

# KANSAS

## TOURISM

2021: A Year In Review

### EVERY NEW RESIDENT AND EVERY NEW BUSINESS TO THE STATE IS A VISITOR FIRST.

Travel by the numbers

31.4 MILLION VISITORS

**\$5.4 billion** spent by visitors in the state

Tourism generated **\$589 million** in state and local taxes

**16¢** of every visitor dollar goes to retail shopping in Kansas

A traveler is worth **\$173 per day** to the Kansas economy

Overnight visitors represent **40%** of all visits to Kansas

Leisure travel accounts for **67%** of all visitor spending with business travel accounting for the remaining **33%**

Each Kansas household would have to be taxed an additional **\$520** to replace the tax revenue generated by tourism.

Source: Economic Impact of Tourism in Kansas 2020, Tourism Economics

Tourism Brings Economic Development, State Pride,  
Jobs, and Quality of Life To Kansas.

### TOURISM'S ECONOMIC IMPACT

#### Direct



VISITOR  
PURCHASES



LODGING



FOOD



ENTERTAINMENT

#### Indirect



SUPPORT  
SUPPLY CHAIN



TAXES



WAGES PAID

#### Induced



TOURISM  
EMPLOYEES



SUPPLY CHAIN  
EMPLOYEES



HOUSING

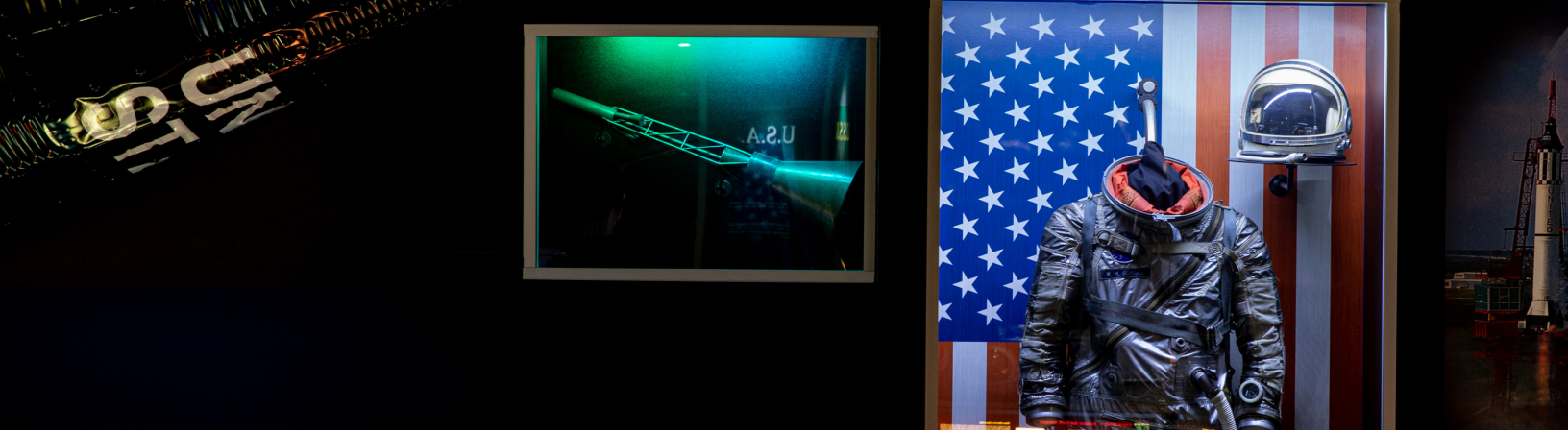


LOCAL TAXES



LOCAL  
PURCHASES

*Tourism is the welcome committee for  
capital investment in Kansas!*



## KANSAS TOURISM IN 2021:

- + Relocated to Kansas Department of Commerce in recognition of tourism's inextricable link to economic development
- + Unveiled a redesigned, vibrant, user-friendly Kansas visitor website – TravelKS.com
- + Hosted 2.1 million TravelKS.com website visitors
- + Distributed 350,000 travel guides
- + Awarded over \$200,000 in Attraction Development Grants to support local attraction development
- + For the first time ever...Kansas Tourism was named a finalist for an ESTO award for our To The Stars marketing projects, competing against other U.S. state tourism marketing organizations
- + KANSAS! Magazine received a Gold Award, three Silver Awards and an award of merit from the International Regional Magazine Association (IRMA)
- + Communicated with our state-wide tourism industry partners through 53 Travel Talk E-newsletters and 12 virtual industry Huddles, providing resources and education
- + Delivered over 480,000 visitor e-newsletters
- + Reinvigorated the Kansas Tourism PR program by hosting 3 group FAMS and 6 content creators including TV productions and top travel influencers
- + Began weekly segments on WIBW in NE KS market
- + Sent a PR newsletter that reached over 2,000 media professionals each month

