

Kansas

Leisure Visitor Profile

2021



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EXECUTIVE SUMMARY

This visitor report was prepared for the Mammoth Creative Co. on behalf of Kansas Tourism by MMGY TravelIntelligence. For the purpose of this study, the current reporting time frame includes calendar year 2021 with comparison to prior time periods.

The report provides intelligence on Kansas travel trends with comparison to the average US destination and the average US Business and Leisure destination. Information is also presented on Kansas Leisure and Business travelers.

Information is also presented for several of travel segments. These include:

- Total – travelers who visit Kansas for any purpose

- Business – travelers who visit Kansas for any business purpose

- Leisure – travelers who visit Kansas for any leisure purpose

Methodology

The travel trend information presented in this report was obtained from surveys of 42,790 U.S. households during January 2021 through December 2021. The 2021 Visitor Profile is based on a sample of 455 households for all travel to Kansas. The sample has been balanced by statistical weighting to ensure the data is representative of all travelers in America. The Kansas Business travelers has a very small sample size so please use caution when making decisions based on the data.

Kansas Visitors in 2021

- Top line figures of Kansas visitation in 2021:
 - Average Income: \$97,412, 43% of Kansas visitors have a household income of more than \$100K.
 - Lifestages: The lifestages that contribute the most to Kansas's visitors is Affluent Matures (28%), Affluent Families (22%) and Young Families (19%).
 - Purpose of Stay: majority travel to Kansas for leisure non-vacation purposes with 31% visiting friends/relatives, followed by Business-group meetings (17%) and vacation/getaway (day and overnight) 17%.
 - Activity: most travel parties' visit friends/relatives, shop, participate in a culinary/dining experiences, attend/participate sports events, celebrate a birthday, gamble, hiking, funeral/memorial, business/work, and anniversary celebration.
 - Traveling Party: pairs (53%) and single adults (30%)
 - Length of Stay: 1.63 days on average (day trips and single nights)
 - Expenditures: \$261 per person spending per day – 25% Transportation, 21% Food & Beverage, 19% Shopping, 14% Entertainment , 13% Other and 9% Lodging.
 - Timing: December was the top month of travel to Kansas, followed by August, January and July.
 - Origin: Kansas draws its visitors from the West North Central region (76%), mostly from in-state 58%, followed by Missouri (14%) and Texas (4%).
 - Transportation: travelers arrive predominately by auto (traveling 222 miles one-way).

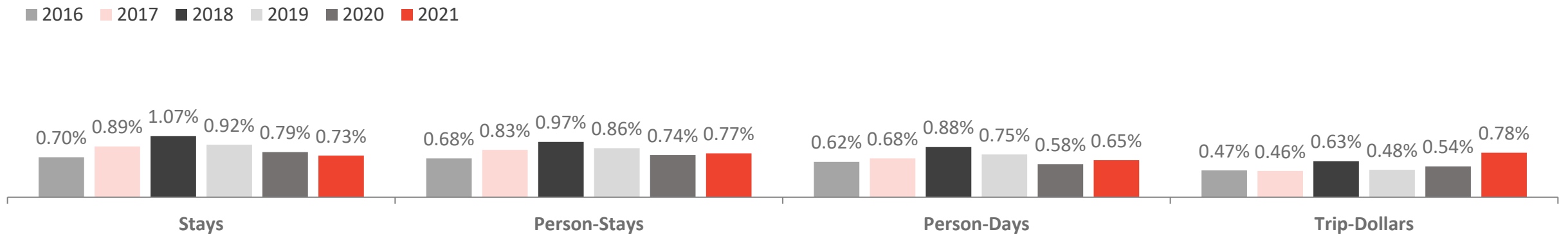
- While understanding the travelers in terms of who is visiting the destination, why, and what they do is imperative in painting a picture of travel to Kansas, it is also important to focus on the opportunities that lie ahead for all travel. Many of these segments represent a small share of travelers yet are characterized by a higher trip-dollar spending share which makes them particularly valuable to target. The segments below hold particular or additional potential to increase Kansas's bottom line in traveler spending:

Focus on your opportunity among Kansas visitors

- Generations: **Millennial/GenZ**
- Accommodation: those staying in **High End hotels and Paid Non-Hotels**
- Purpose of Stay: **Overnight vacation/getaway weekend and business group meetings**
- Traveling Party: **Those with Children present and travel parties of 3 or more adults**
- Length of Stay: **those that stay longer than 2 nights**
- Origin: **Kansas City, MO; Tulsa, OK; and Denver, CO**

- All of Kansas travel parties (or Stays) represent 0.73% of the US travel market in 2021, a decrease compared to prior years. People often travel together with family, friends or with other groups. Thus, the Stays metric takes into account how many distinct groups of travelers came to the destination. But more people traveled overall so if though the share declined, overall travel increased.
- In contrast, the number of Person-Stays taken to a destination indicates how many people came to your destination, but not how long they stayed. Kansas travelers (or Person-Stays) represent 0.77% of the US travel market.
- The Person-Days metric is simply the total number of days that visitors contributed to Kansas. Kansas travelers represent 0.65% of the US Person-Day market share.
- Kansas receives about \$0.78 of every \$100.00 spent on travel in the U.S. during 2021. This monetary worth of travelers increased by \$0.24 over 2020. Changes in Direct Spending can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending but also be related to changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.

Kansas Market Share of U.S. Travel

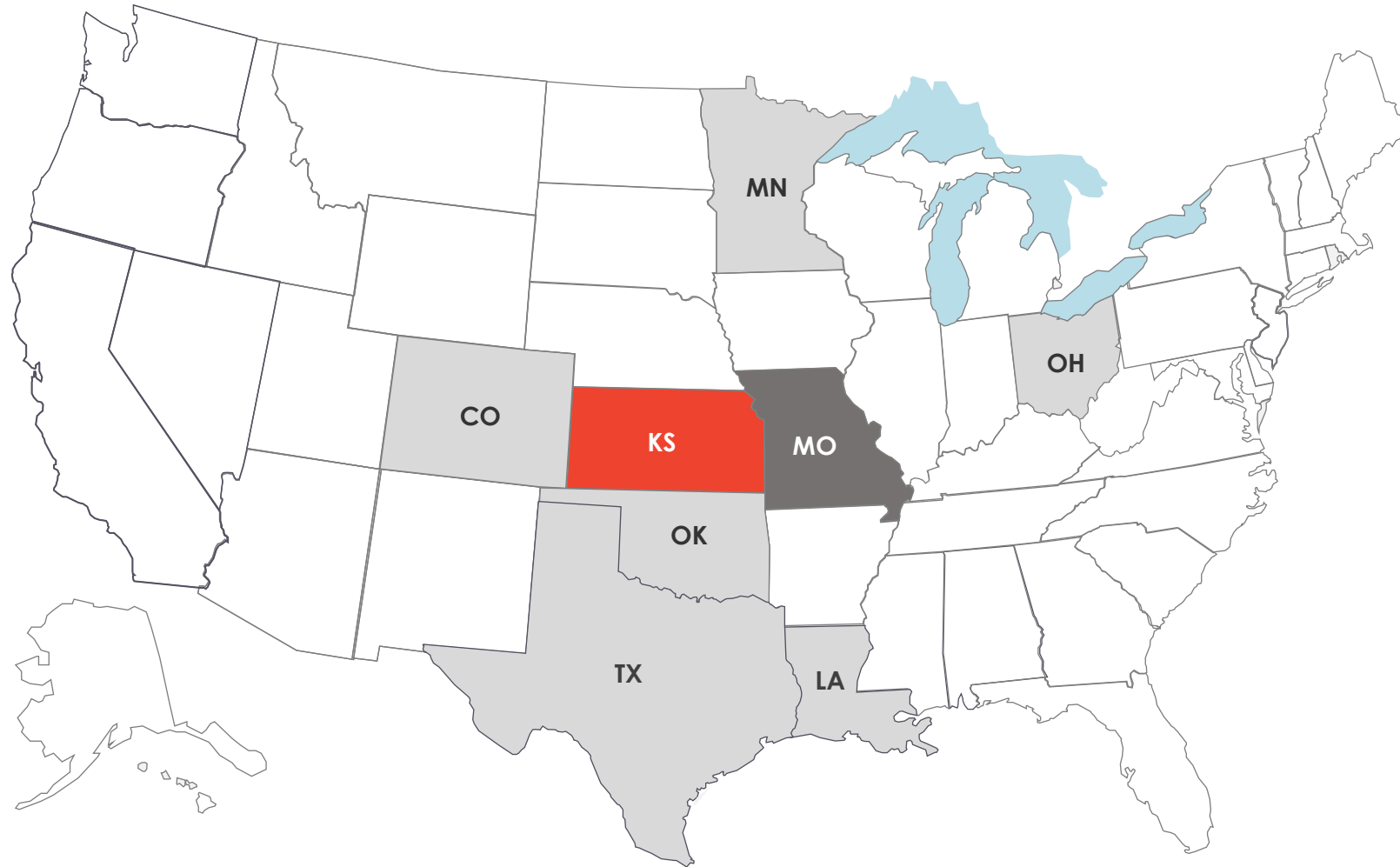


* Stays (Base = 455)

Source: 2022 PERFORMANCE/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Origin States and DMAs to Kansas



- Unchanged over the past 5 years, over three-quarters of Kansas's visitors come from the West North Central Region.
- Kansas provides 58% of travel to the state, another 14% from Missouri, 4% from Texas, and 3% from Colorado.
- The top 5 DMAs produce over 70% of Kansas's visitors in 2021

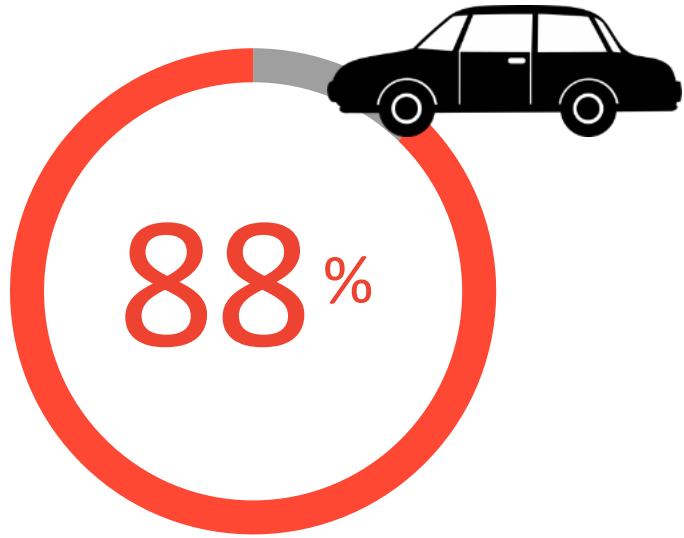
Origin DMA
27% Wichita-Hutchinson Plus, KS
22% Kansas City, MO
14% Topeka, KS
6% Joplin, MO-Pittsburg, KS
2% Dallas-Fort Worth, TX

* 2021 Person-Stays (Base = 455)

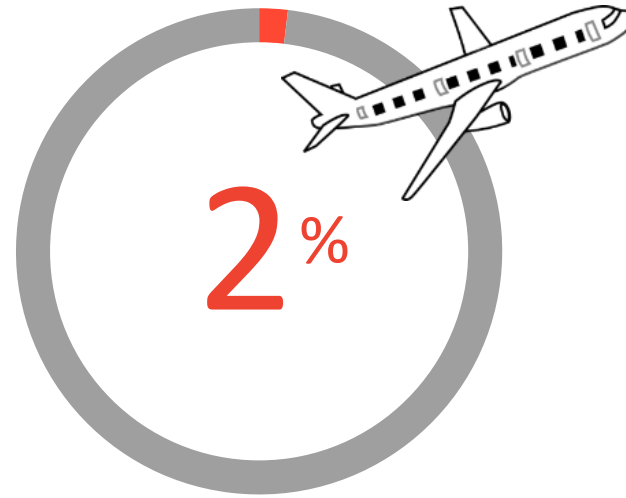
Source: 2022 PERFORMANCE/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

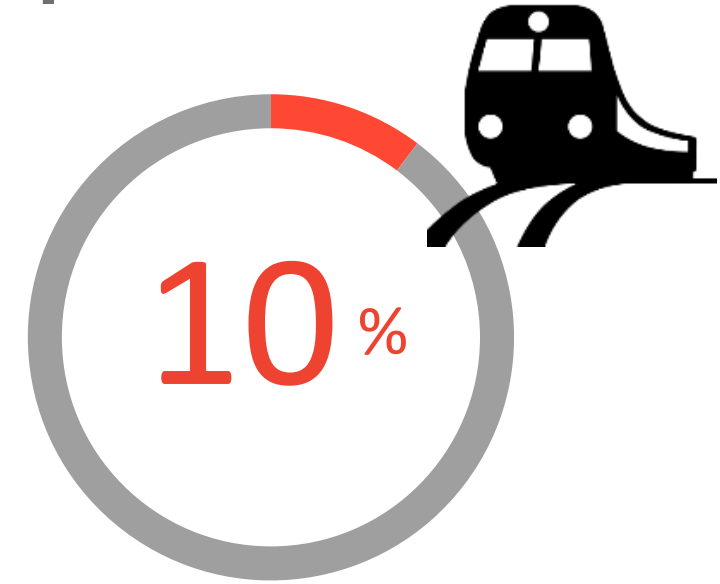
Transportation to Kansas



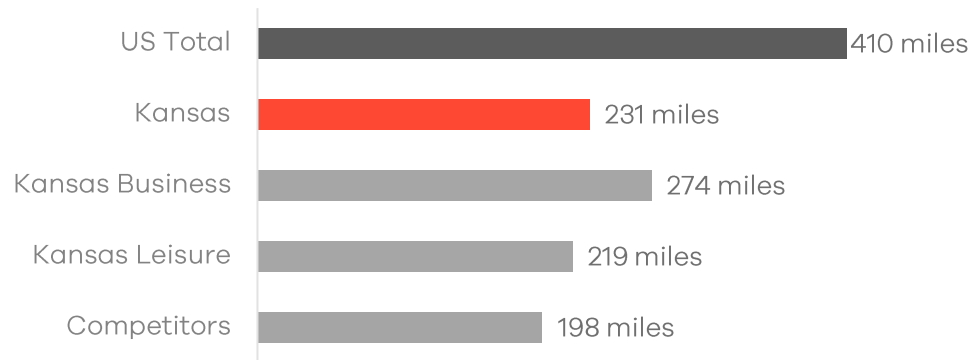
Auto



Airplane



Train, Bus and other



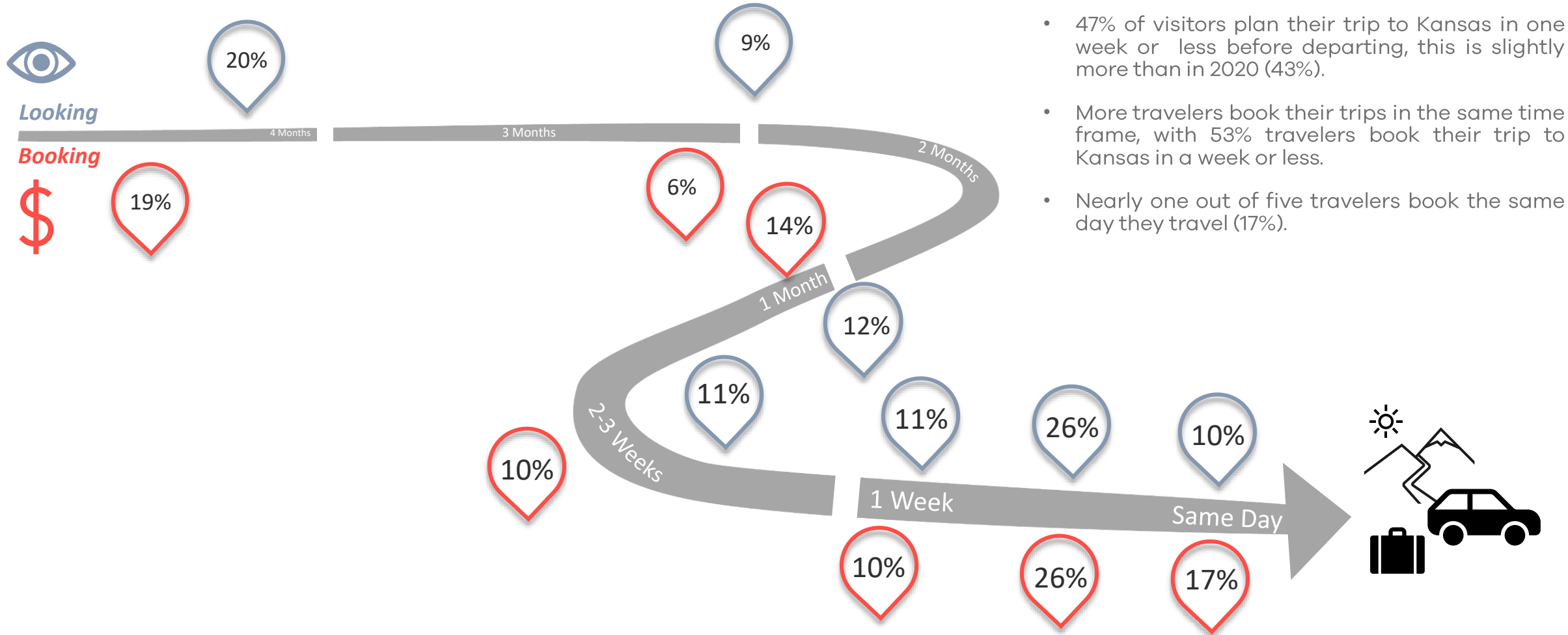
The average distance traveled one-way by Kansas visitors is 231 miles, a little less than half of the overall U.S. traveler. For those visitors who travel to Kansas by car their average one-way mileage is 222 miles.

* 2021 Person-Stays (Base = 448)

Source: 2022 PERFORMANCE/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

Trip Planning and Booking Time Frame- Kansas



- 47% of visitors plan their trip to Kansas in one week or less before departing, this is slightly more than in 2020 (43%).
- More travelers book their trips in the same time frame, with 53% travelers book their trip to Kansas in a week or less.
- Nearly one out of five travelers book the same day they travel (17%).

* 2021 Stays (Base = 449)

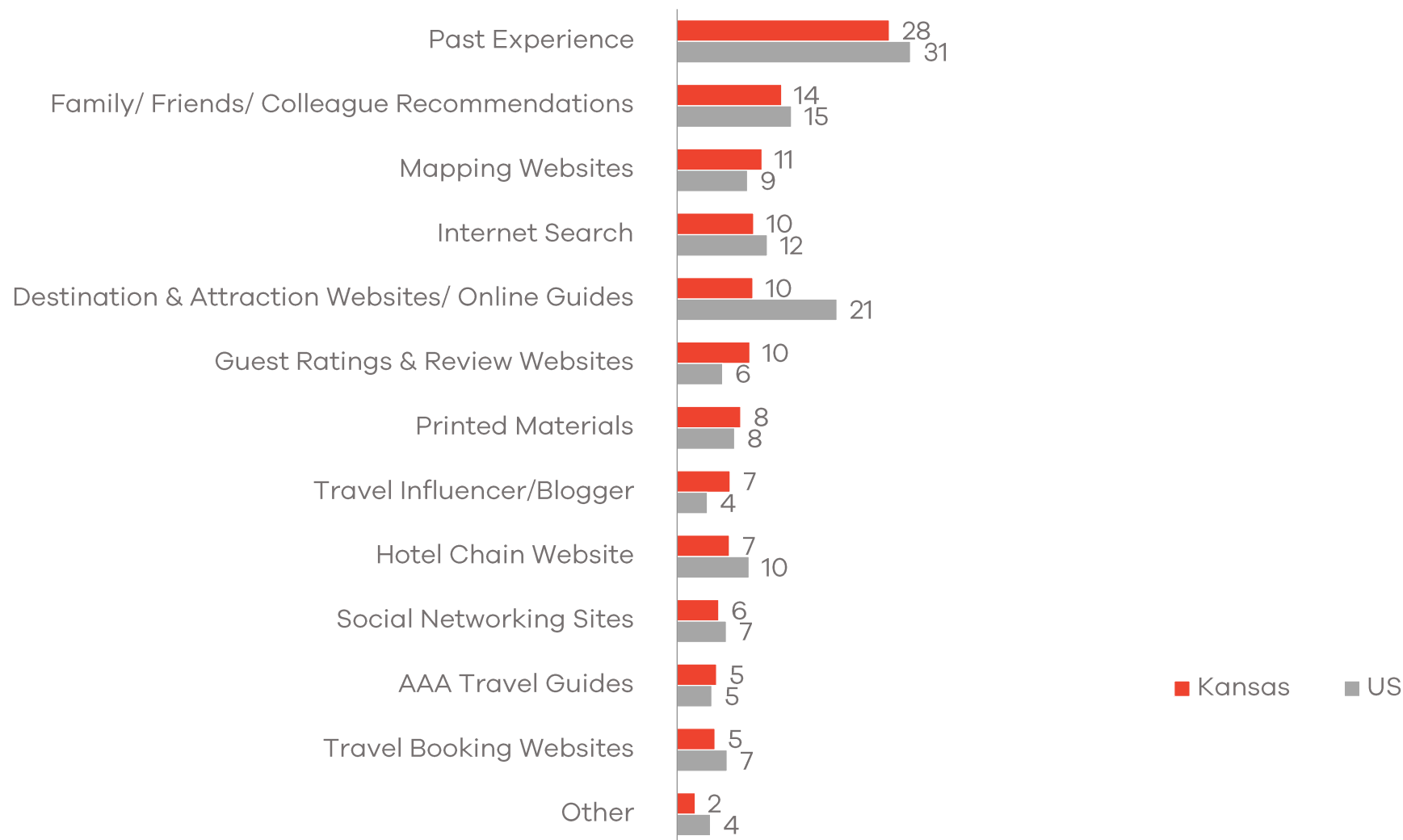
Source: 2022 PERFORMANCE/MonitorSM

Question/ About how far in advance did you plan your trip to [City/Location]?
About how far in advance did you book your trip to [City/Location]?

HIGHLIGHTS

- Kansas's visitors rely on Past Experience (28%), Family/Friend Recommendations (14%), and Mapping Websites (11%) for their trip planning.
- The top travel resources used by Kansas travelers are similar to US travelers. They are less likely to use Destination & Attraction Websites/ Online Guides than the average US traveler but they are more likely to use Mapping Websites and Guest Ratings & Review Websites.
- 29% of Kansas visitors do not rely on any resource to plan their trip.

