

\$2 Billion

Agritourism in Fayette County

2016 ECONOMIC
IMPACT OF ALL
TOURISM IN
FAYETTE COUNTY



Source: Certec, 2017



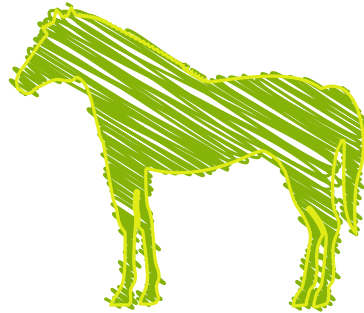
Sales Estimates	Keeneland	KHP
Accommodations	\$19.5 M	\$9.1 M
Food & Drinking Places	\$19.6 M	\$11.7 M
Gasoline	\$7.7 M	\$6.9 M
Other Retail	\$4.2 M	\$3.7 M

Source: Bollinger (2015) and CEDIK (2017)

Horse Country Kentucky

A relatively new tourism initiative for the equine industry, Horse Country Kentucky is similar to the bourbon trail. There are currently 20 different tour options that include horse farms, equine clinics, and training facilities.

visithorsecountry.com



What Visitors to Lexington Want to Experience

According to VisitLex, the top five requests in the last year from visitors:

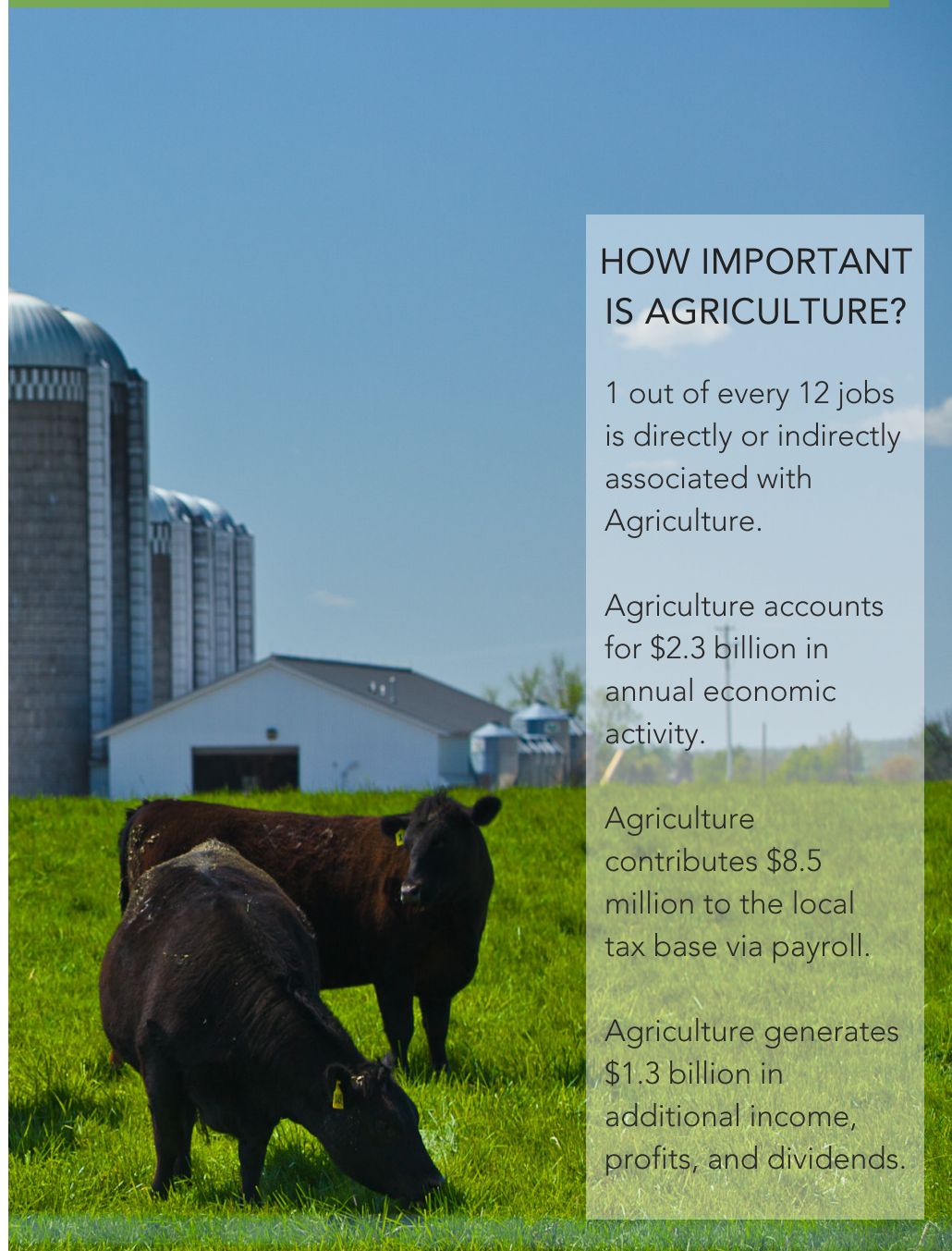
1. Horse Farm Tours
2. The Lexington Walk & Bluegrass Country Driving Tour
3. Bourbon Distilleries
4. Kentucky Horse Park
5. Keeneland

REPORT AUTHORED BY:



CEDIK
Community & Economic
Development Initiative of Kentucky
cedik.ca.uky.edu

Fayette County Agriculture Value and Economic Impact 2017



HOW IMPORTANT IS AGRICULTURE?

