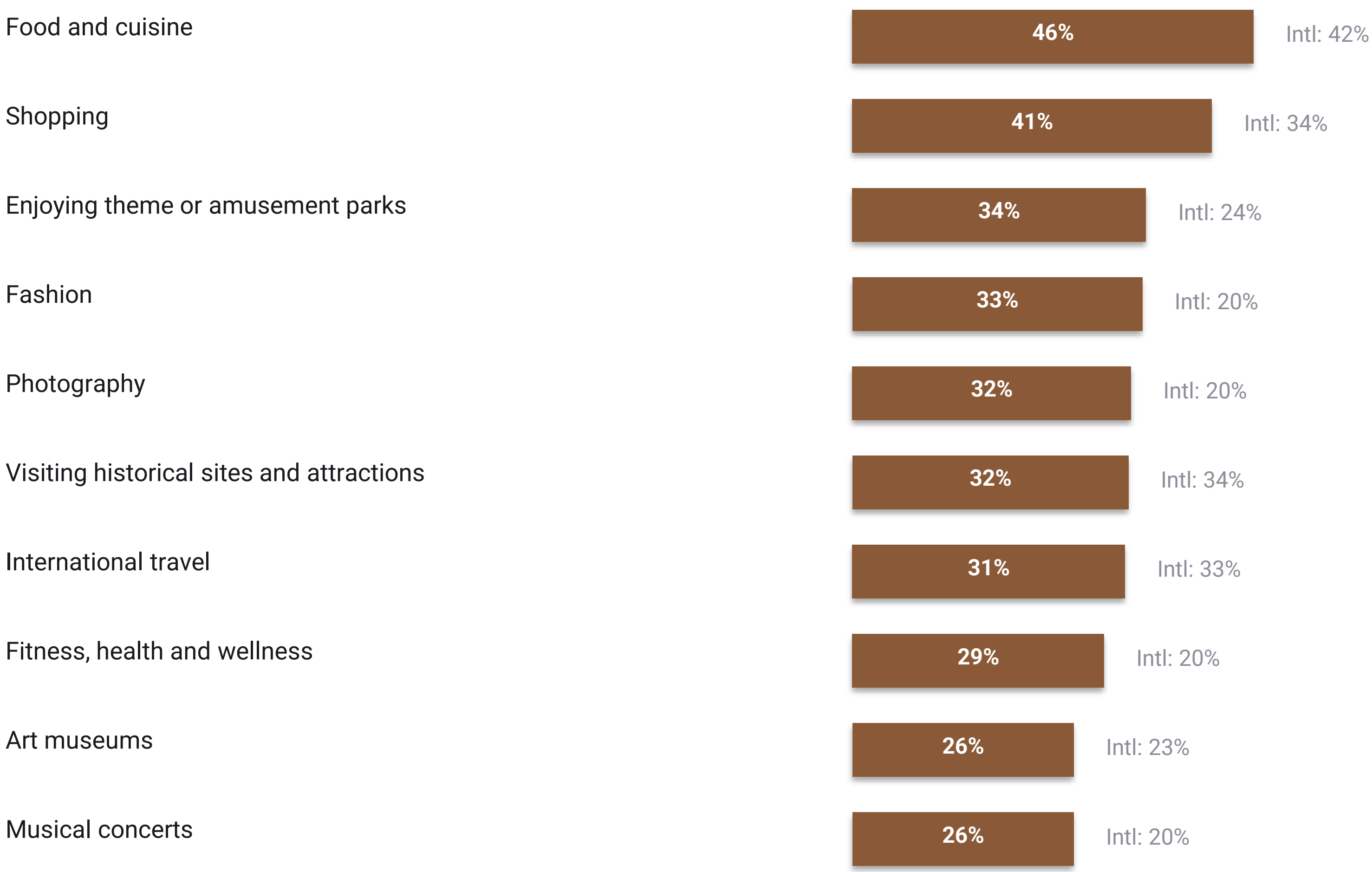
India



Source: Future Partners, Mar 2026

Hobbies & Passions

India



Source: Future Partners, Mar 2026

Travel Trends & Outlook

India

I'll be more proactive in reducing the impact of my travel on the environment.

68%

Intl: 43%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

67%

Intl: 42%

With higher temperatures each year, I will try to seek out cooler places.

66%

Intl: 44%

Global wars/strife will impact the destinations I visit in 2025.

64%

Intl: 54%

Luxury travel experiences are an important part of my leisure trips.

64%

Intl: 39%

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

61%

Intl: 53%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

60%

Intl: 42%

I anticipate that backlash against tourism will increase in my community in the next year.

54%

Intl: 34%

I often bring work with me to do when I am on holiday.

53%

Intl: 27%

India Intl Markets

Source: Future Partners, Mar 2026

TEAM KENTUCKY®

International Visitor Profile

Compiled by Esra Calvert Consulting on behalf of Travel South USA.
Data partners include Tourism Economics, Future Partners, Brand USA, and third-party sources.

Travel South USA
All Y'all Are Welcome