Trip Planning Resources



*2021 Kansas Stays (Base = 454), US Stays (Base = 42,536)

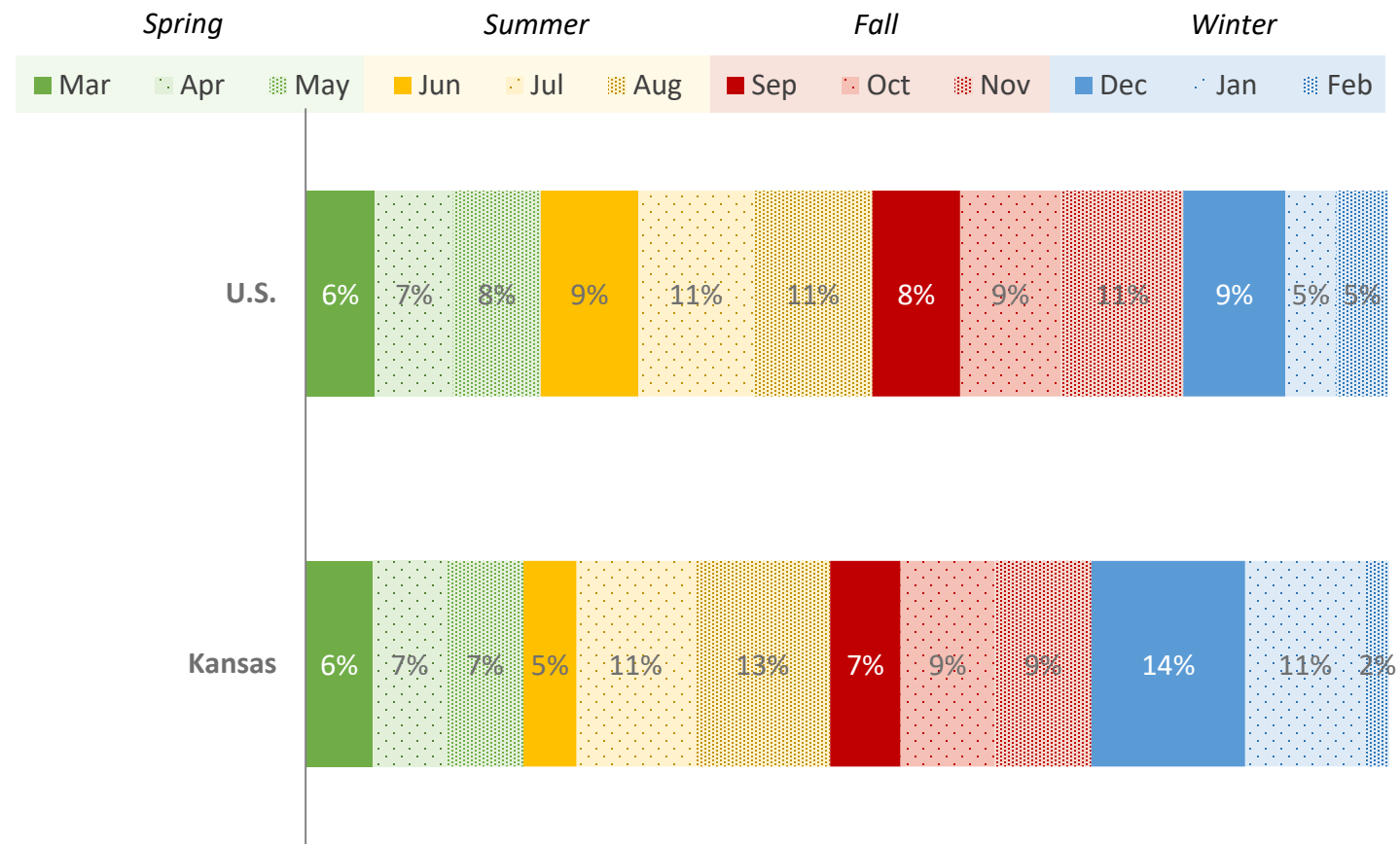
Source: 2022 Performance/MonitorSM

Question/ Which of the following information sources did you use to plan your trip to [City/Location]?

When do visitors travel?

- Kansas welcomes visitors all year with a preference for the Summer (28%) followed by the Winter (28%).
- December and August had the highest visitation while February and June has the lowest visitation. February and March 2021 was the lowest overall for U.S. due to the slow recovery from the pandemic. This was due to the slow start of travel in 2021 as people were slowing getting back to travel after the pandemic.

Travel Timing



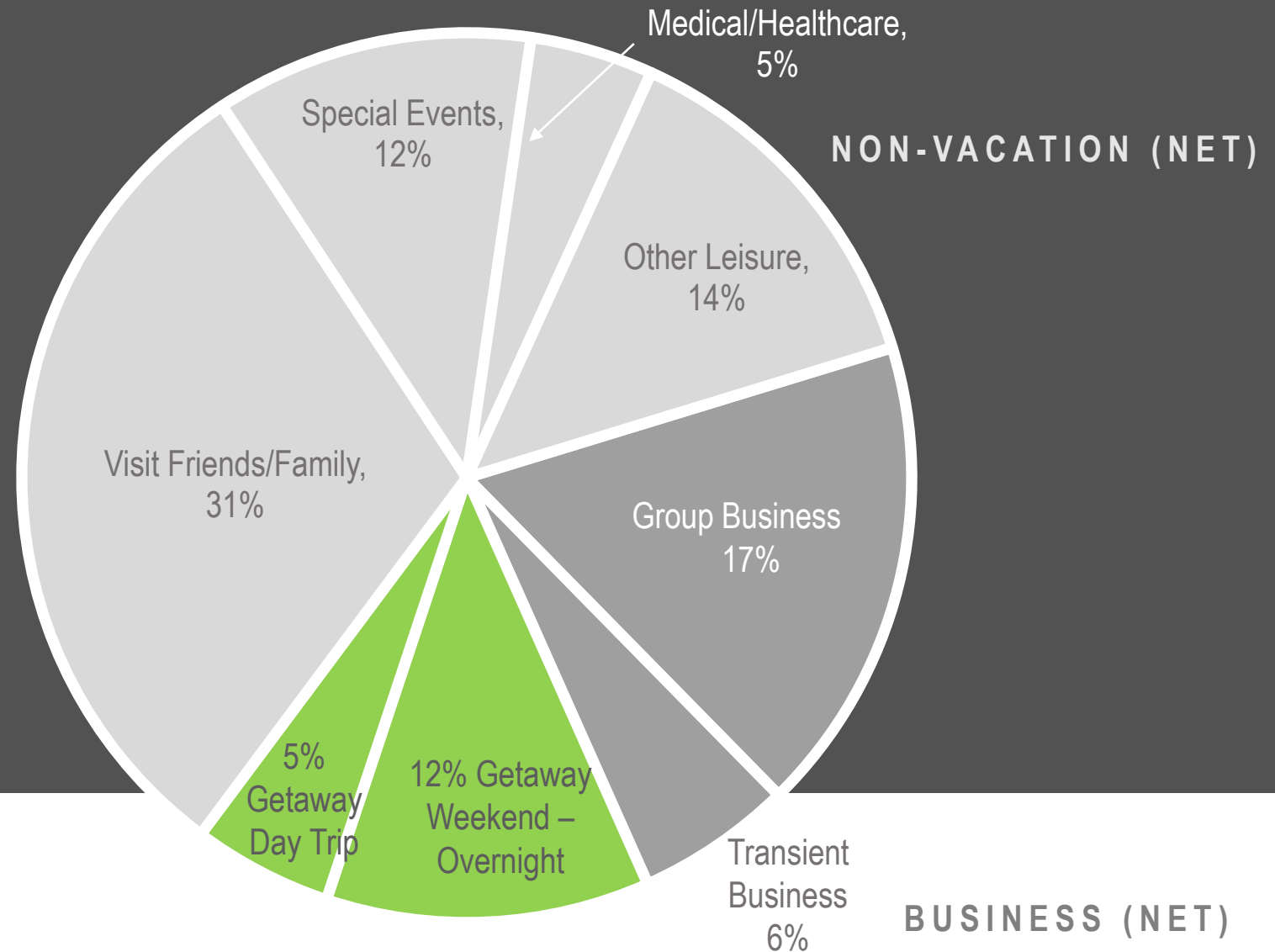
*2021 Person-Stays (Base U.S. = 42,790, Base Kansas = 455)

Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Purpose of Traveling to Kansas

- Travelers come to Kansas predominantly for Non-Vacation purposes (60%), followed by Business purposes 23% and 17% for Vacation purposes.
- Leisure day trip getaway declined from 2020 and those coming to Kansas for a Getaway Weekend/Overnight vacation increased from 8% in 2020 to 12% in 2021.



VACATION (NET)

Question/ Please tell us your main purpose of visiting [City/Location]

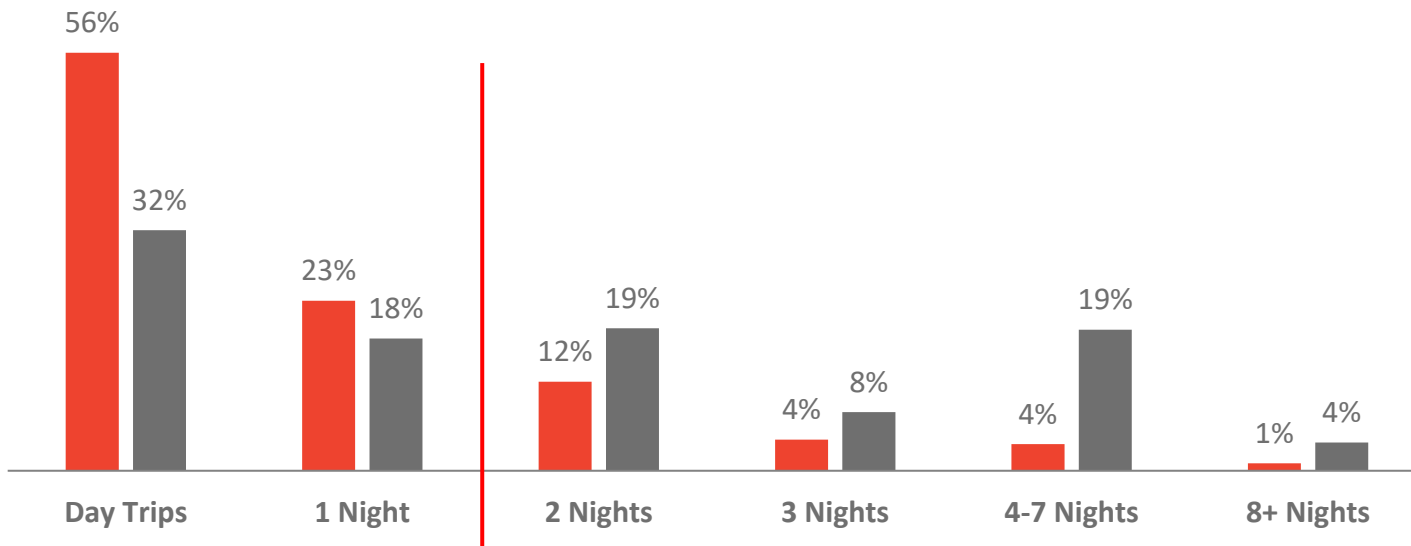
* 2021 Person-Stays (Base = 455)

Source: 2022 PERFORMANCE/MonitorSM

How long do Kansas visitors stay?

Kansas Length of Stay

■ Stays
■ Trip-Dollars



- Kansas travel parties stay on average 1.63 days. 62% of Kansas travel parties visit only for a day and another 19% of Kansas travelers stay for a single night.
- Kansas travelers who stay two nights or more are profitable as they contribute more to monetary value (trip-dollars) than they represent in travel party shares.
- The average length of stay decreased slightly in 2021, from 1.68 in 2020 to 1.63 in 2021. There was an increase in day trips in Kansas from 2020 to 2021 from 50% to 62%.
- Kansas travelers have a slightly shorter length of stay compared to the average U.S. traveler (1.94 for the U.S. compared to 1.63 for Kansas).

* (2019-2021 combined) Stays (Base = 1,516)

Source: 2022 PERFORMANCE/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to the main overnight US City/location visited

62%

STAY IN
HOTELS

Kansas Overnight Accommodation

21%

STAY WITH
FRIENDS/RELATIVES
(non-paid)

18%

STAY IN
OTHER LODGINGHome/Apartment/
Condo (paid, non-paid/mine)

* 2021 Overnight Person-Stays (Base = 306)

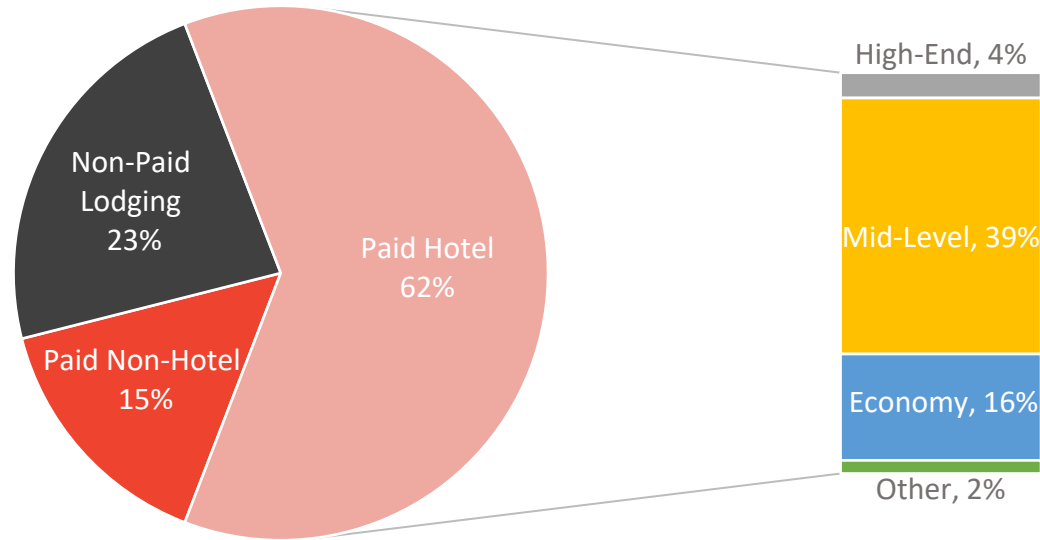
Source: 2022 PERFORMANCE/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

Where do Kansas visitors stay?

- Paid Hotel lodging was the accommodation of choice for Kansas visitors at 62% followed by Non-Paid Lodging (23%).
- 4 in 10 of Kansas visitors staying in a hotel elect to stay in a Mid-Level, more than the average U.S. destination (22%).

Kansas Accommodation Type

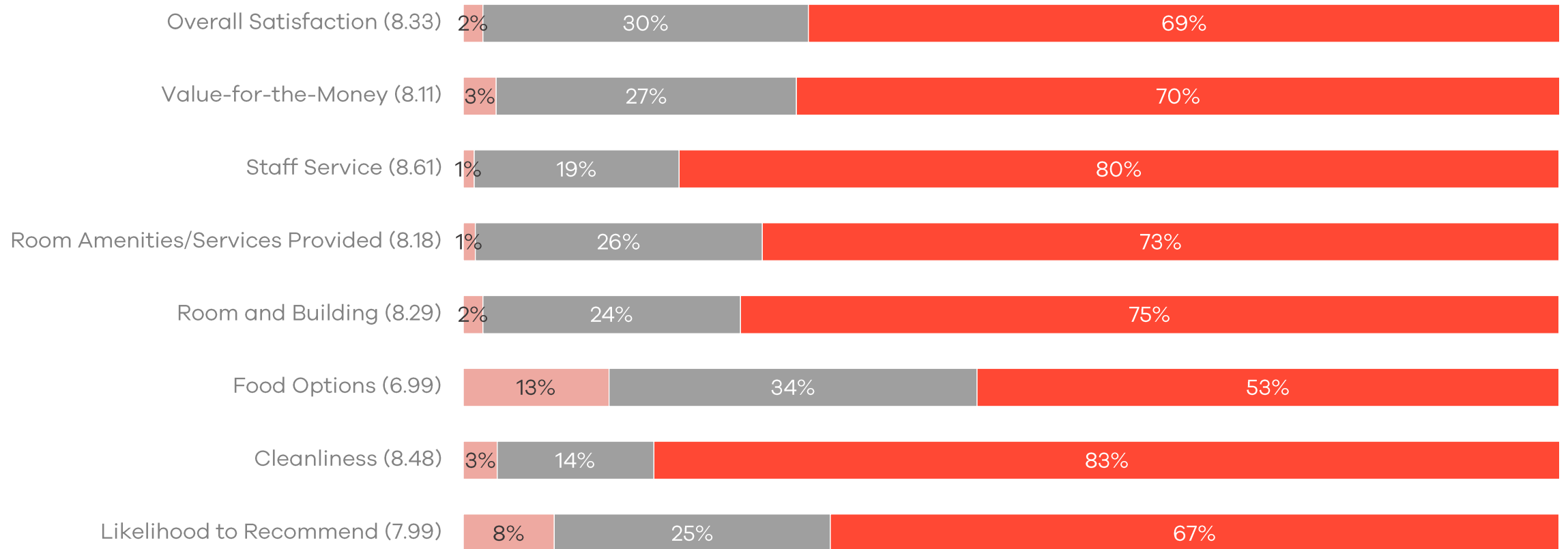


* 2021 Overnight Person-Stays (Base = 306)
Source: 2022 PERFORMANCE/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

Kansas Hotel Ratings

■ Poor ■ Fair/Good ■ Excellent

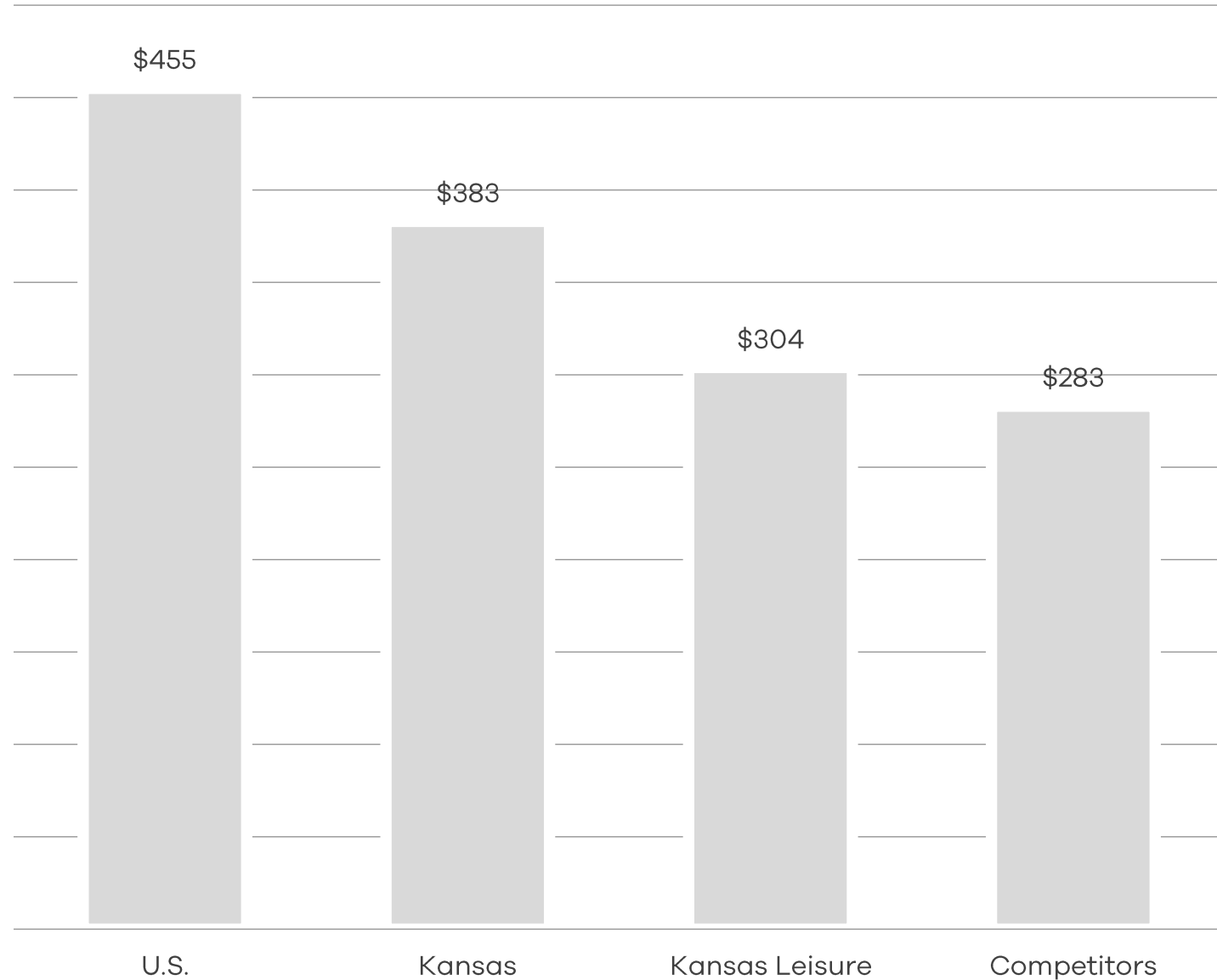


* 2020-2021 Paid Hotel Person-Stays (Base = 274)

Source: 2022 PERFORMANCE/MonitorSM

Question/ Please rate your lodging using the scale below.