1 out of every 12 jobs
is directly or indirectly
associated with
Agriculture.

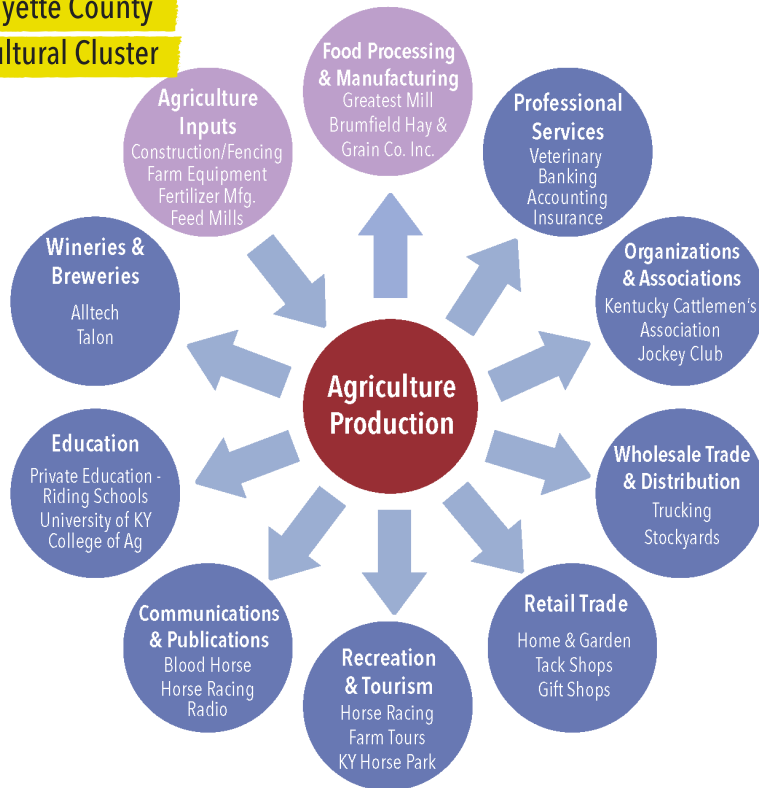
Agriculture accounts
for \$2.3 billion in
annual economic
activity.

Agriculture
contributes \$8.5
million to the local
tax base via payroll.

Agriculture generates
\$1.3 billion in
additional income,
profits, and dividends.

Fayette County has a diverse economy...
and Agriculture in Fayette County includes
so much more than farming!

The Fayette County Agricultural Cluster



Agriculture Jobs (TOP 6)

Farm, Ranch, and Aquacultural Animal Farmworkers
First-Line Supervisors in Farming, Fishing, & Forestry
Crop, Nursery, & Greenhouse Farmworkers & Laborers
Animal Breeders
Ag Equipment Operators
All Other Ag Workers

Ag-related Jobs (TOP 6)

Farmers, Ranchers, & Other Ag Managers
Nonfarm Animal Caretakers
Animal Trainers
Landscaping & Groundskeeping Workers
Veterinarians
Ag & Food Science Technicians

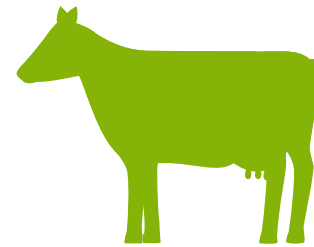
Top Industries Impacted by a 10% Loss in Agricultural Sales

Wholesale trade
Production agriculture (in addition to the 10% loss)
Real estate
Petroleum refineries
Truck transportation
Maint. & repair construction of nonresidential structures
Other local government enterprises
Insurance carriers
Monetary authorities & depository credit intermediation
Insurance agencies, brokerages, and related activities
Electric power transmission and distribution
Accounting, tax prep, bookkeeping, & payroll services
Warehousing and storage
Management of companies and enterprises
Employment services

Source: IMPLAN, 2014

Agriculture contributes both to the local economy as
well as the rural landscape that creates an attractive
location to work, play, and stay.

Top Five Ag Products in Fayette County by Sales:



Horses and other equine

Breeding and other support services

Cattle and calves

Tobacco

Grains and oilseeds

Source: Census of Agriculture, 2012

In 2012, Fayette County ranked first in Kentucky and the United States for horse and pony inventory and sales as well first in "breeding and other support services" which includes equine breeding operations. In addition, Fayette County ranked 4th and 5th in the state in cut Christmas trees and nursery and greenhouse products, respectively.



Lexington is home to 2 world renowned equine veterinarian
hospitals, Rood and Riddle Equine Hospital &
Hagyard Equine Medical Institute.