

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

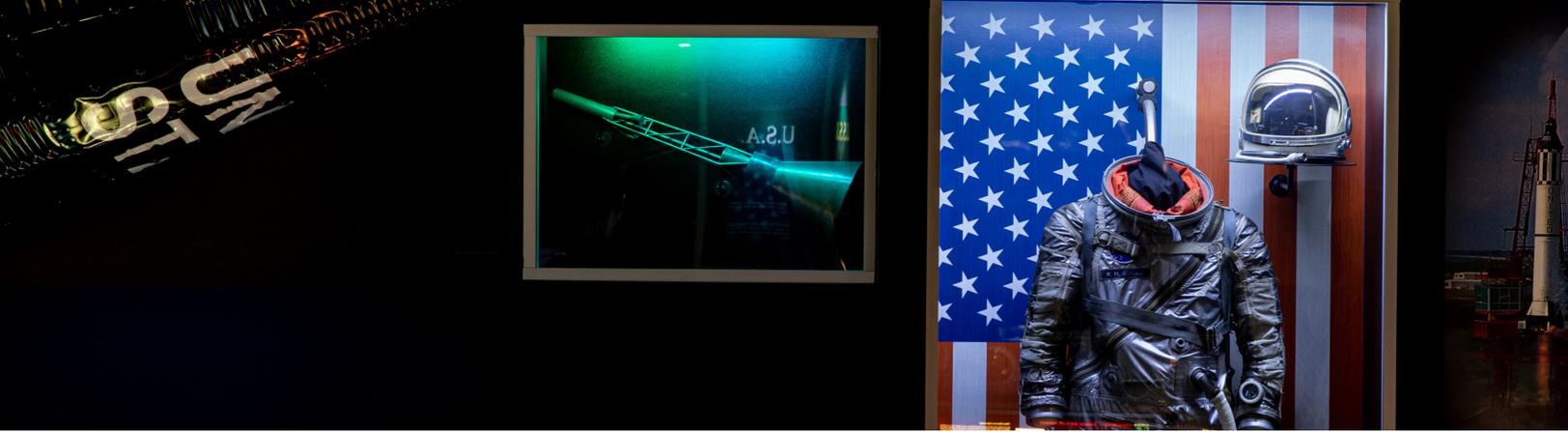


LOCAL TAXES



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