Kansas Average Spending per Party per Stay



* 2021 Stays (Base = 432)

Source: 2022 PERFORMANCE/MonitorSM

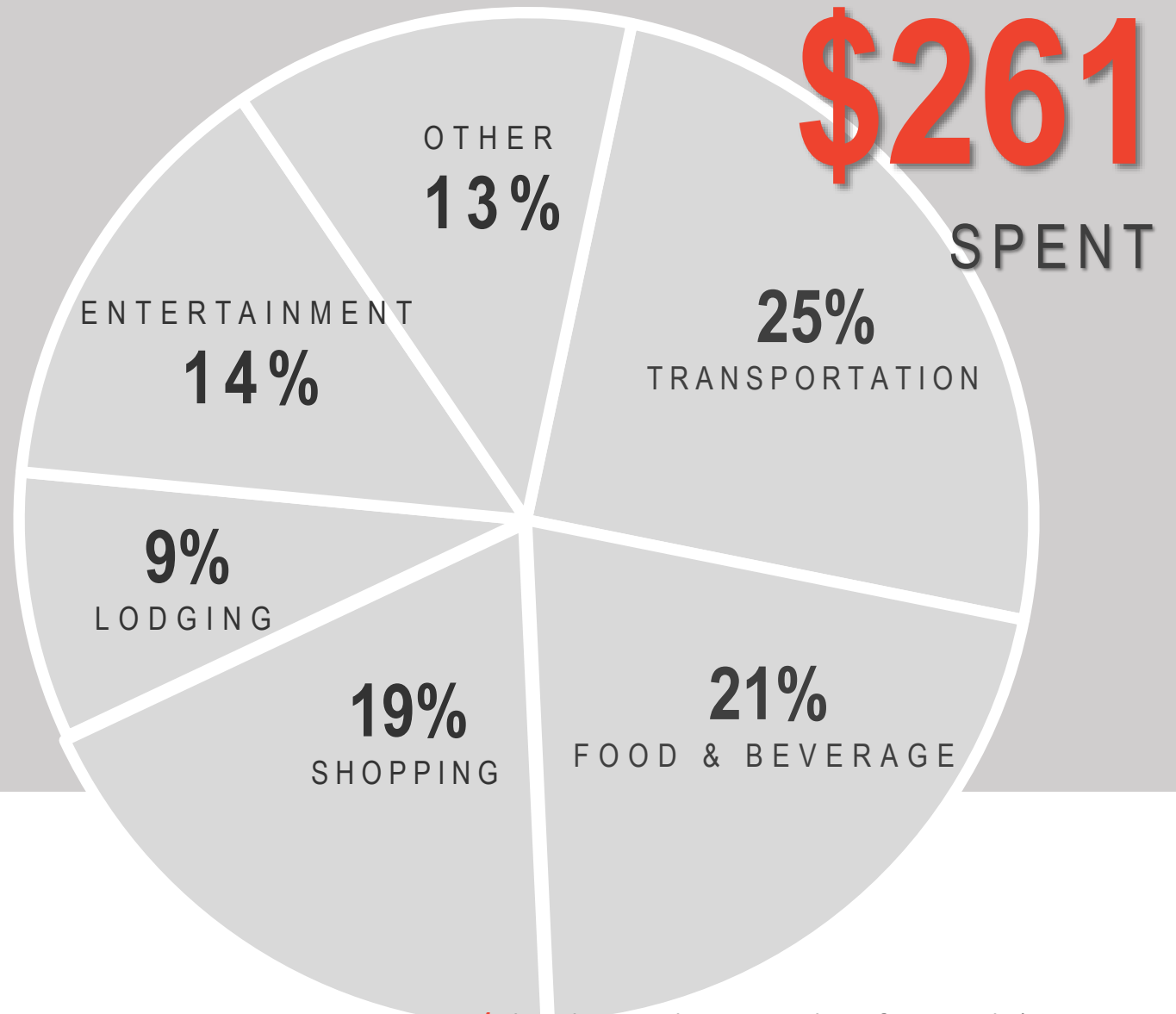
Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Kansas Average Spending per Person per Day

- Kansas travelers spend \$261 on average per person per day in 2021, an increase of \$112 from 2020. The growth in spending occurred in all categories but the most in shopping, food & beverage and entertainment.
- Travelers to Kansas spent more than travelers to the average US destination (\$230). Typically, Kansas travelers spend less than the average US traveler.
- Kansas travelers spent most of their travel budget on transportation (25%) and food & beverage (21%), followed by shopping (19%) and entertainment (14%).

* 2021 Person-Days (Base = 425)

Source: 2022 PERFORMANCE/MonitorSM



Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?



30%

TRAVEL ALONE



53%

TRAVEL IN
PAIRS

5%

LARGE TRAVEL
PARTIES

13%

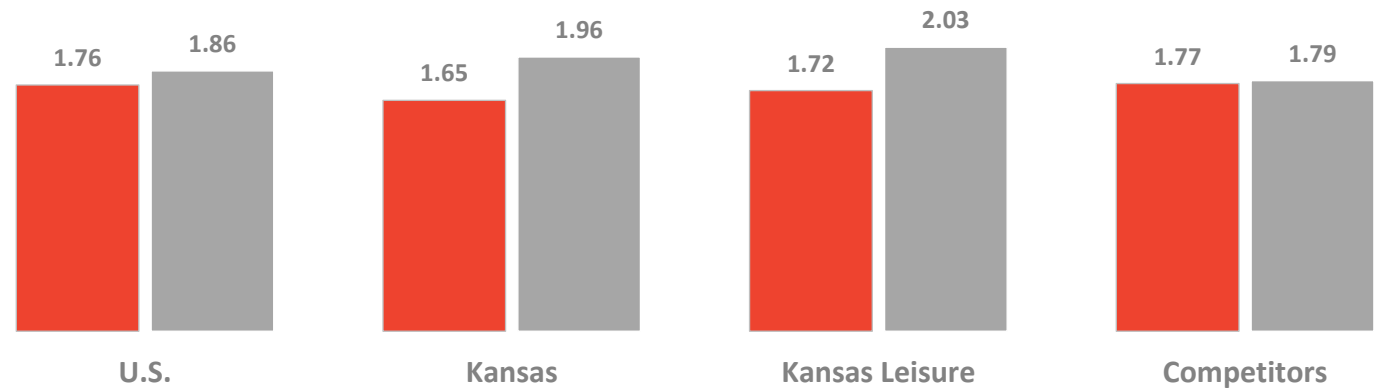
TRAVEL WITH
CHILDREN

Who makes up the average Travel Party?

- Kansas attracts mostly those traveling in pairs 53% and adults traveling alone (30%) which results in an average travel party size of 1.96 people in 2021 a slightly larger travel party average than the U.S. of 1.86 people.
- The size of travel parties that traveled to Kansas increased in 2021 compared to the year prior. This is due to the increase of people traveling in pairs as well as travel parties with children. Adults traveling alone decreased in 2021 compared to 2020.

2020 2021

Average Travel Party Size Overnight and Day Trip Travel

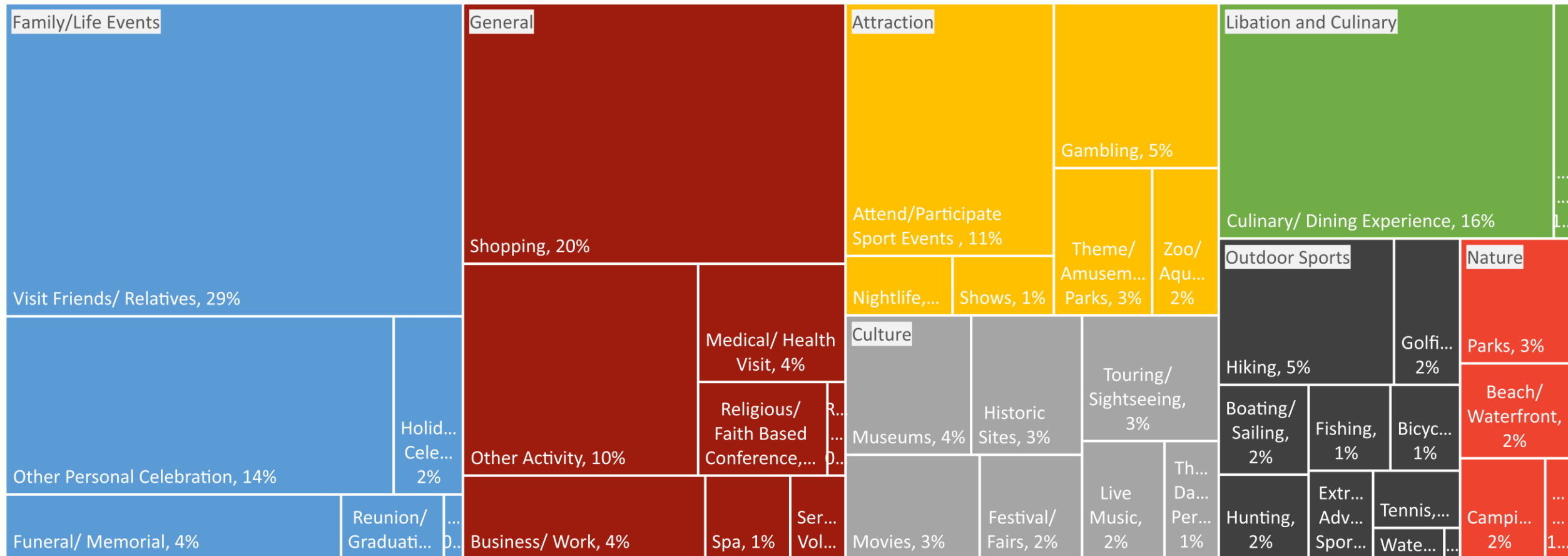


* 2021 Stays (Base = 455)
Source: 2022 PERFORMANCE/MonitorSM

Questions/ Including yourself, how many adults and children were with you on your trip?

What do Kansas' visitors do?

■ Nature ■ Outdoor Sports ■ Culture ■ Attraction ■ Family/Life Events ■ Libation and Culinary ■ General



* 2021 Stays (Base = 455)

Source: 2022 PERFORMANCE/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

Activity Participation

- Nine out of ten travel parties (90%) participate in an activity when visiting Kansas, slightly less than the average U.S. destination (92%). Activity participation increased from 2020, both for U.S. and Kansas travelers.
- The top ten activities travel parties to Kansas participated in were the following activities in 2021:
 - Visit friends/relatives
 - Shopping
 - Culinary/Dining Experience
 - Attend/Participate Sports Events
 - Birthday Celebration
 - Gambling
 - Hiking
 - Funeral/Memorial
 - Business/Work
 - Anniversary Celebration

* 2021 Stays (Base = 455)

Source: 2022 PERFORMANCE/MonitorSM

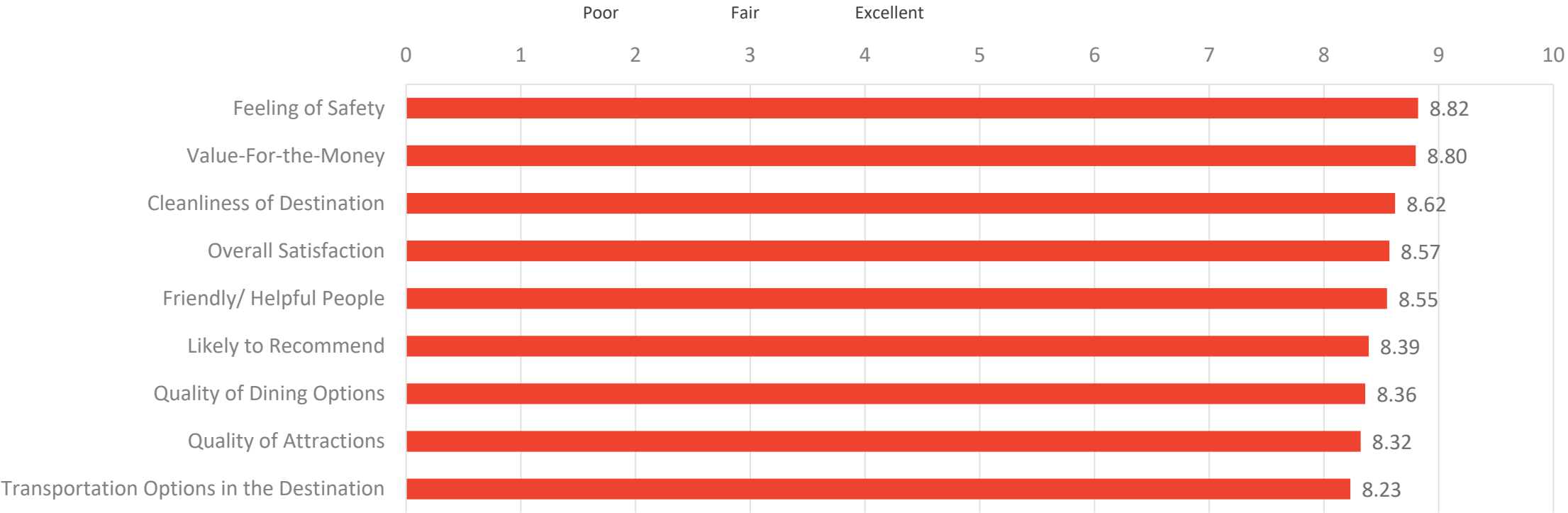
Propensity of Activity Participation

- Kansas travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination:
 - Funeral/Memorial (2.4 times higher)
 - Visit Friends/Relatives (1.9 times higher)
 - Religious/Faith Based Conference (1.6 times higher)
 - Professional Sports Event (1.2 times higher)
 - Theme/Water Parks (1.2 times higher)
 - College Sports Event (1.2 times higher)
 - Amateur Sports Event (attend/participate) (1.2 times higher)
 - Service/Volunteerism/Charity (1.2 times higher)
 - Shopping (1.2 times higher)

Question/ Did you do any of the following activities on your trip in [City/location]?

Overall, travelers leave Kansas happy, with average satisfaction ratings across the elements scoring above 8.0 or excellent. Kansas’s overall satisfaction is on par with the average U.S. Destination.

Travelers rate Kansas the highest in Feeling of Safety (8.82), Value-for-the-Money (8.80), Cleanliness of Destination (8.62), and Overall Satisfaction (8.57). Travelers scored the Transportation Options in the Destination the lowest at 8.23.



*2021 Kansas Person-Stays (Base = 455)
Source: 2022 Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

Demographics

- Overall, Kansas travelers are similar to the typical U.S. traveler.
- Kansas travelers are more likely to be White than the average U.S. traveler. The greatest proportion of Kansas Travelers are Millennial/GenZ (43%), followed by Baby Boomers (32%). Kansas receives more Millennial/GenZ travelers than the average U.S. traveler.
- Kansas leisure travelers are slightly older than the average U.S. leisure traveler (51.3 years vs 50.3 years). Kansas leisure travelers have a slightly lower median household income than and are less likely to have children at home than the average U.S. leisure traveler.

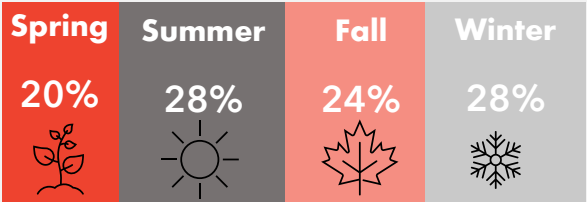
	US	Kansas	US Leisure	Kansas Leisure
Average Age	48.5 years	48.5 years	50.3 years	51.3 years
Employed	62%	64%	55%	55%
Retired	24%	23%	28%	28%
Median Income (000)	\$85,504	\$88,214	\$78,624	\$77,242
Children in Household	62%	51%	68%	62%
Race/ethnicity:				
White	82%	92%	81%	92%
Black	10%	5%	10%	4%
Asian	5%	2%	5%	3%
Hispanic/Latino	13%	4%	13%	5%
Other	6%	7%	6%	7%
Generations:				
Millennials/GenZ	40%	43%	34%	36%
GenX	24%	20%	24%	20%
Boomer	33%	32%	37%	39%
Silent/GI	4%	5%	4%	5%

*2021 Kansas Person-Stays (Base = 455)

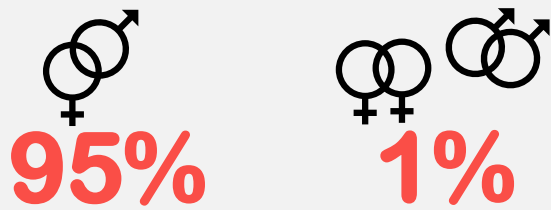
Source: 2022 Performance/MonitorSM

– 2 – SNAPSHOT

Season of Trip



Demographic Information



AVERAGE VISITOR AGE **48** YEARS OLD

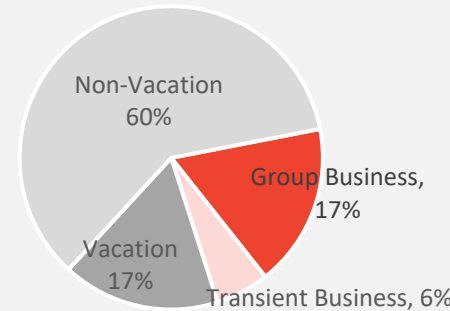
Mean Household Income **\$97,412**

MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN
43%	20%	32%	5%

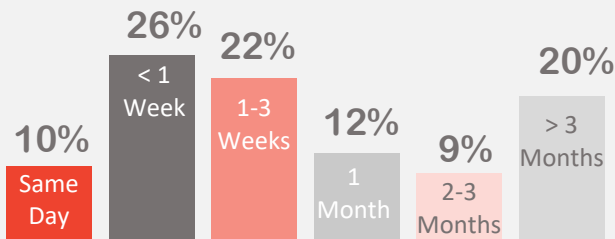
71% Married/Living with Partner

13% with children in household

Trip Purpose



TRIP PLANNING TIMEFRAME

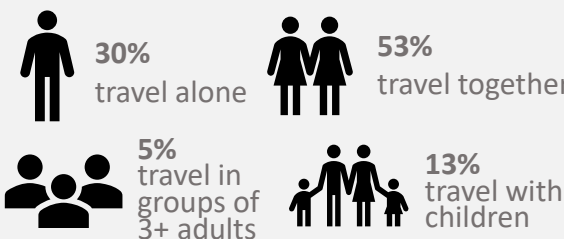


Average Expenditure

\$261
PERSON PER DAY

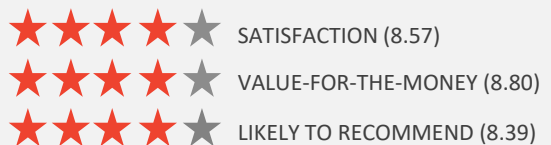
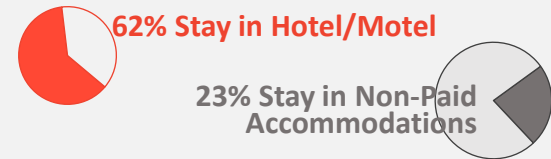
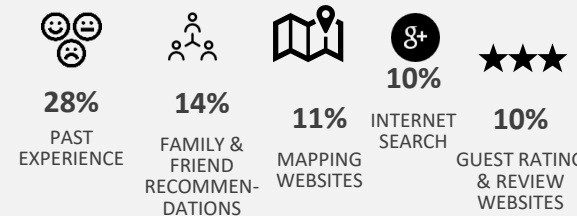
Trip Characteristics

AVERAGE LENGTH OF STAY (include day trips) **1.63** DAYS



AVERAGE PARTY SIZE **2.11** PERSONS

TOP TRIP PLANNING RESOURCES



Transportation Used to Travel



Main Activities

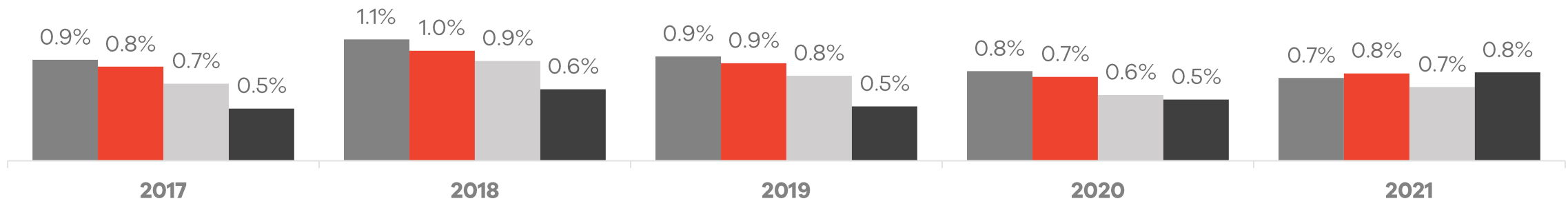


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CHARTS & GRAPHS

Kansas's 5 Year Share of US Travel

- Stays
- Person-Stays
- Person-Days
- Trip-Dollars

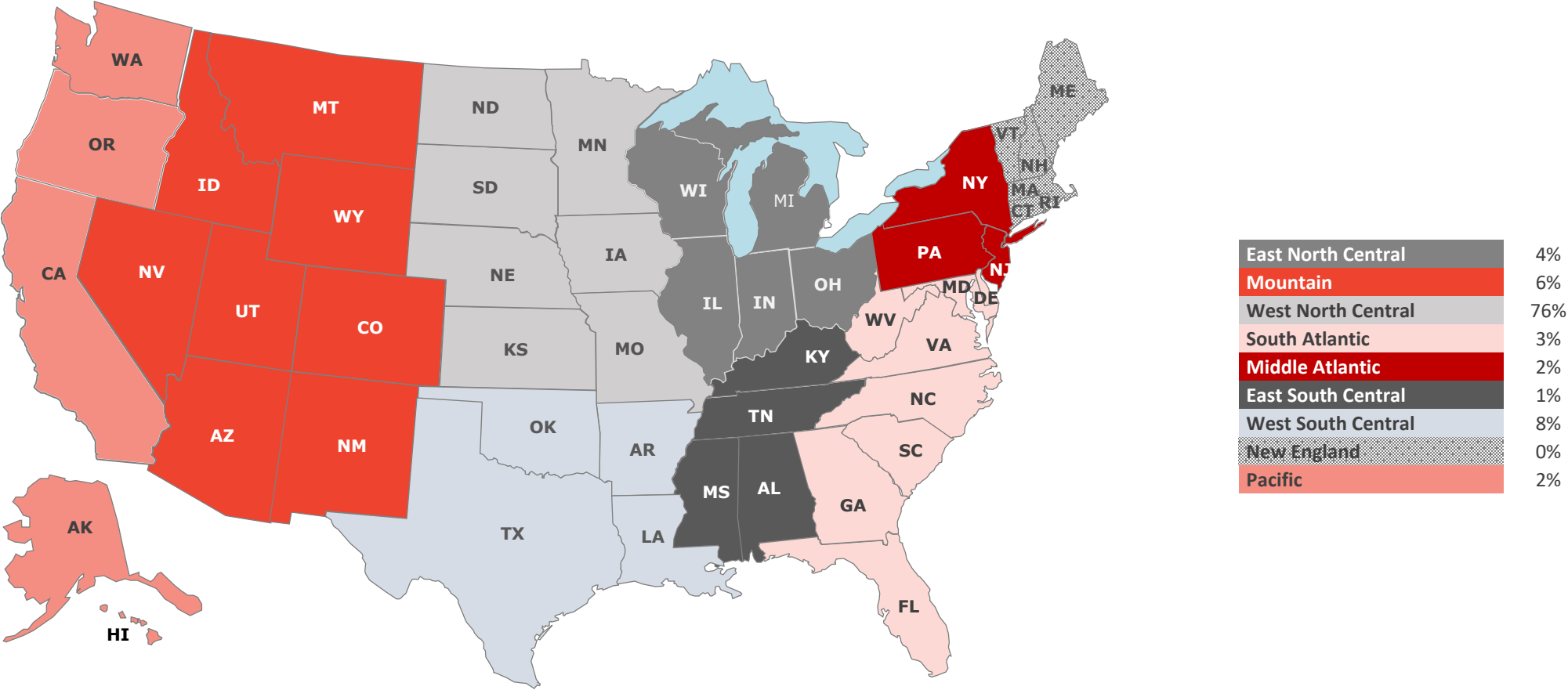


* Stays (Base = 455)

Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

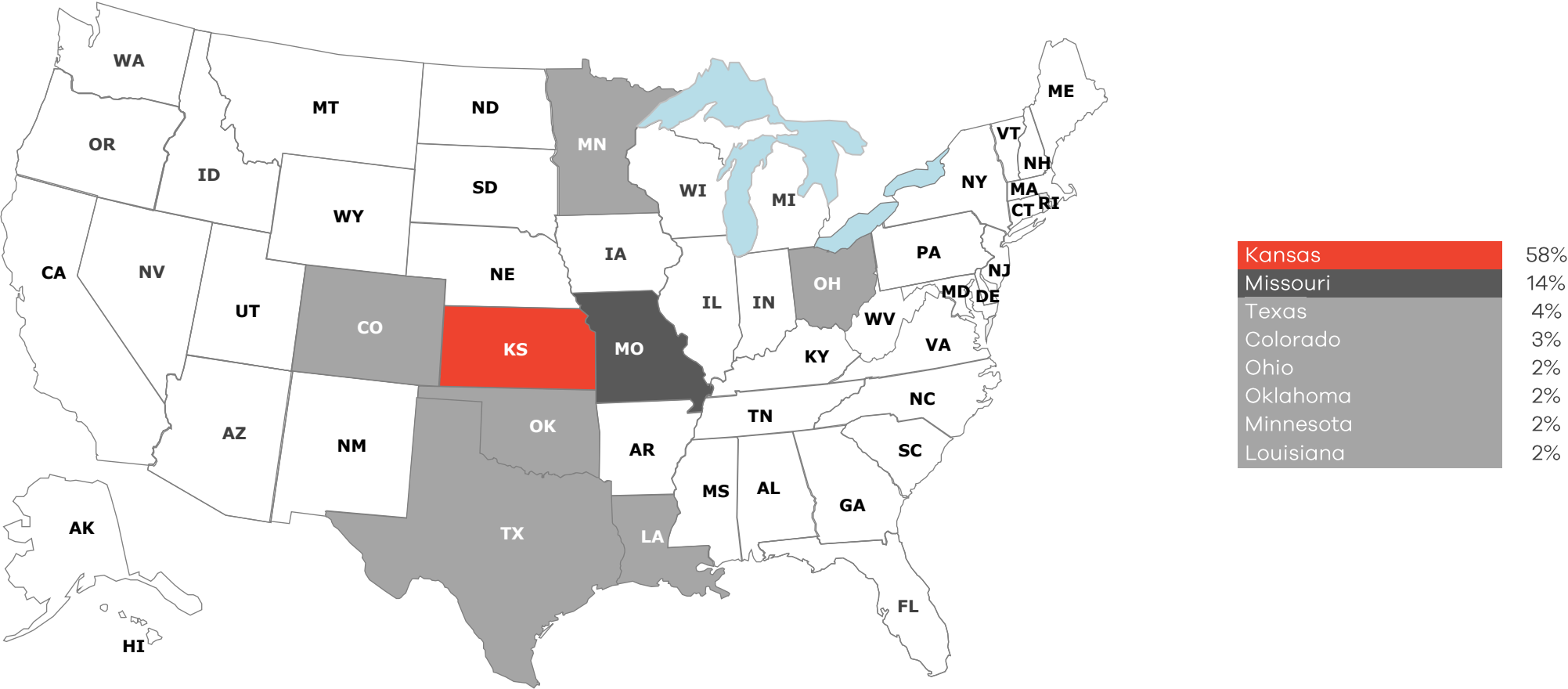
Kansas's Origin US Divisions



*2021 Person-Stays (Base = 448)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Kansas's Top Origin States



*2021 Person-Stays (Base = 448)
Source: 2022 Performance/MonitorSM

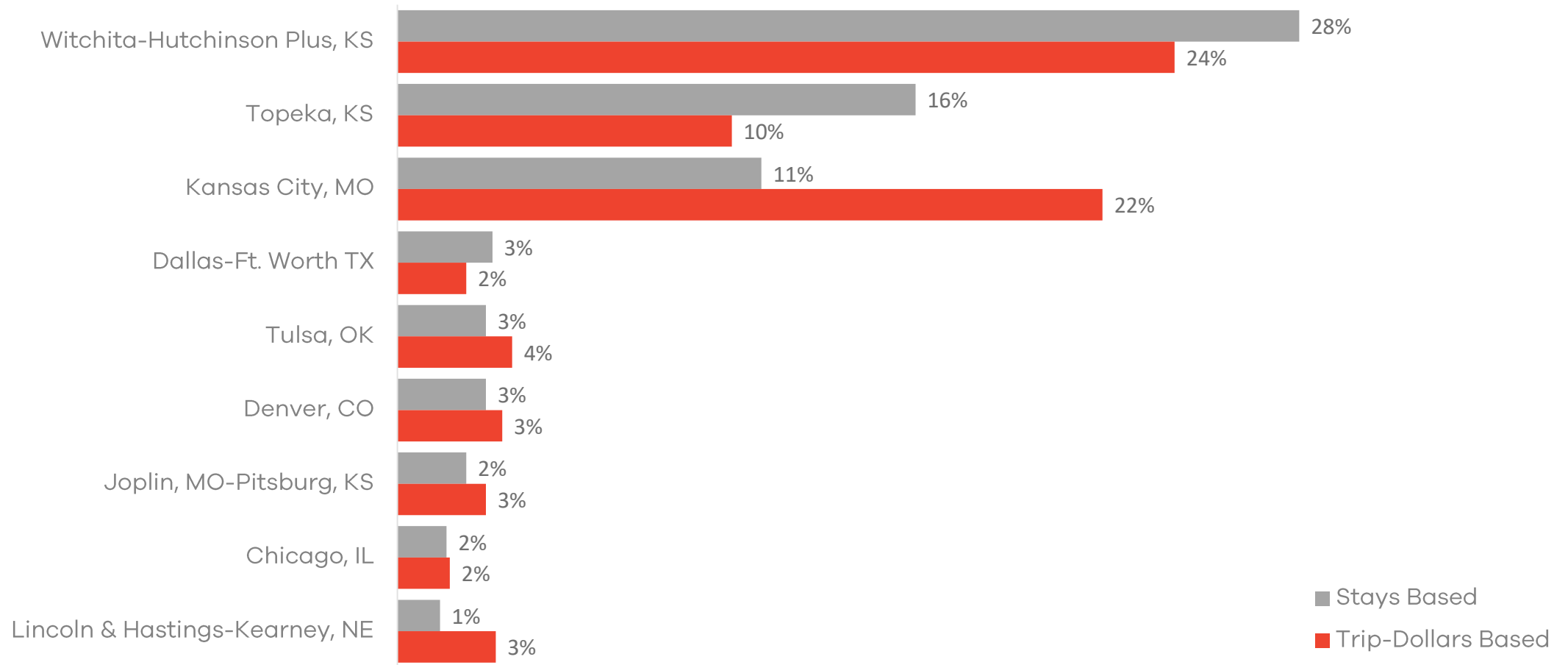
Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Top Origin DMAs to Kansas	US	Kansas	Kansas Leisure
Wichita-Hutchison Plus, KS	0.5%	26.9%	27.3%
Kansas City, MO	0.9%	22.2%	25.0%
Topeka, KS	0.2%	13.5%	8.6%
Joplin, MO-Pittsburg, KS	0.2%	5.7%	7.4%
Dallas-Fort Worth, TX	3.1%	2.4%	2.6%
Columbus, OH	0.9%	2.0%	2.5%
Denver, CO	1.4%	1.9%	2.4%
Tulsa, OK	0.7%	1.5%	0.7%
Springfield, MO	0.4%	1.5%	1.7%
Colorado Springs-Pueblo, CO	0.4%	1.2%	1.2%
Top 10 Sum	8.7%	78.8%	79.4%

*2021 Person-Stays (Base = 448)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

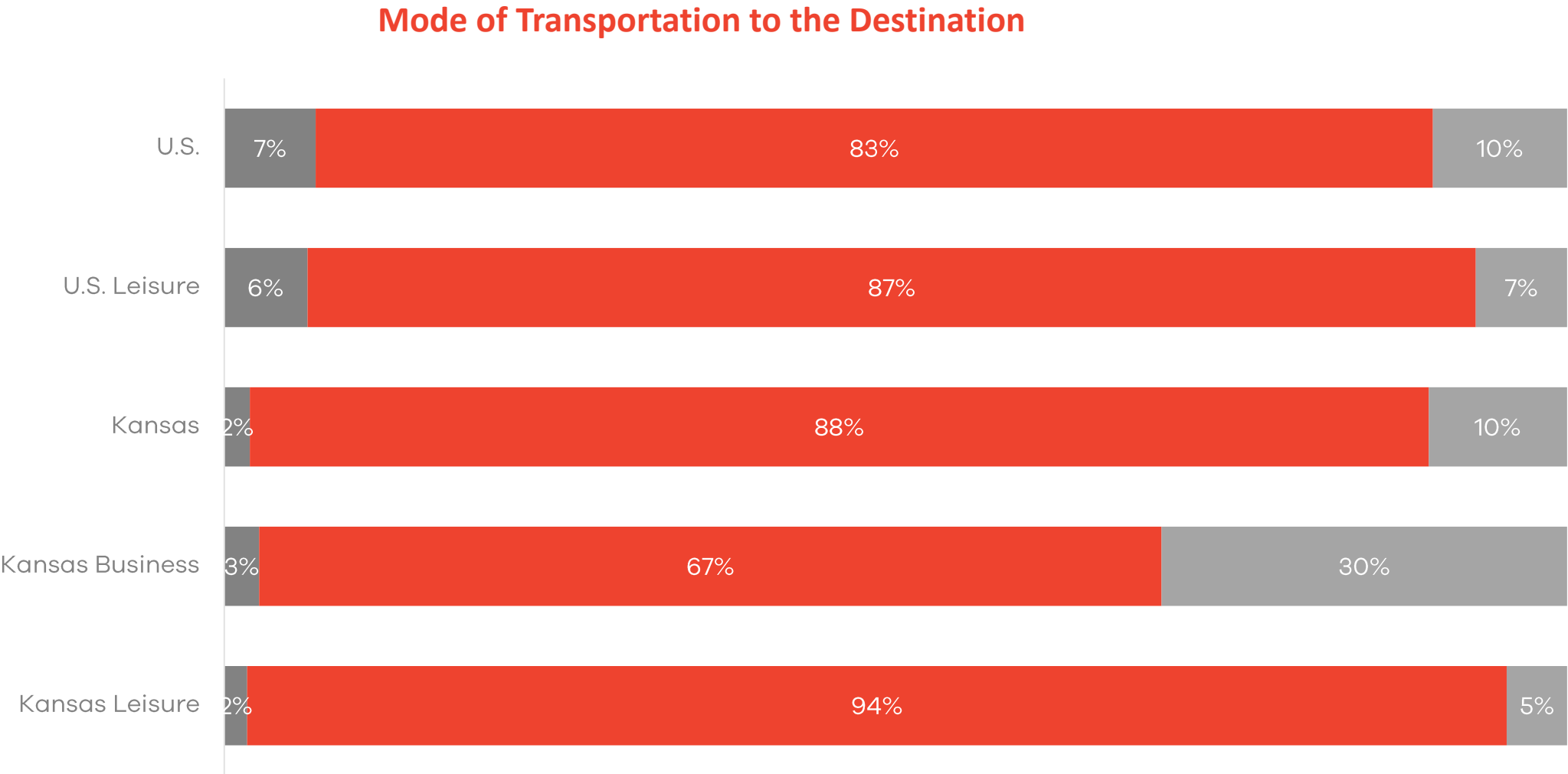
Kansas's Opportunity by Origin DMA



* 2019-2021 Kansas (Base = 1,504)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

- Air
- Auto
- Other



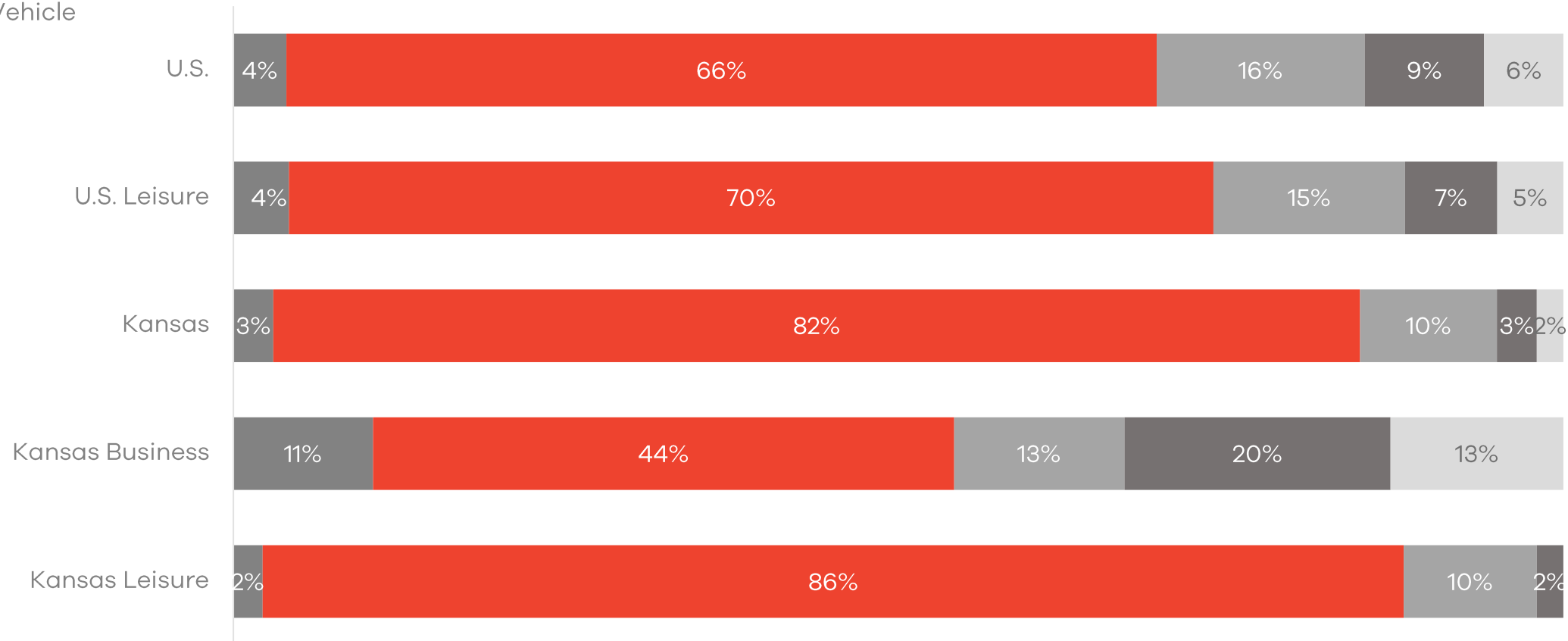
*2021 Person-Stays Kansas (Base = 455)
Source: 2022 Performance/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

■ No Transportation
Used/Walked
■ Personal/Work Vehicle

■ Rental Vehicle

Mode of Transportation within the Destination



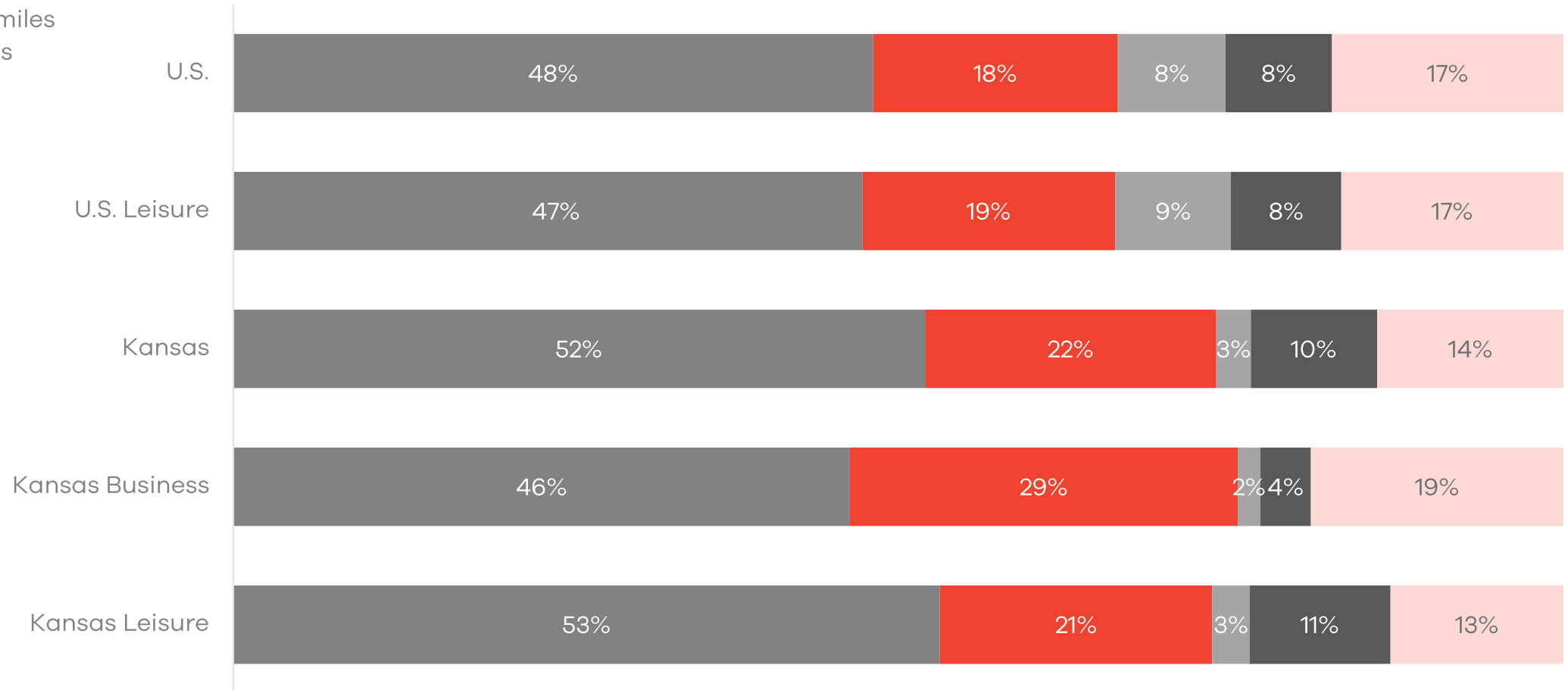
*2021 Person-Stays Kansas (Base = 306)

Source: 2022 Performance/MonitorSM

Question/ Please provide the main transportation you used traveling within [City/Location]

- 100 miles or less
- 101-200 miles
- 201-300 miles
- 301-500 miles
- 501+ miles

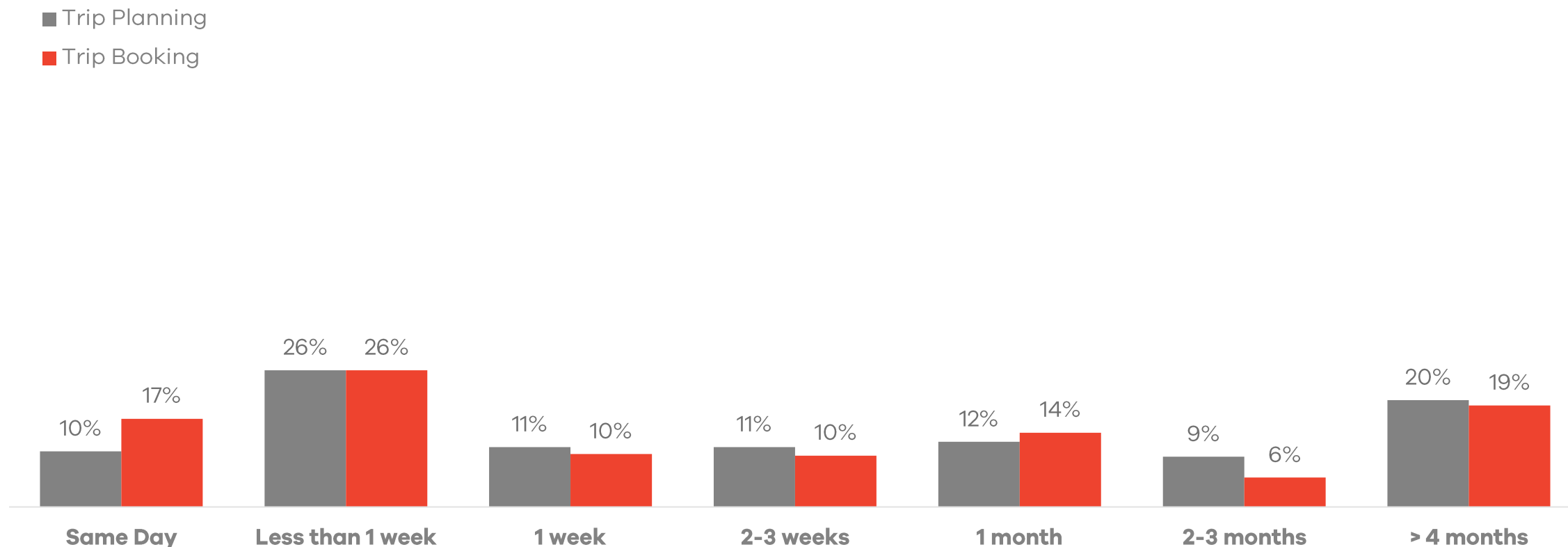
One-Way Distance Traveled by Car



*2021 Person-Stays Kansas (Base = 355)
Source: 2022 Performance/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

