



Known as The Horse Capital of the World, there is no other place like Lexington. As a vacation destination, the Bluegrass Region is unique, offering the most famous Thoroughbred farms and horse racing in the world, as well as bourbon distilleries, incredible history and architecture, outdoor recreation, antiques and handmade crafts.

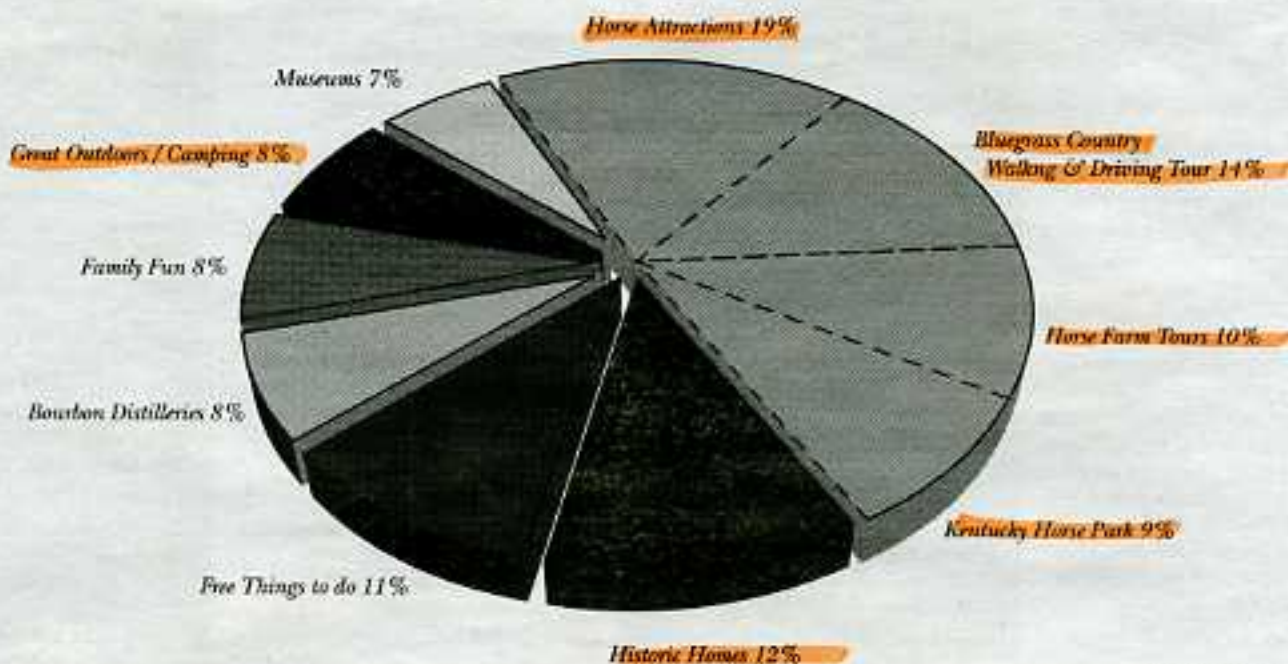
Tourism Works for the Bluegrass

- Nearly 2.6 million overnight visitors last year
- Visitors from all 50 states and 27 countries
- Over \$1 billion economic impact on the Bluegrass economy
- From Bluelicks Battlefield to the Dixie Belle Riverboat, over 70 attractions in 15 counties

But tourism in the Bluegrass Region is so much more. As the third-largest industry in Kentucky, tourism generates substantial revenue while providing employment for over 23,000 central Kentuckians.

Whether it's the beauty of the rolling countryside, the area's rich history or the thrill of live horse racing, you'll never be disappointed with all the area has to offer. And that's the true impact and beauty of the Bluegrass region.

What Brings Visitors to the Bluegrass? Top Ten Special Requests*



* From phone and internet inquiries fiscal years 99/00 through 03/05