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EXECUTIVE SUMMARY

− 1 −
This visitor report was prepared for the Mammoth Creative Co. on behalf of Kansas Tourism by MMGY TravellIntelligence. 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

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: 163 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).

Source: 2022 PERFORMANCE/monitor®
Visitor Profile / Overview

- While understanding the travelers in terms of who is visiting the destination, why, and what they do in 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**

*Source: 2022 PERFORMANCE/Monitor*
Visitor Profile / Executive Summary

* 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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stays</td>
<td>0.70%</td>
<td>0.89%</td>
<td>1.07%</td>
<td>0.92%</td>
<td>0.79%</td>
<td>0.73%</td>
</tr>
<tr>
<td>Person-Stays</td>
<td>0.68%</td>
<td>0.83%</td>
<td>0.97%</td>
<td>0.86%</td>
<td>0.74%</td>
<td>0.77%</td>
</tr>
<tr>
<td>Person-Days</td>
<td>0.62%</td>
<td>0.68%</td>
<td>0.88%</td>
<td>0.75%</td>
<td>0.58%</td>
<td>0.65%</td>
</tr>
<tr>
<td>Trip-Dollars</td>
<td>0.47%</td>
<td>0.46%</td>
<td>0.63%</td>
<td>0.48%</td>
<td>0.54%</td>
<td>0.78%</td>
</tr>
</tbody>
</table>

* 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

```
<table>
<thead>
<tr>
<th>Origin DMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%   Wichita-Hutchinson Plus, KS</td>
</tr>
<tr>
<td>22%   Kansas City, MO</td>
</tr>
<tr>
<td>14%   Topeka, KS</td>
</tr>
<tr>
<td>6%    Joplin, MO-Pittsburg, KS</td>
</tr>
<tr>
<td>2%    Dallas-Fort Worth, TX</td>
</tr>
</tbody>
</table>
```

* 2021 Person-Stays (Base = 455)

Source: 2022 PERFORMANCE/Monitor℠

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]
Visitor Profile / Executive Summary

Transportation to Kansas

88% Auto
2% Airplane
10% 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
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]?

- 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
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 like 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.

*2021 Kansas Stays (Base = 454), US Stays (Base = 42,536)
Source: 2022 Performance/Monitor℠
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

<table>
<thead>
<tr>
<th></th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>6%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Apr</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>May</td>
<td>9%</td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Jun</td>
<td>11%</td>
<td>11%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Jul</td>
<td>8%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Aug</td>
<td>9%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Sep</td>
<td>9%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Oct</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Nov</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Dec</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Jan</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Feb</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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.

* 2021 Person-Stays (Base = 455)
Source: 2022 PERFORMANCE/monitorSM
How long do Kansas visitors stay?

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

- **Stay in Hotels**: 62%
- **Stay with Friends/Relatives (non-paid)**: 21%
- **Stay in Other Lodging**
  - Home/Apartment/Condo (paid, non-paid/mine): 18%

* 2021 Overnight Person-Stays (Base = 306)
Source: 2022 PERFORMANCE/Monitor℠
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%).

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

**Question:** Thinking about your overnight trip to [city/location], please provide the type of place stayed at.
### Visitor Profile / Executive Summary

#### Kansas Hotel Ratings

<table>
<thead>
<tr>
<th>Category</th>
<th>Poor</th>
<th>Fair/Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction (8.33)</td>
<td>2%</td>
<td>30%</td>
<td>69%</td>
</tr>
<tr>
<td>Value-for-the-Money (8.11)</td>
<td>3%</td>
<td>27%</td>
<td>70%</td>
</tr>
<tr>
<td>Staff Service (8.61)</td>
<td>1%</td>
<td>19%</td>
<td>80%</td>
</tr>
<tr>
<td>Room Amenities/Services Provided (8.18)</td>
<td>1%</td>
<td>26%</td>
<td>73%</td>
</tr>
<tr>
<td>Room and Building (8.29)</td>
<td>2%</td>
<td>24%</td>
<td>75%</td>
</tr>
<tr>
<td>Food Options (6.99)</td>
<td>13%</td>
<td>34%</td>
<td>53%</td>
</tr>
<tr>
<td>Cleanliness (8.48)</td>
<td>3%</td>
<td>14%</td>
<td>83%</td>
</tr>
<tr>
<td>Likelihood to Recommend (7.99)</td>
<td>8%</td>
<td>25%</td>
<td>67%</td>
</tr>
</tbody>
</table>

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

**Source:** 2022 PERFORMANCE/Monitor℠

**Question:** Please rate your lodging using the scale below.
Kansas
Average Spending per Party per Stay

* 2021 Stays (Base = 432)
Source: 2022 PERFORMANCE/Monitor℠

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?
**Visitor Profile / Executive Summary**

**Kansas Travel Parties**

- **Travel Alone**: 30%
- **Travel in Pairs**: 53%
- **Large Travel Parties**: 5%
- **Travel with Children**: 13%

* 2021 Stays (Base = 455)

*Source: 2022 PERFORMANCE/Monitor\textsuperscript{SM}*

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

平均旅游党团规模

- U.S.
- Kansas
- Kansas休闲
- 竞争对手

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

Source: 2022 PERFORMANCE/Monitor℠
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

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)

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

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
## 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.