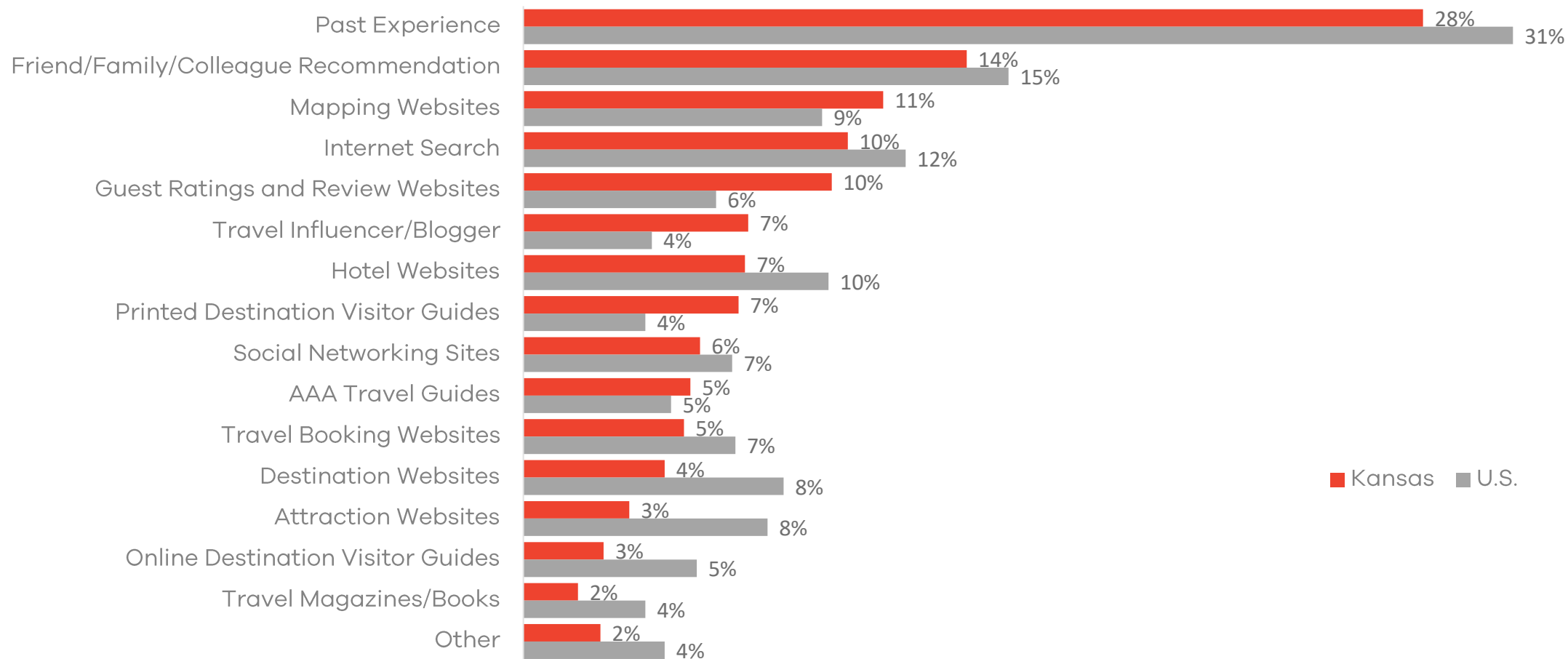
Kansas's Trip Planning vs. Booking Time Frame



* 2021 Kansas Stays (Base = 449)
Source: 2022 Performance/MonitorSM

Question/ About how far in advance did you plan your trip to [City/Location]?
About how far in advance did you book your trip to [City/Location]?

Travel Planning Resources

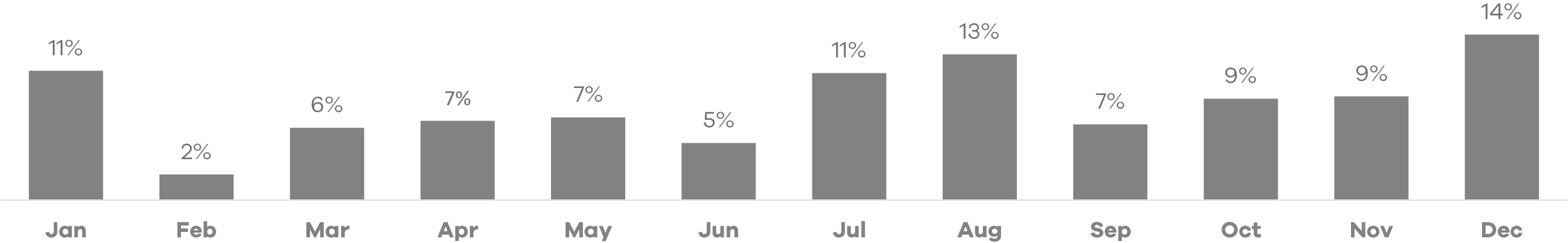


* 2021 Kansas Stays (Base = 454)

Source: 2022 Performance/MonitorSM

Question/ Which of the following information sources did you use to plan your trip to [City/Location]?

Kansas’s Month Trip Started

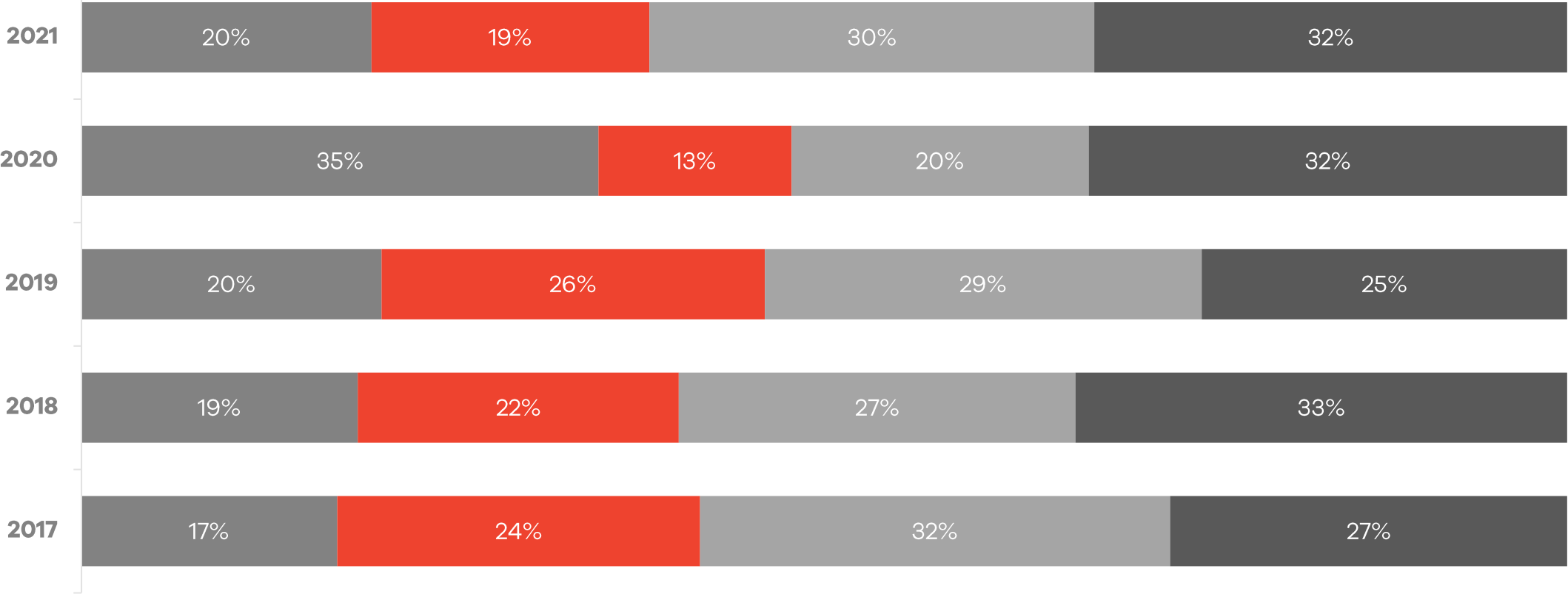


* 2021 Kansas Person-Stays (Base = 455)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

- First Quarter
- Second Quarter
- Third Quarter
- Fourth Quarter

Quarter Trip Started

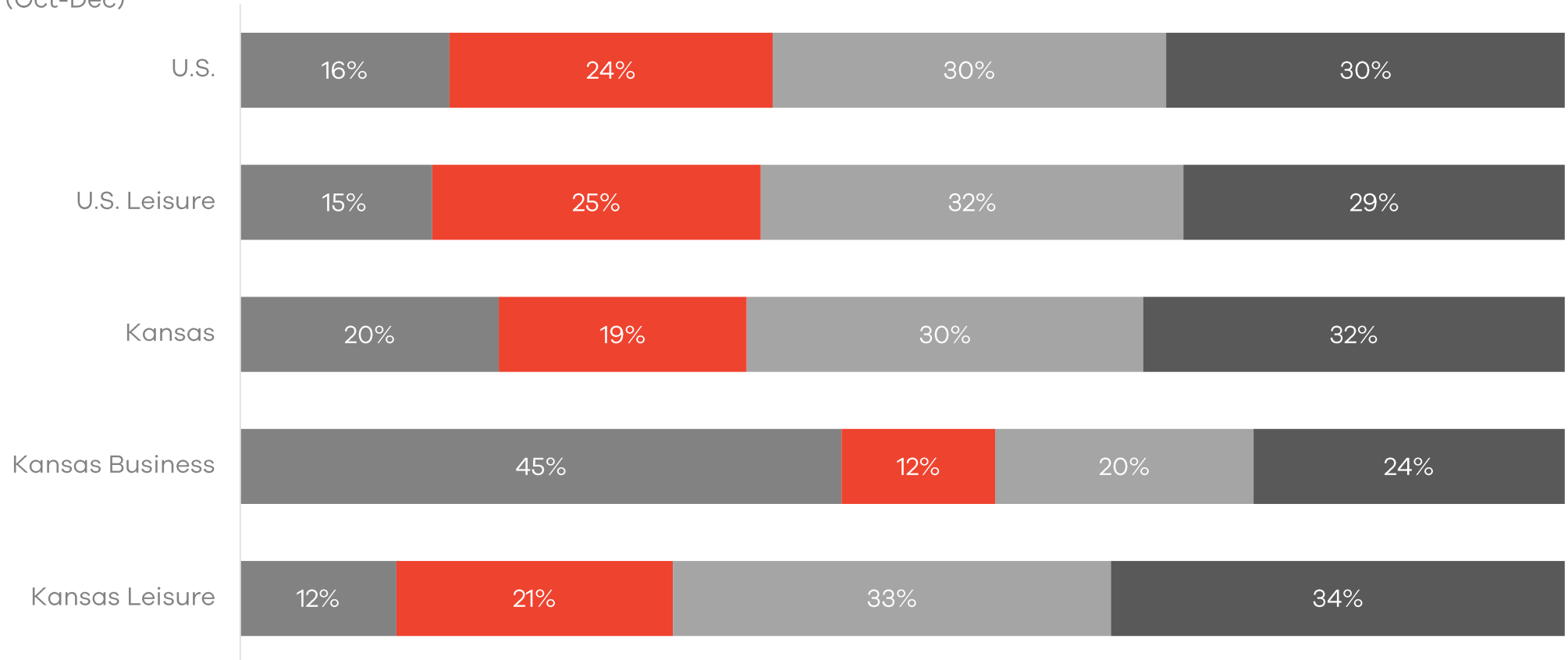


* 2021-2018 Kansas Person-Stays (Base = 455, 268, 793, 749, 732)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

- First Quarter (Jan-Mar)
- Second Quarter (Apr-Jun)
- Third Quarter (Jul-Sep)
- Fourth Quarter (Oct-Dec)

Quarter Trip Started



* 2021 Kansas Person-Stays (Base = 455)

Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

■ Group Meeting

■ Transient Business

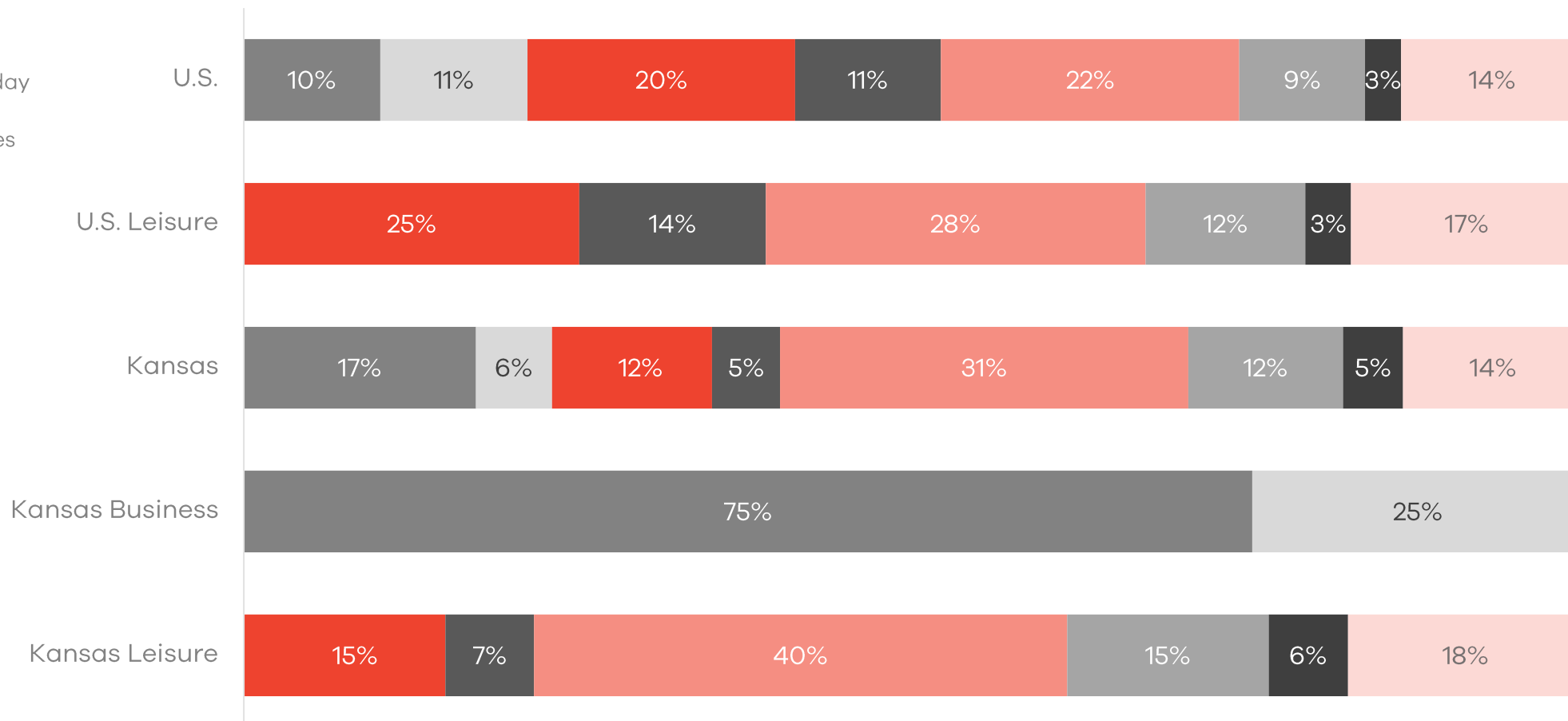
■ Vacation/Getaway - Night

■ Vacation/Getaway-day trip

■ Visit Friends/Relatives

■ Special Event

Purpose of Stay



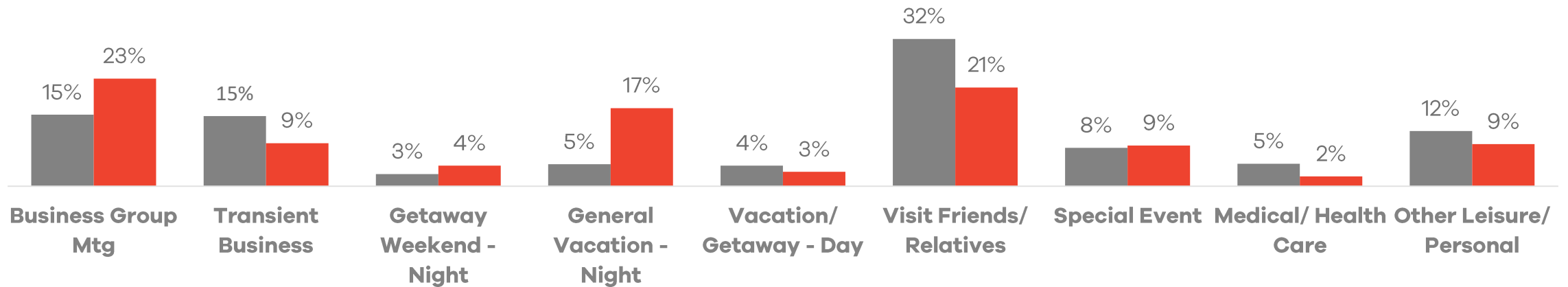
* 2021 Kansas Person-Stays (Base = 455)

Source: 2022 Performance/MonitorSM

Question/ Please tell us your main purpose of visiting [City/Location]

■ Stays Based
■ Trip-Dollars Based

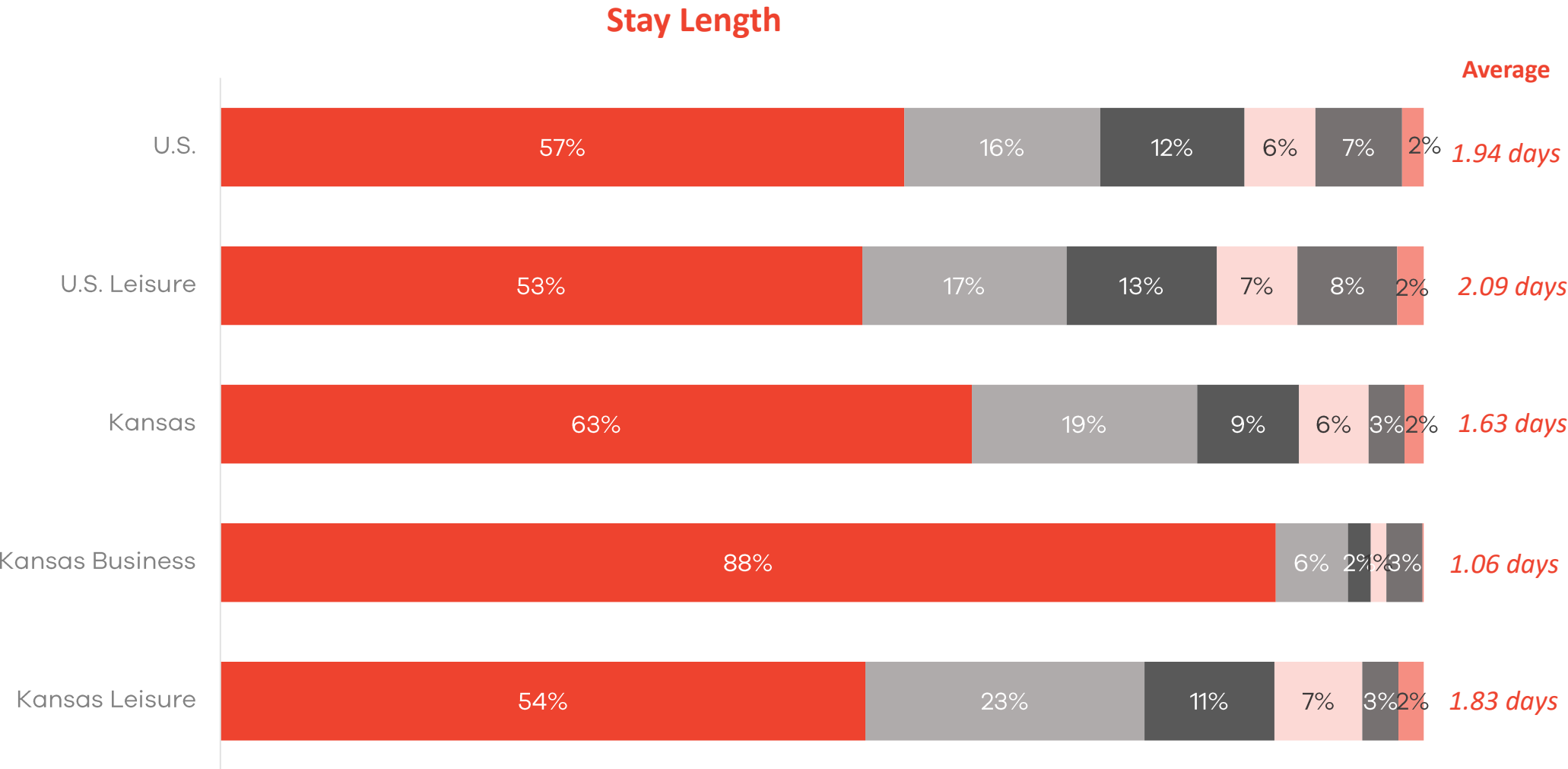
Kansas's Opportunity by Purpose



* 2019-2021 Kansas (Base = 1,516)
Source: 2022 Performance/MonitorSM

Question/ Please tell us your main purpose of visiting [City/Location]

