Kansas State Parks - Impact
Trail Map

• Characteristics of visitors
• Impact
• Vendors
• Social benefits
• Activity impacts
• Park impacts
Visitors are looking for family-oriented fun

**Overall Size of Visitors’ Parties**
- 5.1%: 1 person
- 37.4%: 2 people
- 10.5%: 3 people
- 17.5%: 4 people
- 9.5%: 5 people
- 16.0%: 6-10 people

**Visitor Activities**
- Special Event
- Family time
- Equestrian activities
- Observing wildlife & nature
- Boating
- Fishing
- Camping
- Hiking/Biking Trail use
- Other

Source: CEDBR

- Average Group Size: 4
- Average Length of Stay: 4.1 Days
The state parks are for everyone

*Demographics were based on the purchaser and not the entire party. Source: CEDBR survey 2020*
Visitors can spend based on their interest and financial ability

Average Spending by Visitors at Kansas Parks

- $8 Other Lodging
- $9 Entertaining
- $15 Shopping
- $21 Marinas
- $23 Other
- $25 Admission Fees
- $40 Restaurants & Bars
- $73 Recreation Gear
- $86 Transportation
- $99 Groceries
- $111 Camping & Cabins

$510 AVERAGE SPENDING

Outdoor Recreational Equipment Investment

- RV
- Camper
- Boat
- Jet Ski
- Kayak/canoe
- Bicycle
- UTV/Golf Cart
- Tents
- Equestrian

Source: CEDBR
Impact
Kansans used the parks for respite during the pandemic.
Kansas State Parks

**Labor Income**
- Direct: $5,412,592
- Indirect: $109,253,659
- Induced: $17,395,027
- Total: $132,061,278

**Employment**
- Direct: 119
- Indirect: 4,512
- Induced: 427
- Total: 5,058

**Output**
- Direct: $4,705,635
- Indirect: $219,484,125
- Induced: $63,236,771
- Total: $287,426,531

Source: CEDBR
Construction further adds to the state economy

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Labor</strong></td>
<td>$1,078,129</td>
<td>$227,723</td>
<td>$298,724</td>
<td>$1,604,576</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td>19</td>
<td>3</td>
<td>6</td>
<td>29</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td>$2,405,996</td>
<td>$757,125</td>
<td>$983,121</td>
<td>$4,146,242</td>
</tr>
</tbody>
</table>

Source: CEDBR
Vendors and communities
State Park are economic drivers in rural economies

- Markets are predominantly rural
- Employment concentration was higher than the nation
- Economies were slowing and struggling, except for the leisure sector
Small-independent businesses benefit the most
SM BIZ are thriving because of state parks
## 2020 Kansas State Parks Total Contribution

<table>
<thead>
<tr>
<th>Industry</th>
<th>Labor Income</th>
<th>Employment</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$67,389</td>
<td>-</td>
<td>$351,811</td>
</tr>
<tr>
<td>Mining</td>
<td>$150,080</td>
<td>4</td>
<td>$2,018,131</td>
</tr>
<tr>
<td>Construction</td>
<td>$532,465</td>
<td>6</td>
<td>$1,906,904</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$634,810</td>
<td>6</td>
<td>$6,935,581</td>
</tr>
<tr>
<td>TIPU</td>
<td>$7,160,749</td>
<td>145</td>
<td>$41,455,336</td>
</tr>
<tr>
<td>Trade</td>
<td>$75,182,252</td>
<td>3,478</td>
<td>$95,077,295</td>
</tr>
<tr>
<td>Service</td>
<td>$46,733,317</td>
<td>1,402</td>
<td>$136,396,862</td>
</tr>
<tr>
<td>Government</td>
<td>$1,600,209</td>
<td>18</td>
<td>$3,284,582</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$132,061,278</strong></td>
<td><strong>5,058</strong></td>
<td><strong>$287,426,531</strong></td>
</tr>
</tbody>
</table>

Source: CEDBR
Social Benefits
Genuine-authentic experiences that add meaning to lives

- 78.1% Reflects important values
- 78.6% Connects people with real selves
- 83.5% Adds meaning to lives
- 83.4% Reveals what is really important
- 81.3% Honestly advertised
- 85.8% Accomplishes what is promised
- 75.2% Timeless
- 79.4% Survives trends
- 67.8% Doesn’t change
- 68.5% Has history
- 90.5% Natural
- 83.1% Genuine
- 82.1% Authentic

*Values indicate somewhat to strongly agree
**N=8,997
Source: CEDBR survey 2020
Families were inspired and enriched by the experience

### Personal Benefits by Generation

<table>
<thead>
<tr>
<th>Personal Benefit</th>
<th>B</th>
<th>X</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspiring sights</td>
<td>82%</td>
<td>84%</td>
<td>82%</td>
</tr>
<tr>
<td>Viewed unique sights</td>
<td>80%</td>
<td>83%</td>
<td>81%</td>
</tr>
<tr>
<td>Helped improve overall health</td>
<td>68%</td>
<td>73%</td>
<td>69%</td>
</tr>
<tr>
<td>Appreciation of nature</td>
<td>76%</td>
<td>78%</td>
<td>76%</td>
</tr>
<tr>
<td>Decreased stress</td>
<td>87%</td>
<td>92%</td>
<td>88%</td>
</tr>
<tr>
<td>Improved quality time with family</td>
<td>80%</td>
<td>85%</td>
<td>82%</td>
</tr>
<tr>
<td>Spent quality time with family</td>
<td>90%</td>
<td>93%</td>
<td>91%</td>
</tr>
<tr>
<td>Value greater than cost</td>
<td>92%</td>
<td>94%</td>
<td>93%</td>
</tr>
</tbody>
</table>

*Values indicate somewhat to strongly agree
**Value exceeds or equals cost

Source: CEDBR survey 2020
State parks have multiple amenities

- **Equestrian** – although smaller in number of visitors, it had a larger impact because of spending

- **Special Events** – have an untapped value to enrich local communities
Park impacts
Takeaways

• Visitors are looking for family-oriented fun
• The state parks are for everyone
• Visitors can spend based on their interest and financial ability
• Kansans used the parks for respite during the pandemic
• **Support over 5,000 jobs and $130 million labor income**
• State Park are economic drivers in rural economies
• Small-independent businesses benefit the most
• Create genuine-authentic experiences that add meaning to lives
• Families were inspired and enriched by the experience
Lehigh Portland State Park
Governor Signs HB 2039 Creating Lehigh Portland State Park 28th State Park

- Generous donation from Iola Industries ($2 million for the park)
- Nearly 360 acres and 14 miles of existing trails
- Plans include a campground, visitor’s center, cabins, boat ramp