



# Economic Impact

Keeneland's spring and fall race meets, annual Thoroughbred auctions, year-round special events, tour program, retail operations and Keeneland Library as well as the construction of new facilities generates over \$1.6 billion to Fayette and surrounding counties.

The following provides highlights from Keeneland's Economic Impact Study conducted by Dr. Thomas E. Lambert from the University of Louisville's Departments of Equine Administration and Economics:

## Total Annual Impact

# \$1.6 billion+

Keeneland's total economic impact on the Lexington Metro Area in 2023



### Thoroughbred Auctions

## \$1.16 billion

The total economic impact of Keeneland Thoroughbred auctions on Fayette and surrounding counties



### Keeneland Spring & Fall Race Meets

## \$300\* million

The total economic impact of the Keeneland Spring and Fall Race Meets on Fayette and surrounding counties

\* Includes Keeneland Retail



### Keeneland Supporting Business Lines

## \$97.7 million

The total economic impact of Keeneland's Special Events Program, Tours and Keeneland Library on Fayette and surrounding counties



### New Construction

## \$166.6 million

The total economic impact of Keeneland's construction to enhance the guest experience for racing, sales and special events on Fayette and surrounding counties

## Racing & Sales Patron Spending

Each year, participants attending Keeneland's Thoroughbred auctions in September, November, January and April spend

## \$336 million

at area restaurants, hotels, attractions, retail shops, transportation providers, area businesses, etc.

⇒ 67% of Keeneland Sales participants come from outside the state. Of those from out of state, 24% are from outside the United States

Each year, fans from outside Lexington come to the Keeneland Spring and Fall Race Meets and spend

## \$190 million

at area restaurants, hotels, attractions, retail shops, transportation providers, area businesses, etc.

⇒ 64% of Keeneland racing patrons come from outside Kentucky