

# BOURBON

## — 2023 ECONOMIC IMPACT —



Kentucky Bourbon is a **\$9 billion economic and tourism powerhouse** for the Commonwealth, now generating more jobs, more payroll, more tax revenue, more tourists and more distilleries in more Kentucky counties than ever before.



Distillers produced a **record 2.7 million barrels** of Bourbon in 2022, the fifth year in a row topping 2 million. Today, there is a record inventory of **12.6 million Bourbon barrels** aging across the state.



Kentucky has **100 licensed distilleries** operated by 84 companies in 42 Kentucky counties.



The distilling industry generated **\$358 million in state & local taxes** last year, which is \$232 million more in taxes (180%) than what was paid just 15 years ago. It also paid **\$1.9 billion** in federal alcohol excise taxes last year.



Corn production in core distilling counties has **increased 300%** since the first 2009 study. Distillers purchased **21 million bushels of Kentucky grown corn & grains**.



Bourbon is responsible for **2.5 million visitor experiences** in 2023. Bourbon tourists trend younger, spend more, and stay longer compared to other tourism attractions.



Distilling generates more than **23,100 jobs in Kentucky** with annual salaries and wages of \$1.63 billion (**\$2.2 billion including benefits**).



KDA members are in the middle of a \$5.4 billion capital investment spree. Of the **\$3.5 billion of investments** KDA distillers plan to make in the next five years, they project spending at least \$194 million to expand their tourism operations on our famous Kentucky Bourbon Trail® adventures.



Kentucky distillers shipped more than **\$500 million in exports** in 2022, almost all of which was Bourbon.

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