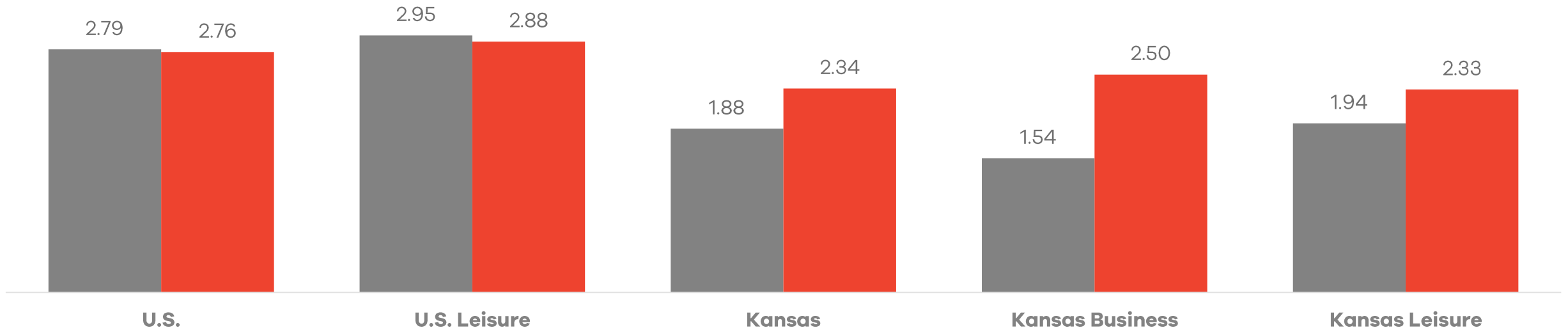
- Day Trip
- 1 night
- 2 nights
- 3 nights
- 4-7 nights
- 8+ nights



* 2021 Kansas Stays (Base = 455)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

■ 2020 ■ 2021

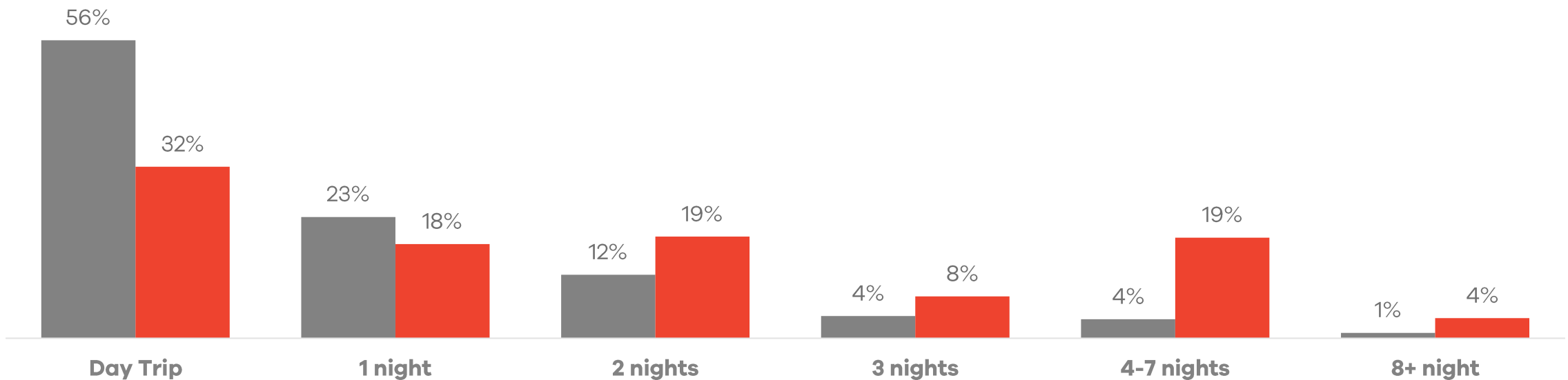
Average Length of Stay
(overnight only)

* 2021 Kansas Stays (Base = 455)
Source: 2022 Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

■ Stays Based
■ Trip-Dollars Based

Kansas's Opportunity by Length of Stay



* 2019-2021 Kansas (Base = 1,516)
Source: 2022 Performance/MonitorSM

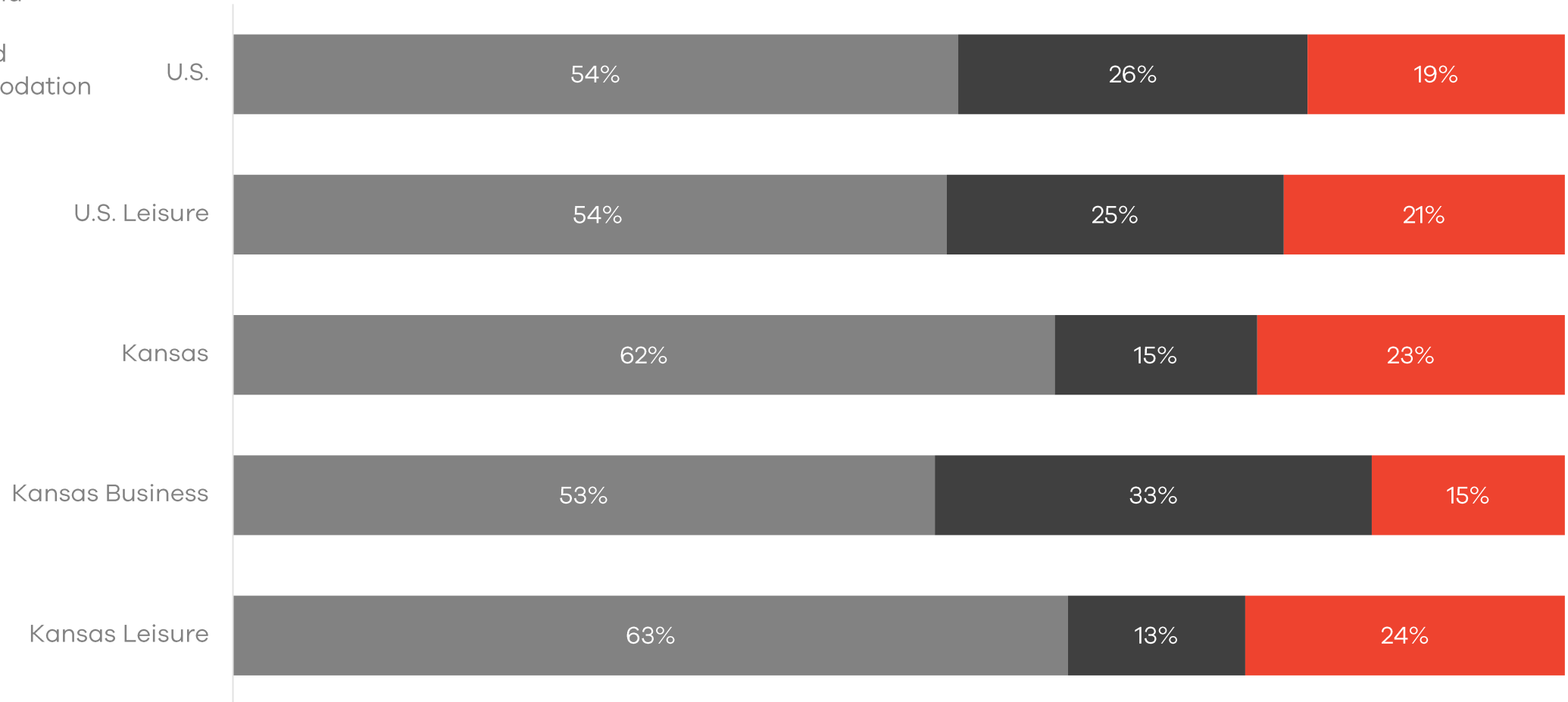
Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

■ Hotel

■ Other Paid

■ Non-Paid
Accommodation

Accommodation Type

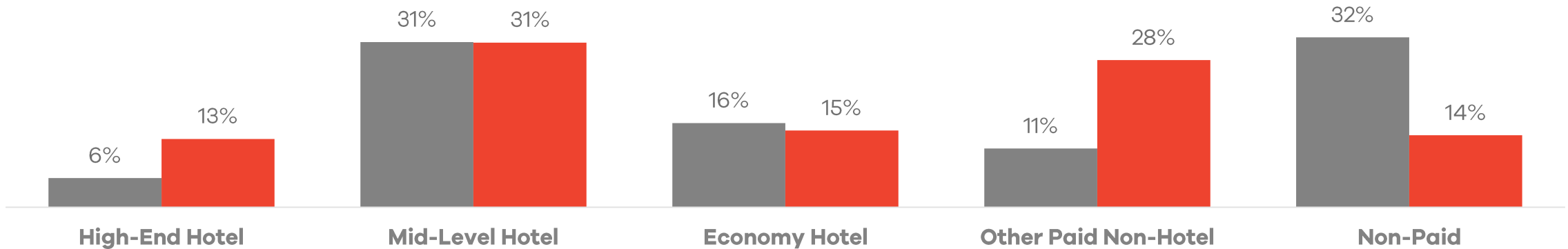


* 2021 Kansas Person-Stays Overnight (Base = 306)
Source: 2022 Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

■ Stays Based
■ Trip-Dollars Based

Kansas's Opportunity by Accommodation Type

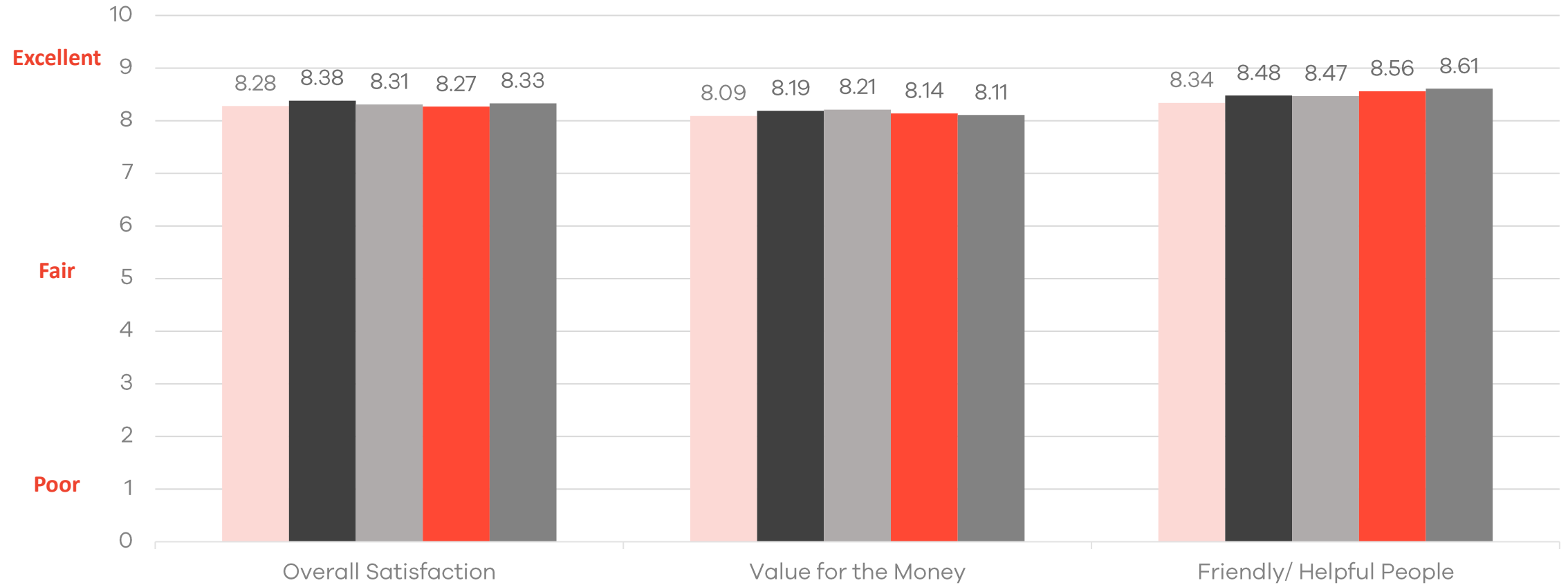


* 2019-2021 Kansas (Base = 1,056)
Source: 2022 Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

2016-2017
2017-2018
2018-2019
2019-2020
2020-2021

Kansas's Average Hotel Ratings



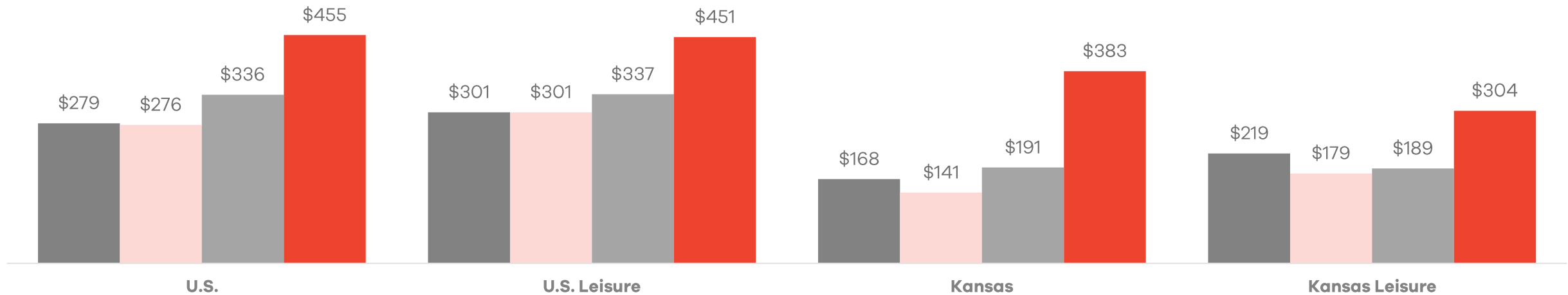
* 2020-2021 Kansas Person-Stays (Base = 274)

Source: 2022 Performance/MonitorSM

Question/ Please rate your lodging using the scale below.

■ 2018 ■ 2019 ■ 2020 ■ 2021

Average Expenditure per Travel Party per Stay



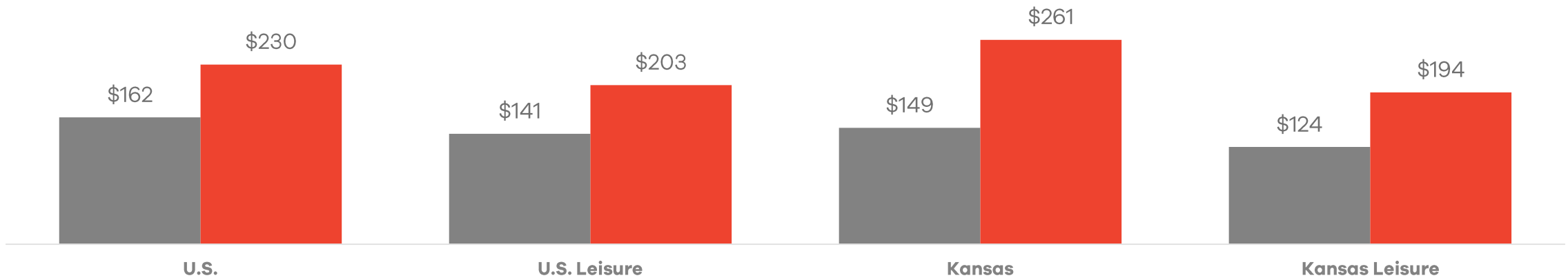
* 2018-2021 Kansas Stays (Base = 683; 712; 259; 432)

Source: 2022 Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

■ 2020
■ 2021

Average Daily Expenditure per Traveler per Day



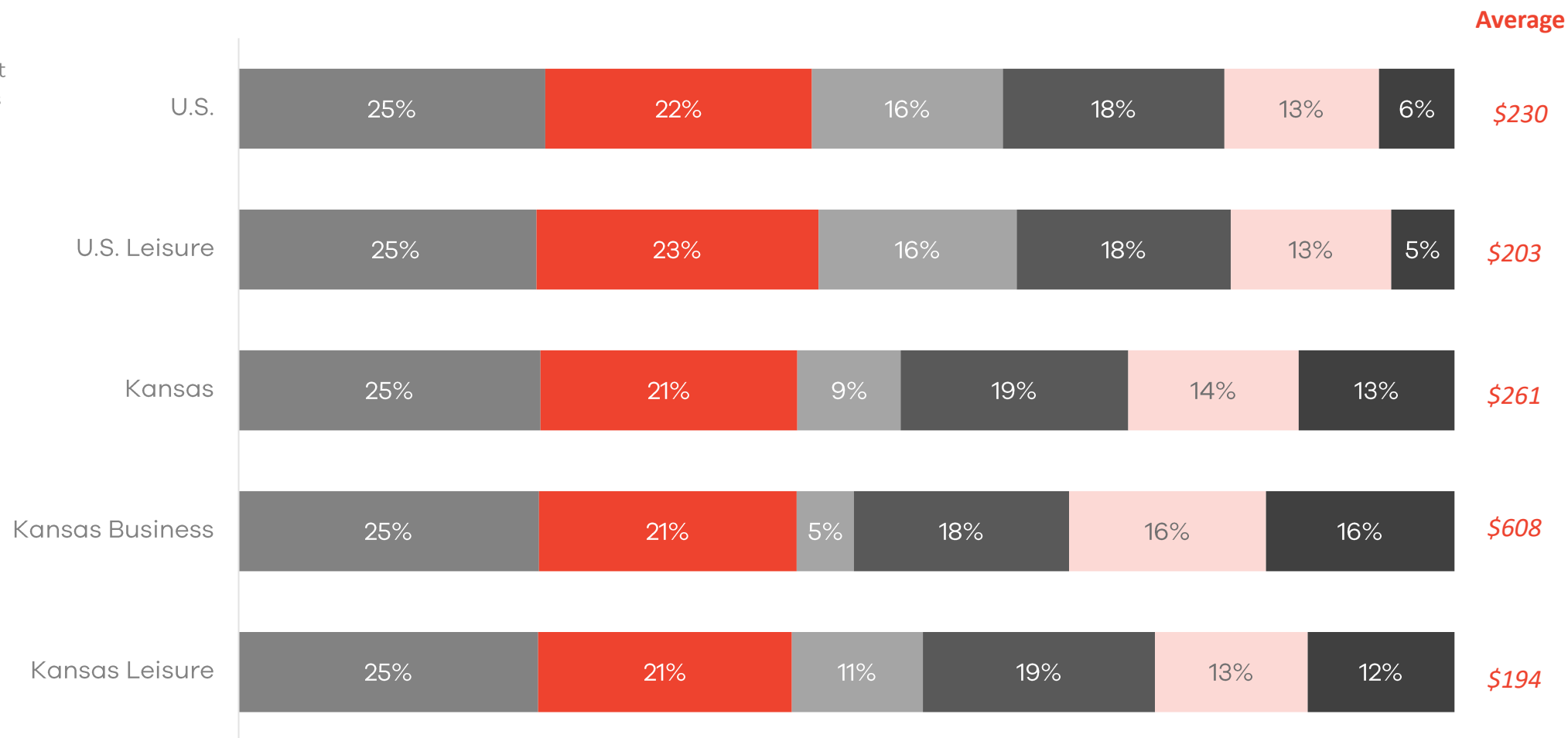
* 2020-2021 Person-Days (Base = 257, 425)

Source: 2022 Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

- Transportation
- Food & Beverage
- Lodging
- Shopping
- Entertainment
- Miscellaneous

Daily Expenditure per Traveler

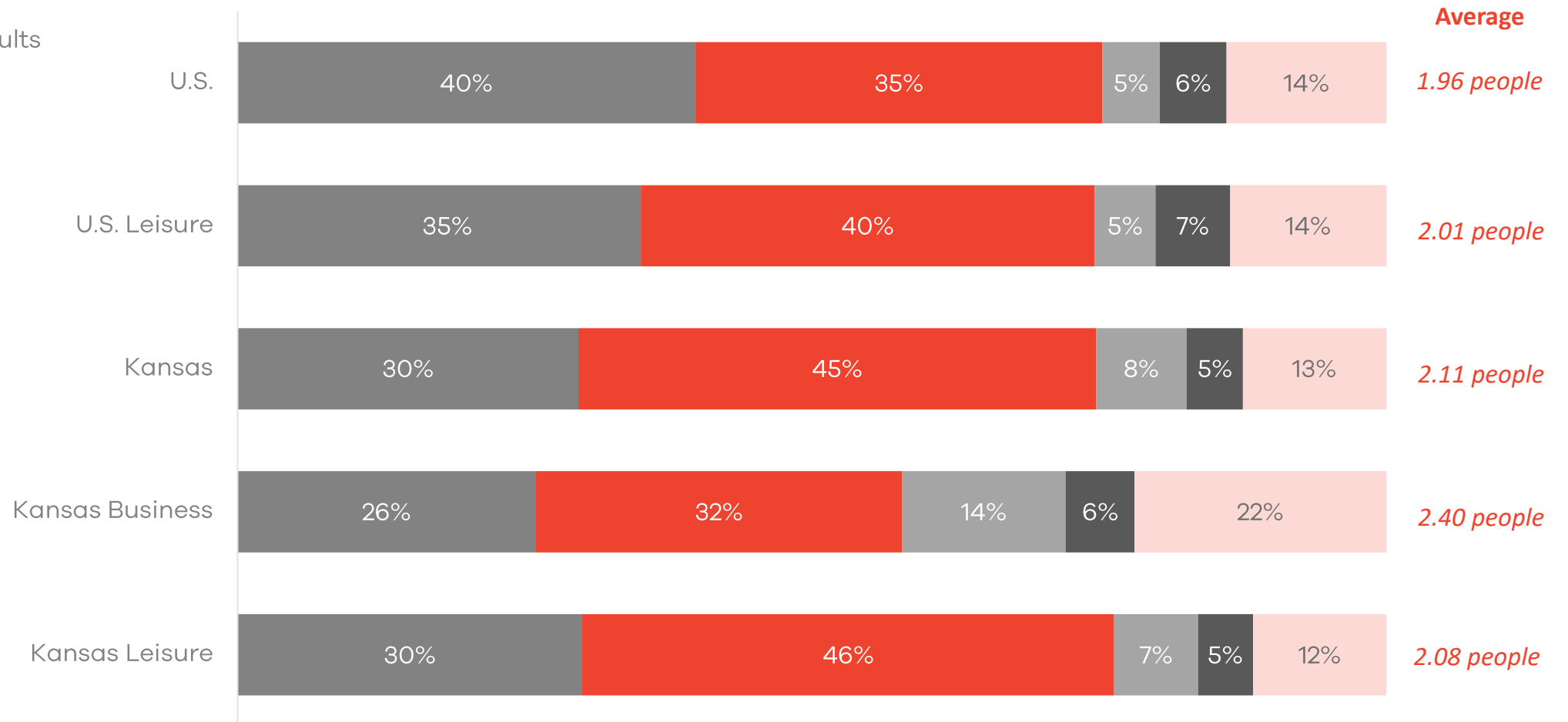


* 2021 Person-Days (Base = 425)
Source: 2022 Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

