



# Bluegrass Hospitality Industry At a Glance

## Lexington, Kentucky

**#7** 10 most affordable big city in the U.S.  
-Kiplinger's

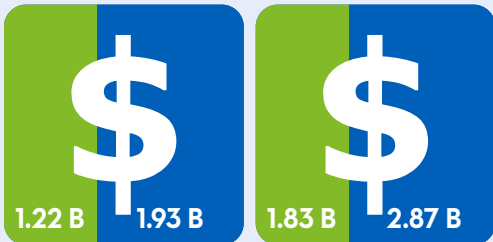
**#22** Top 50 U.S. best value cities  
-Trivago

## Total Economic Impact 25,950 Hospitality Employees



### Fayette County

### Bluegrass Region



■ Direct Spending (39%)\*    ■ Direct Spending (39%)\*  
■ Indirect Spending (61%)\*\*    ■ Indirect Spending (61%)\*\*

65 properties representing 7,310 rooms  
2.7 million overnight hotel guests  
\$152.67 million room revenue  
\$9.16 million occupancy tax  
100 locally owned restaurants

\*Direct Spending- Any money that goes directly from a tourist's pocket into the local economy  
\*\*Indirect Spending- The money spent by tourists that is respend within the local economy

Source: VisitLEX, 2014



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Be Heard

Have Fun

Give Back

Connect with Others

Stay informed

Join Today!

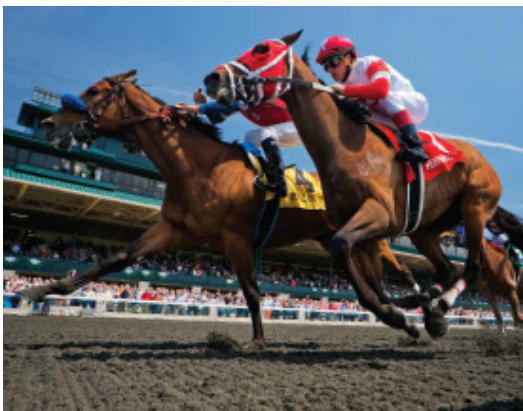


## Our Mission

The Bluegrass Hospitality Association is the unified voice of the hospitality industry; committed to advocating for our members, investing in our future leaders and celebrating the impact of the Hospitality community in the Bluegrass.

## Who We Are

The Bluegrass Hospitality Association (BHA) represents a diverse membership of hospitality professionals from hotels, restaurants, breweries and distilleries, tourist attractions, and strategic partners. If you are a stakeholder in the hospitality sector and want to positively impact the hospitality industry, then membership in BHA is a must!



## Have Fun & Give Back

Enjoy social gatherings and invest in the future of the hospitality industry by participating in the annual Bluegrass Hospitality Games.



The Bluegrass Hospitality Games is a fun event where teams compete in a series of games to raise money for the BHA's scholarship initiative. The BHA has awarded numerous scholarships to local students seeking a career in the hospitality industry.

## Stay Informed

Attend informative and educational meetings and events at discounted rates.

## Be Heard

Be part of a larger, stronger voice on issues and legislation that affect the hospitality industry in the Bluegrass. BHA continually monitors important local hospitality legislation and strives to be heard on relevant issues.



## Connect with Others

Take advantage of meeting others in the local hospitality industry! Network at a BHA event, post news and events on the members-only list serv and follow the BHA on Facebook and Twitter.

## Join BHA Today

For more information on membership dues levels and upcoming BHA events, visit [www.bluegrasshospitality.org](http://www.bluegrasshospitality.org).