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

*2021 Kansas Person-Stays (Base = 455)

Source: 2022 Performance/Monitor℠
SNAPSHOT
Visitor Profile / Kansas Visitors

Season of Trip

<table>
<thead>
<tr>
<th>Season</th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
<th>Winter</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>28%</td>
<td>24%</td>
<td>28%</td>
<td></td>
</tr>
</tbody>
</table>

Demographic Information

- Gender: 95% Female, 1% Male

- Average Visitor Age: 48 years old

- Mean Household Income: $97,412

Transportation Used to Travel

- 88% Car
- 10% Air
- 2% Other

Main Activities

- 90% Married/Living with Partner
- 29% Visit Friends/Relatives
- 20% Shopping
- 16% Dining
- 11% Attend/Participate Sport Events
- 10% Birthday Celebration

- 71% Married/Living with Partner
- 13% with children in household

Trip Purpose

- 26% Same Day
- 22% 1-3 Weeks
- 12% 1 Month
- 9% 2-3 Months
- 9% > 3 Months

- 10% Group Business, 17% Vacation, 17% Transient Business, 6%

- Average Length of Stay (include day trips): 1.63 Days

- 30% travel alone
- 53% travel together
- 5% travel in groups of 3+ adults
- 13% travel with children

- Average Party Size: 2.11 Persons

Average Expenditure

- $261 person per day

Average Party Size

- 62% Stay in Hotel/Motel
- 23% Stay in Non-Paid Accommodations

Source: 2022 PERFORMANCE/Monitor
3

CHARTS & GRAPHS
Kansas’s 5 Year Share of US Travel

* Stays (Base = 455)
Source: 2022 Performance/ Monitor℠

**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]
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]

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

Kansas’s Top Origin States

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas</td>
<td>58%</td>
</tr>
<tr>
<td>Missouri</td>
<td>14%</td>
</tr>
<tr>
<td>Texas</td>
<td>4%</td>
</tr>
<tr>
<td>Colorado</td>
<td>3%</td>
</tr>
<tr>
<td>Ohio</td>
<td>2%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>2%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>2%</td>
</tr>
</tbody>
</table>
## Visitor Profile / Trip Origin

<table>
<thead>
<tr>
<th>Top Origin DMAs to Kansas</th>
<th>US</th>
<th>Kansas</th>
<th>Kansas Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wichita-Hutchinson Plus, KS</td>
<td>0.5%</td>
<td>26.9%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td>0.9%</td>
<td>22.2%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Topeka, KS</td>
<td>0.2%</td>
<td>13.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Joplin, MO-Pittsburg, KS</td>
<td>0.2%</td>
<td>5.7%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Dallas-Fort Worth, TX</td>
<td>3.1%</td>
<td>2.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>0.9%</td>
<td>2.0%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>1.4%</td>
<td>1.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Tulsa, OK</td>
<td>0.7%</td>
<td>1.5%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Springfield, MO</td>
<td>0.4%</td>
<td>1.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Colorado Springs-Pueblo, CO</td>
<td>0.4%</td>
<td>1.2%</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

**Top 10 Sum**

<table>
<thead>
<tr>
<th></th>
<th>US</th>
<th>Kansas</th>
<th>Kansas Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8.7%</td>
<td>78.8%</td>
<td>79.4%</td>
</tr>
</tbody>
</table>

*2021 Person-Stays (Base = 448)*

Source: 2022 Performance/Monitor℠

**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]
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].

Question:

Source: 2022 Performance/MonitorSM
Mode of Transportation to the Destination

<table>
<thead>
<tr>
<th>Mode</th>
<th>U.S.</th>
<th>U.S. Leisure</th>
<th>Kansas</th>
<th>Kansas Business</th>
<th>Kansas Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>7%</td>
<td>6%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Auto</td>
<td>83%</td>
<td>87%</td>
<td>88%</td>
<td>67%</td>
<td>94%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>7%</td>
<td>10%</td>
<td>30%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

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

**Mode of Transportation within the Destination**

- **U.S.**
  - No Transportation: 4%
  - Used/Walked: 66%
  - Personal/Work Vehicle: 16%
  - Rental Vehicle: 9%
  - Other: 6%

- **U.S. Leisure**
  - No Transportation: 4%
  - Used/Walked: 70%
  - Personal/Work Vehicle: 15%
  - Rental Vehicle: 7%
  - Other: 5%

- **Kansas**
  - No Transportation: 3%
  - Used/Walked: 82%
  - Personal/Work Vehicle: 10%
  - Rental Vehicle: 3%
  - Other: 2%