- One Adult
- M/F
- MM/FF
- Three or More Adults
- Children Present

Travel Party Composition

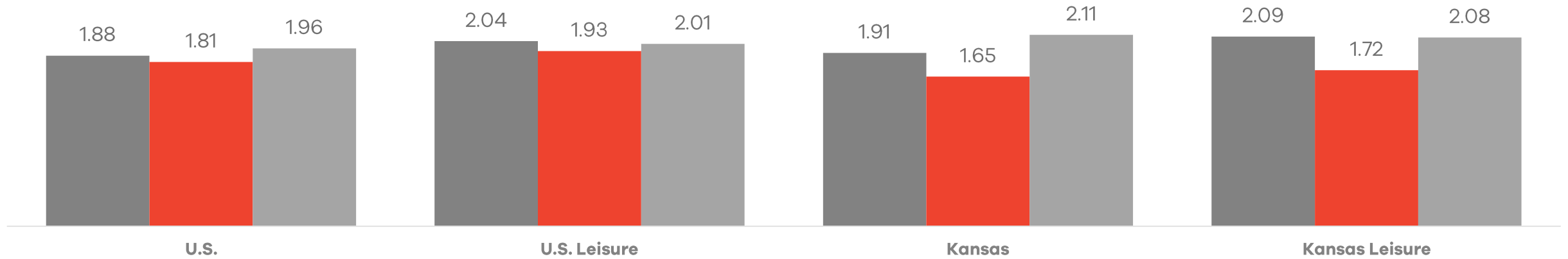


* 2021 Stays Kansas (Base = 455)
Source: 2022 Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

■ 2019 ■ 2020 ■ 2021

Average Travel Party Size
Overnight Only

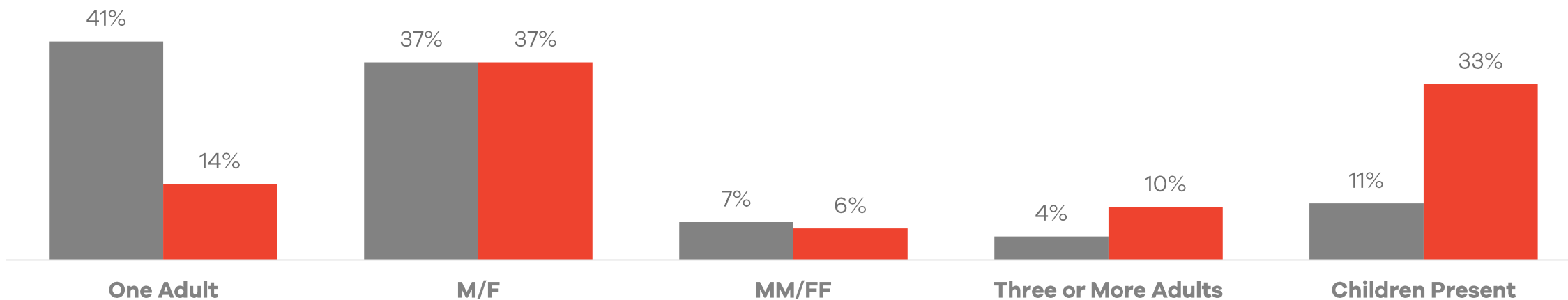


* 2021 Stays Kansas (Base = 306)
Source: 2022 Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

■ Stays Based
■ Trip-Dollars Based

Kansas's Opportunity by Travel Party



* 2019-2021 Kansas (Base = 1,056)
Source: 2022 Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

44% Family/Life Events

- Visit Friends/Relatives (29%)
- Birthday (10%)
- Funeral/Memorial (4%)
- Anniversary (4%)
- Holiday Celebration (3%)
- Reunion/Graduation (1%)

35% General

- Shopping (20%)
- Business/Work (4%)
- Medical/Health/Doctor Visit (4%)
- Religious/Faith Base Conference (2%)
- Service/Volunteerism/Charity (1%)
- Spa (1%)
- Other Activity (10%)

20% Attractions

- Attend/Participate Sports Event (11%)
- Gambling (6%)
- Theme/Water Parks (3%)
- Zoo/Aquarium (2%)
- Nightlife (1%)
- Shows (1%)

16% Libation & Culinary

- Culinary/ Dining Experience (15%)
- Winery/ Distillery/ Brewery Tours (1%)

14% Culture

- Museums, Art Exhibits (4%)
- Touring/Sightseeing (4%)
- Historic Sites (3%)
- Movies (3%)
- Festival/Fairs (2%)
- Live Music (2%)
- Theater/Dance Performance (1%)

11% Outdoor Sports

- Hiking (5%)
- Golfing (2%)
- Boating/Sailing (2%)
- Hunting (2%)
- Fishing (1%)
- Bicycling (1%)
- Extreme/Adventure Sports (1%)
- Tennis (1%)
- Water Sports (0.4%)

6% Nature

- Parks (3%)
- Beach/Waterfront (2%)
- Camping (2%)
- Eco-travel (1%)

Activities	US	US Leisure	Kansas	Kansas Leisure
Visit Friends/Relatives	15%	19%	29%	34%
Shopping	17%	20%	20%	22%
Culinary/Dining Experience	18%	20%	15%	16%
Attend/Participate Sport Events	4%	3%	11%	4%
Birthday Celebration	9%	9%	10%	9%
Gambling (slots, cards, horses, etc.)	6%	7%	6%	5%
Hiking	7%	7%	5%	3%
Funeral/Memorial	2%	2%	4%	5%
Business/Work	11%	3%	4%	2%
Anniversary Celebration	5%	5%	4%	3%
Museums	4%	5%	4%	4%
Medical/Health Visit	4%	4%	4%	3%
Touring/Sightseeing	8%	10%	4%	4%
Historic Sites	6%	6%	3%	3%
Theme/Amusement Parks	2%	3%	3%	3%

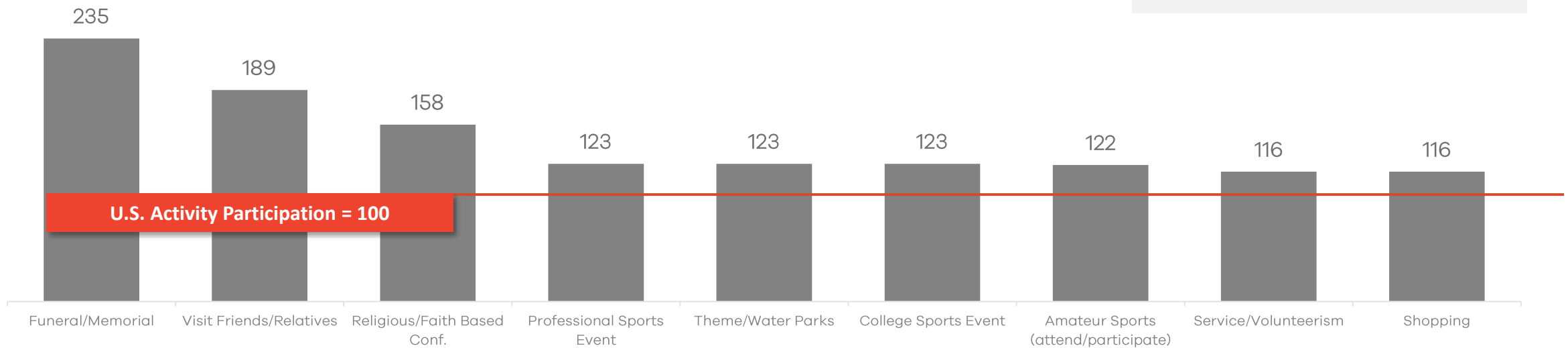
* 2021 Stays (Base = 455)

Source: 2022 Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

Kansas Activity Index

- The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in Kansas are more likely to do than visitors to the US.
- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.

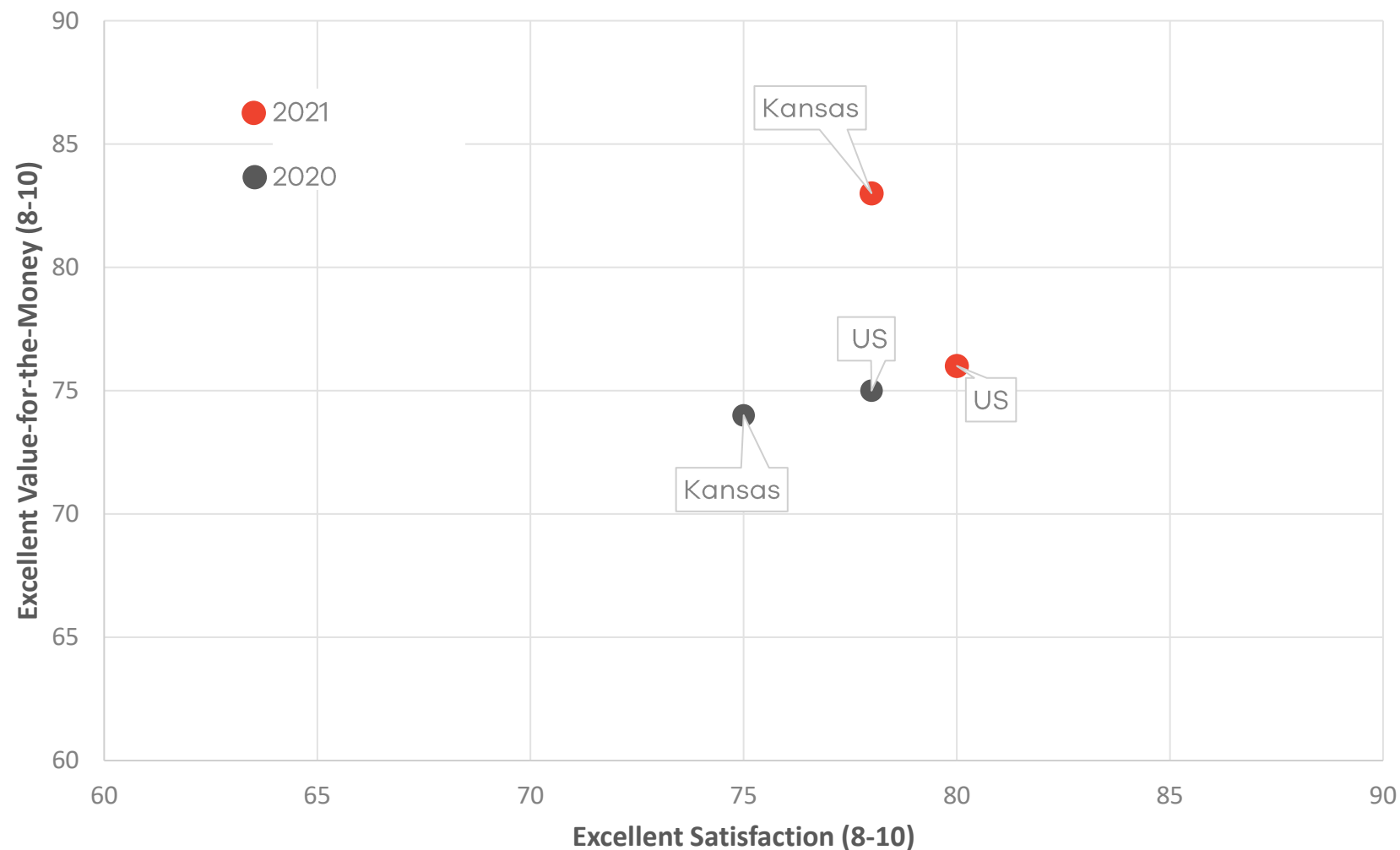


* 2021 Stays (Base = 455)

Source: 2022 Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

U.S. and Kansas Destination Ratings

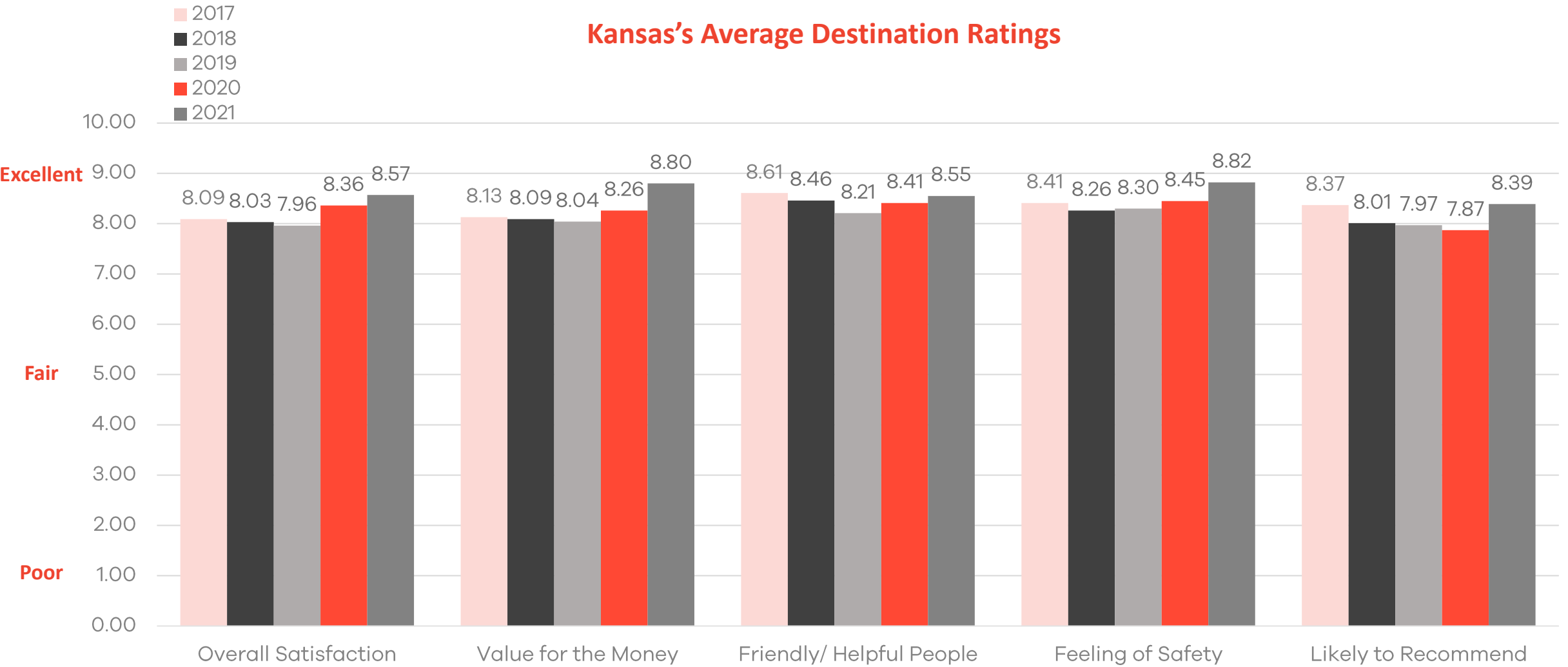


- Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.
- Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for Kansas as well as the US average.

* 2020, 2021 Person-Stays (Base = 268, 455) US (Base = 27,878, 42,790)

Source: 2022 Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

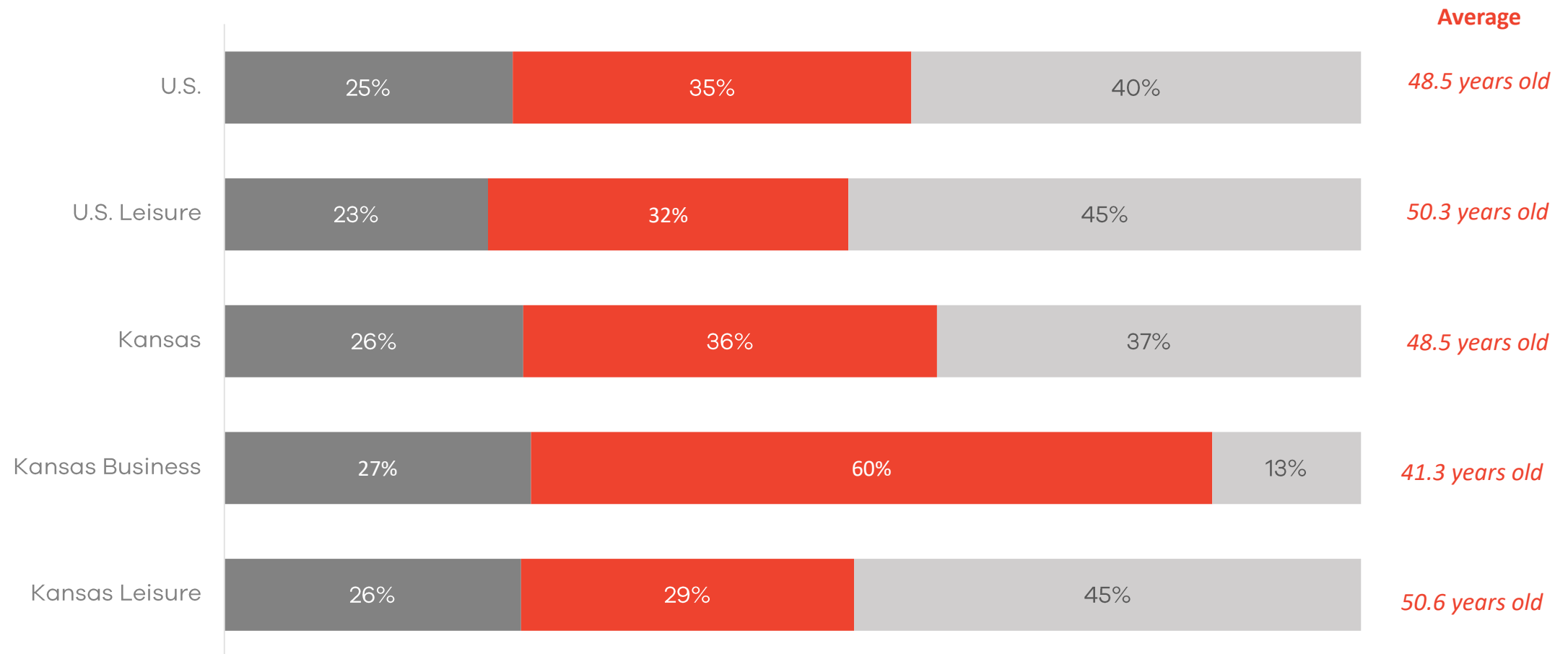


* 2017-2021 Kansas Person-Stays (Base = 732; 749; 793; 268; 455)
 Source: 2022 Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

- 18-34 Years
- 35-54 Years
- 55+ Years

Age of Respondent



* 2021 Person-Stays (Base = 455)
Source: 2022 Performance/MonitorSM

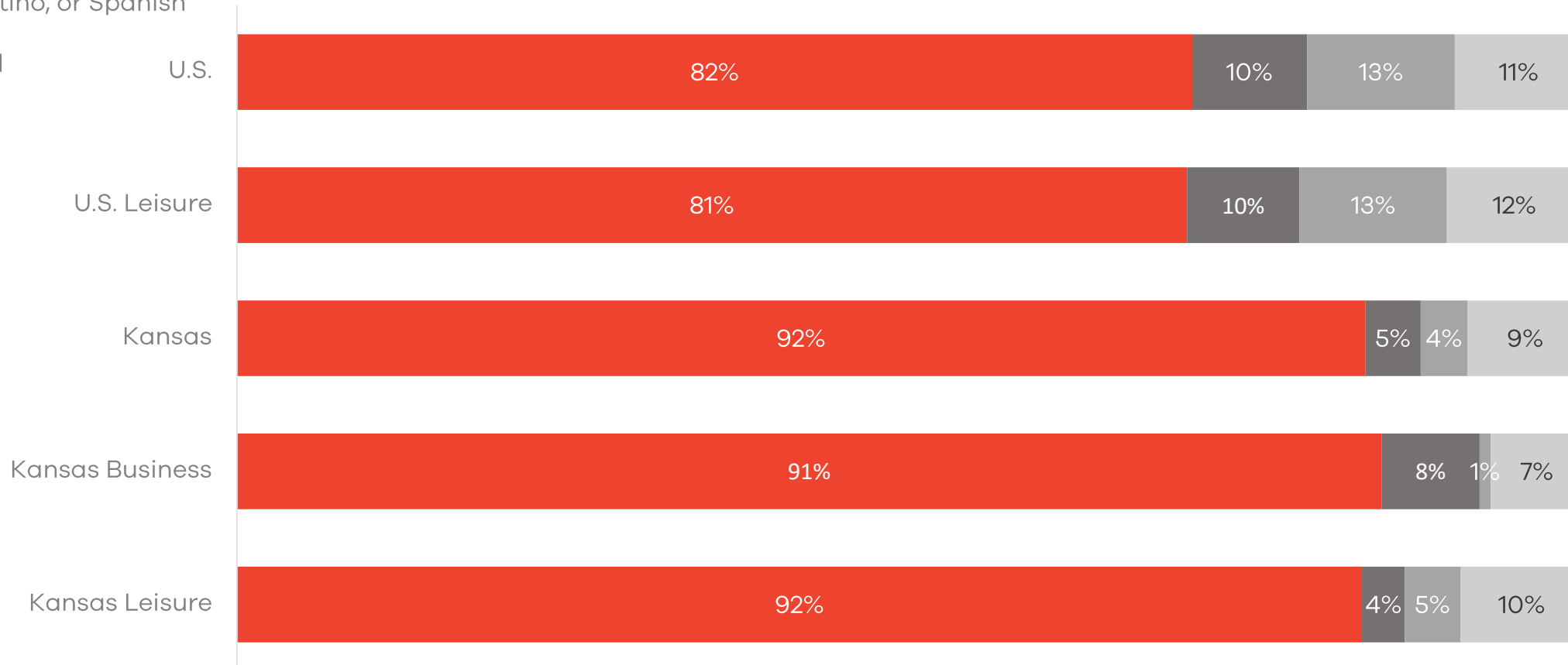
■ White

■ Black

■ Hispanic, Latino, or Spanish Origin

■ Other/Mixed

Race of Respondent



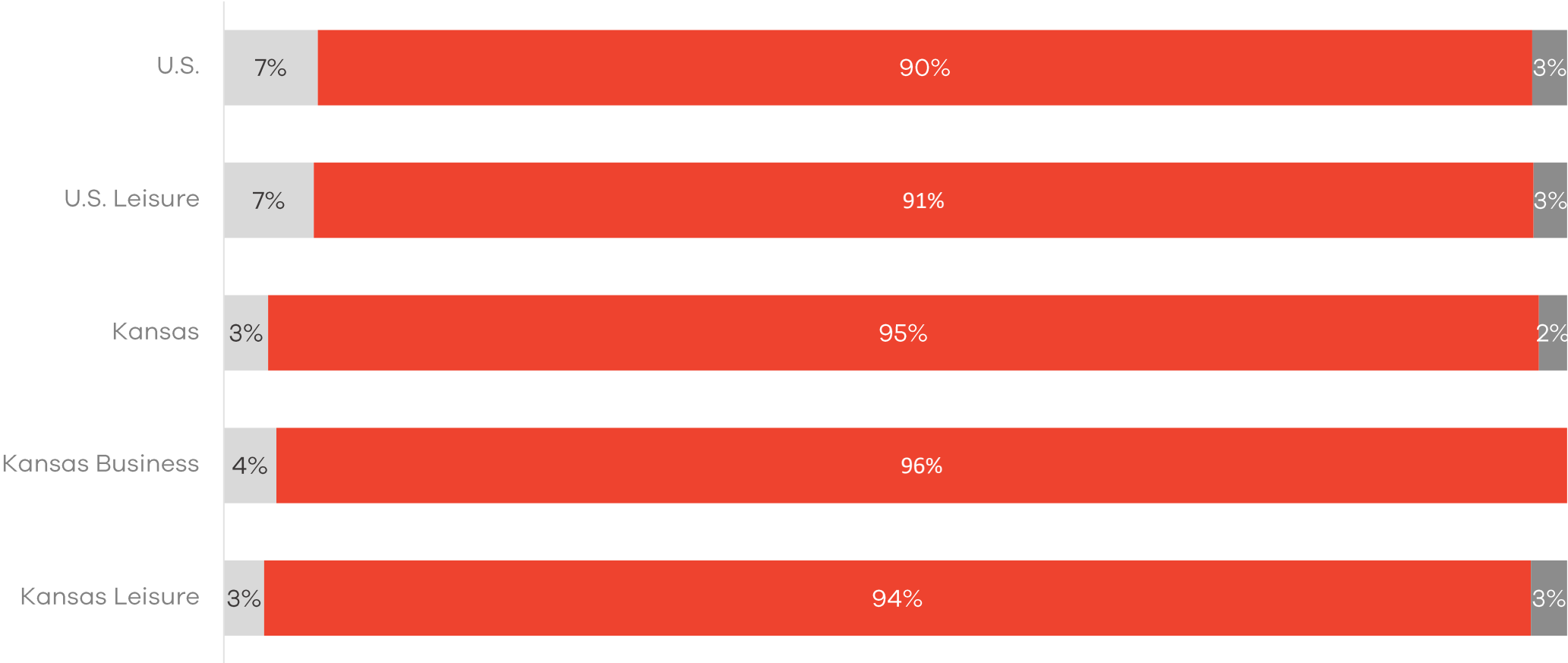
* 2021 Person-Stays (Base = 455)

Source: 2022 Performance/MonitorSM

■ Gay/Lesbian/Bisexual

■ Heterosexual/Straight

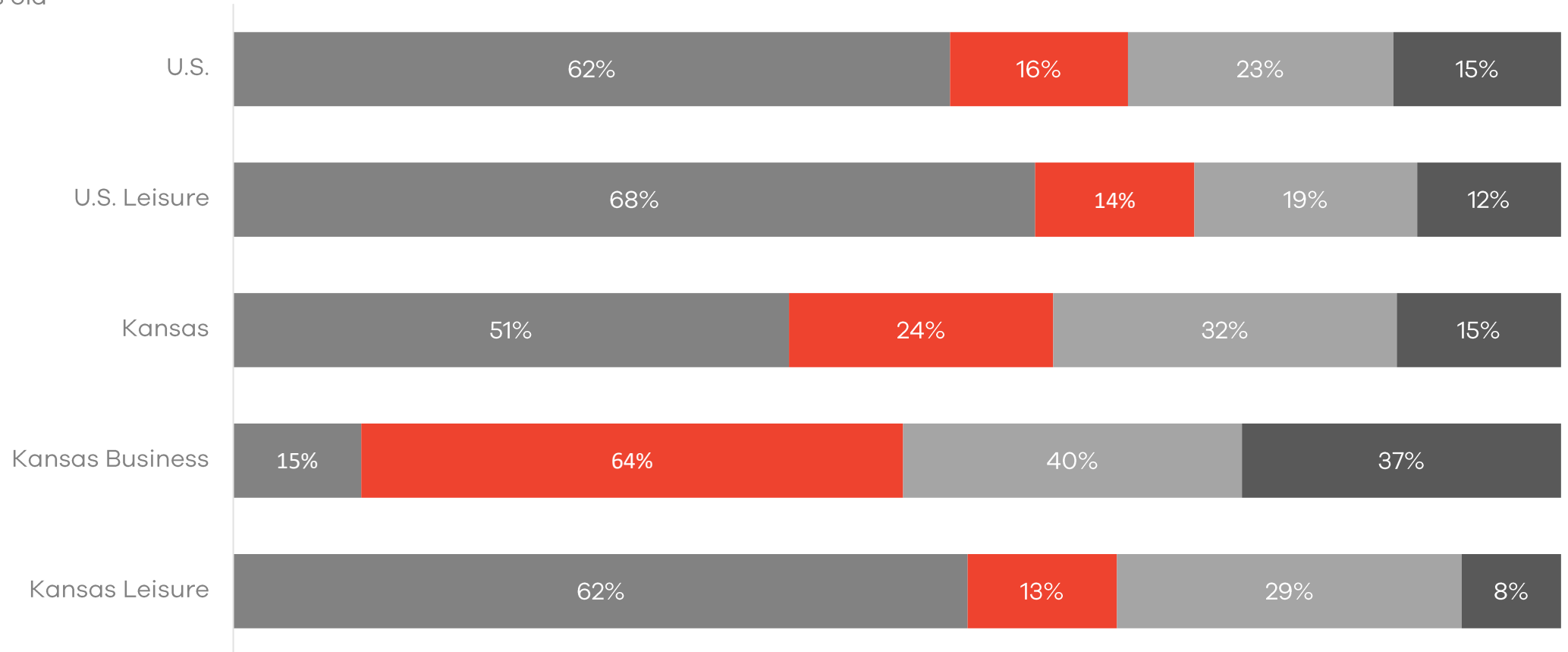
Sexual Orientation of Respondent



* 2021 Person-Stays (Base = 455)
Source: 2022 Performance/MonitorSM

- No Children
- 5 years old or younger
- 6-12 years old
- 13-17 years old

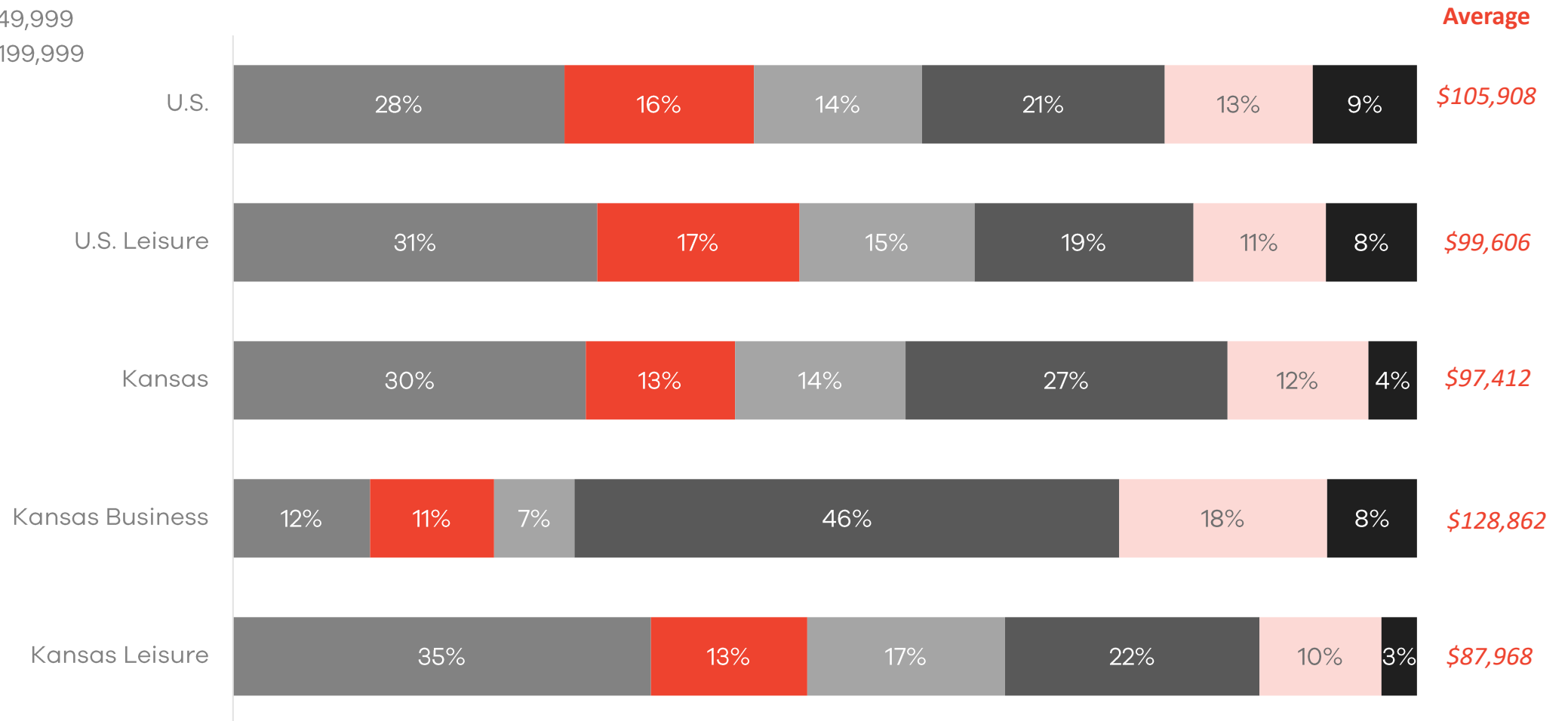
Children in Household of Respondent



* 2021 Person-Stays (Base = 455)
Source: 2022 Performance/MonitorSM

- Under \$50,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000-\$149,999
- \$150,000+-\$199,999
- \$200,000+

Household Income of Respondent

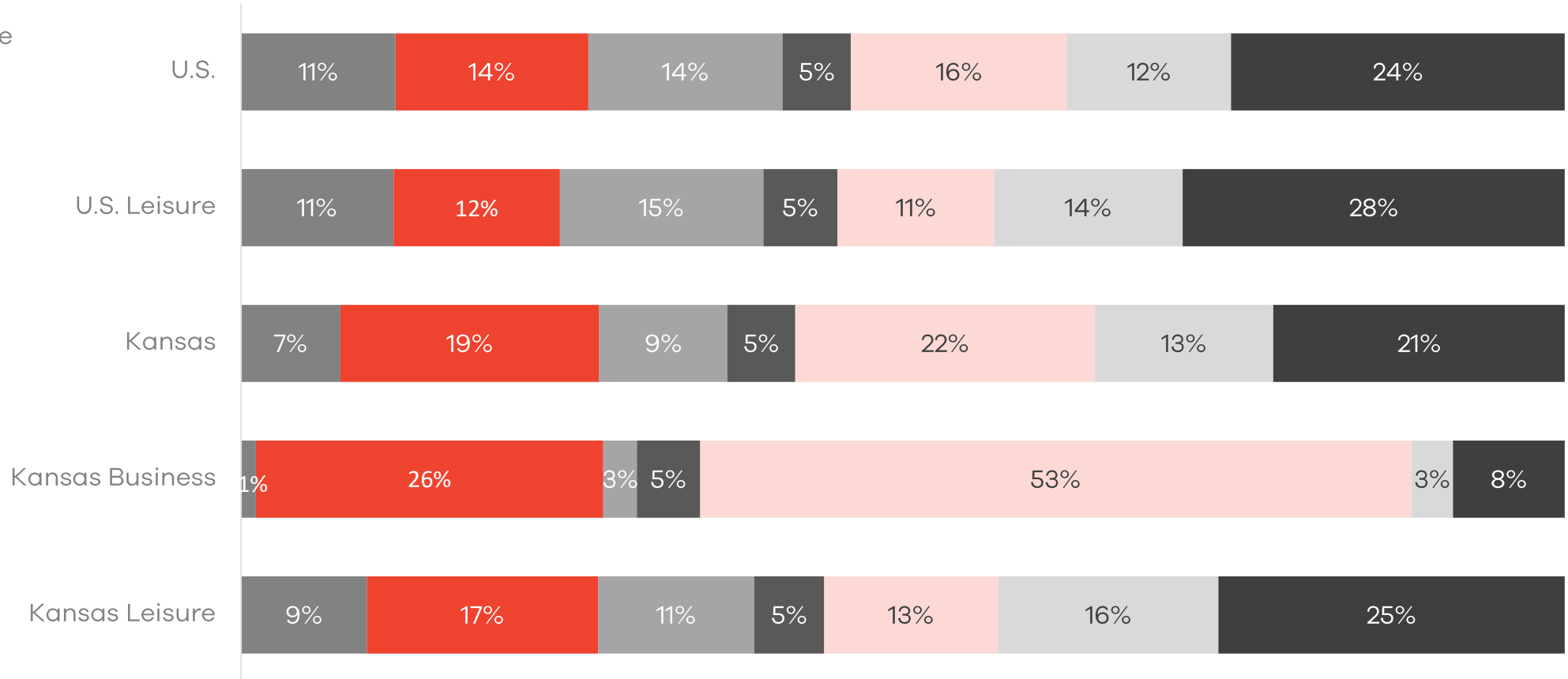


* 2021 Person-Stays (Base = 453)

Source: 2022 Performance/MonitorSM

- Young & Free
- Young Family
- Maturing & Free
- Moderate Family
- Affluent Family
- Moderate Mature
- Affluent Mature

Lifestage of Respondent

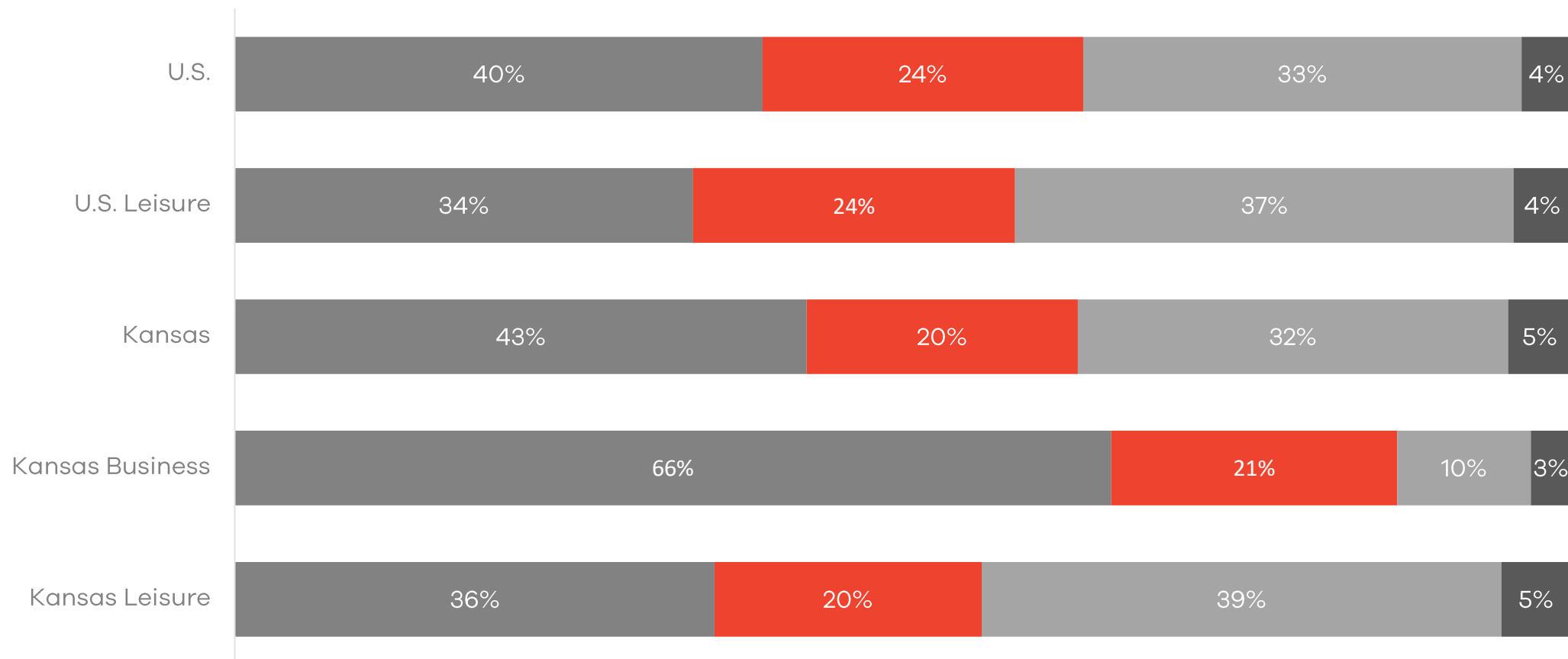


* 2021 Person-Stays (Base = 455)

Source: 2022 Performance/MonitorSM

- Millennials/Gen Z
- GenX
- Boomers
- Silent/GI

Generation of Respondent

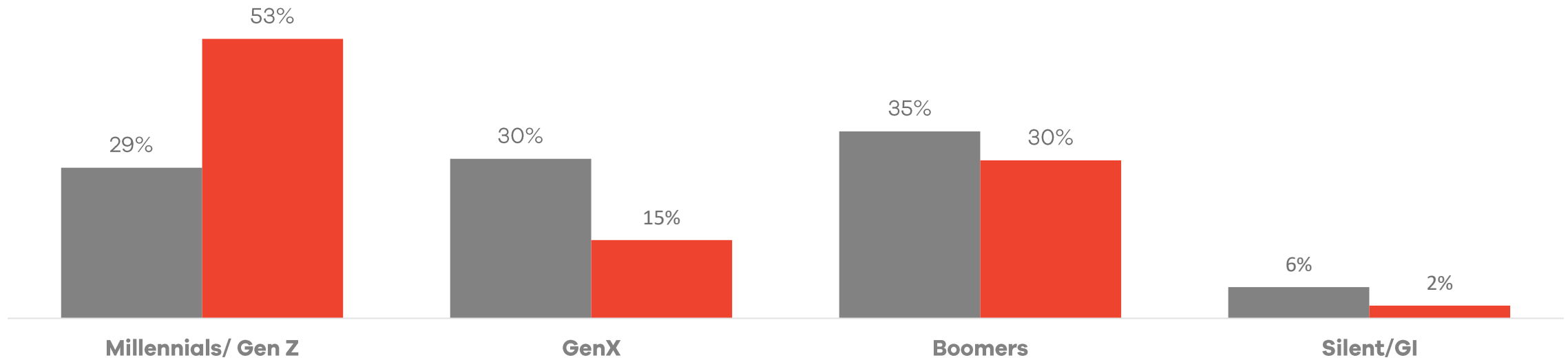


* 2021 Person-Stays (Base = 455)

Source: 2022 Performance/MonitorSM

■ Stays Based
■ Trip-Dollars Based

Kansas's Opportunity by Generation



* 2019-2021 Kansas (Base = 1,516)
Source: 2022 Performance/MonitorSM

APPENDIX



Household Count

The number of unique respondents responding to the survey who visited the destination during the travel year.

Stays

Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays

The total number of people or visitors that traveled to your destination, regardless of the length of their stay.

Person-Days

The total number of days that all visitors contributed to your destination.

Trip-Dollars

Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.

Room-Nights

The number of nights spent in a room, regardless of the number of people staying in the room.

Stay Expenditures

Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Average Party Per Stay Spending

Includes reported expenditures of all travelers (including transportation expenditure) who spend more than \$1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Traveling Party

Children Present: Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF: Include either two females or two males from different households traveling together.

Generations

Millennial (1981-1996), GenX (1965-1980), Boomer (1946-1964), Silent/GI (before 1945)

Lifestage Definitions

Lifestage	Head of HH Age	HH Income	Children <18 in HH
Young & Free	18-34 years	Any	No
Young Family	18-34 years	Any	Yes
Mature & Free	35-54 years	Any	No
Moderate Family	35-54 years	Under \$75K	Yes
Affluent Family	35-54 years	\$75K+	Yes
Moderate Mature	55+ years	Under \$60K	No
Affluent Mature	55+ years	\$60K+	No

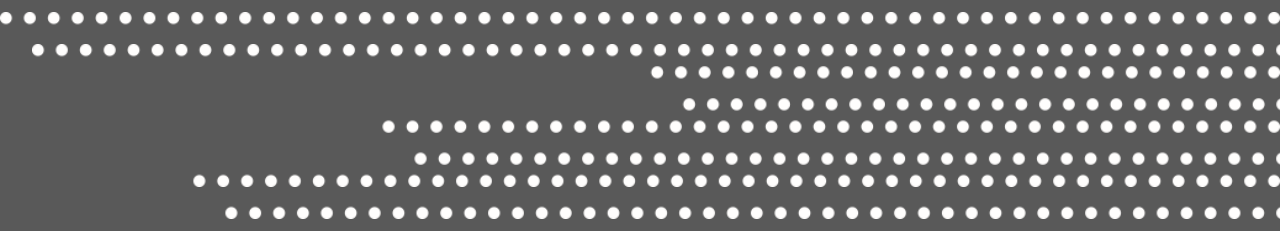
Examples

- If the car (personal vehicle) travel finding for Kansas is 88% and the sample size is 455, using the chart to the right, we can say that at the 90% level of confidence the proportion ranges between 86% and 90%.

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

	Sample Size for 2021	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S.	42,790	0.1%	0.1%	0.2%	0.3%	0.4%
US Business	7,954	0.2%	0.3%	0.5%	0.7%	0.9%
US Leisure	39,580	0.1%	0.2%	0.2%	0.3%	0.4%
Kansas	455	0.8%	1.4%	2.0%	2.9%	3.8%
Kansas Business	72	1.9%	3.6%	5.1%	7.3%	9.7%
Kansas Leisure	396	0.8%	1.5%	2.2%	3.1%	4.1%



Vicki Allen
Senior Research Account Manager
vallen@mmgyintel.com

MMGYINTEL.COM

DKSHIFFLET