- **Kansas Business**
  - No Transportation: 11%
  - Used/Walked: 44%
  - Personal/Work Vehicle: 13%
  - Rental Vehicle: 20%
  - Other: 13%

- **Kansas Leisure**
  - No Transportation: 2%
  - Used/Walked: 86%
  - Personal/Work Vehicle: 10%
  - Rental Vehicle: 2%
  - Other: 2%

*2021 Person-Stays Kansas (Base = 306)*

Source: 2022 Performance/Monitor®

**Question**

Please provide the main transportation you used traveling within [City/Location]
Visitor Profile / Transportation

One-Way Distance Traveled by Car

<table>
<thead>
<tr>
<th></th>
<th>100 miles or less</th>
<th>101-200 miles</th>
<th>201-300 miles</th>
<th>301-500 miles</th>
<th>501+ miles</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>48%</td>
<td>18%</td>
<td>8%</td>
<td>8%</td>
<td>17%</td>
<td>100%</td>
</tr>
<tr>
<td>U.S. Leisure</td>
<td>47%</td>
<td>19%</td>
<td>9%</td>
<td>8%</td>
<td>17%</td>
<td>100%</td>
</tr>
<tr>
<td>Kansas</td>
<td>52%</td>
<td>22%</td>
<td>3%</td>
<td>10%</td>
<td>14%</td>
<td>100%</td>
</tr>
<tr>
<td>Kansas Business</td>
<td>46%</td>
<td>29%</td>
<td>2%</td>
<td>4%</td>
<td>19%</td>
<td>100%</td>
</tr>
<tr>
<td>Kansas Leisure</td>
<td>53%</td>
<td>21%</td>
<td>3%</td>
<td>11%</td>
<td>13%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*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

- Trip Planning
- Trip Booking

* 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**

- Past Experience: 31% (Kansas) 28% (U.S.)
- Friend/Family/Colleague Recommendation: 15% (Kansas) 14% (U.S.)
- Mapping Websites: 12% (Kansas) 9% (U.S.)
- Internet Search: 10% (Kansas) 10% (U.S.)
- Guest Ratings and Review Websites: 10% (Kansas) 10% (U.S.)
- Travel Influencer/Blogger: 7% (Kansas) 4% (U.S.)
- Hotel Websites: 7% (Kansas) 7% (U.S.)
- Printed Destination Visitor Guides: 7% (Kansas) 7% (U.S.)
- Social Networking Sites: 7% (Kansas) 6% (U.S.)
- AAA Travel Guides: 5% (Kansas) 7% (U.S.)
- Travel Booking Websites: 7% (Kansas) 5% (U.S.)
- Destination Websites: 8% (Kansas) 4% (U.S.)
- Attraction Websites: 8% (Kansas) 3% (U.S.)
- Online Destination Visitor Guides: 5% (Kansas) 3% (U.S.)
- Travel Magazines/Books: 5% (Kansas) 2% (U.S.)
- Other: 4% (Kansas) 4% (U.S.)

* 2021 Kansas Stays (Base = 454)
Source: 2022 Performance/Monitor℠

**Question:** Which of the following information sources did you use to plan your trip to [City/Location]?
**Visitor Profile / Trip Timing**

**Kansas’s Month Trip Started**

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

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

**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]
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]

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

- **Purpose of Stay**
  - **U.S.**
    - Group Meeting: 10%
    - Transient Business: 11%
    - Vacation/Getaway - Night: 20%
    - Visit Friends/Relatives: 11%
    - Special Event: 22%
    - Business: 9%
    - Leisure: 3%
    - Other: 14%
  - **U.S. Leisure**
    - Group Meeting: 25%
    - Transient Business: 14%
    - Vacation/Getaway - Day Trip: 28%
    - Visit Friends/Relatives: 12%
    - Special Event: 3%
    - Business: 12%
    - Leisure: 17%
  - **Kansas**
    - Group Meeting: 17%
    - Transient Business: 6%
    - Vacation/Getaway - Night: 12%
    - Visit Friends/Relatives: 5%
    - Special Event: 31%
    - Business: 12%
    - Leisure: 5%
    - Other: 14%
  - **Kansas Business**
    - Group Meeting: 75%
    - Transient Business: 25%
  - **Kansas Leisure**
    - Group Meeting: 15%
    - Transient Business: 7%
    - Vacation/Getaway - Night: 40%
    - Visit Friends/Relatives: 15%
    - Special Event: 6%
    - Business: 15%
    - Leisure: 18%

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

**Question/** Please tell us your main purpose of visiting [City/Location]
**Visitor Profile / Trip Characteristics**

*Stays Based*

*Trip-Dollars Based*

**Kansas’s Opportunity by Purpose**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Stays</th>
<th>Trip-Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Group Mtg</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Transient Business</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Getaway Weekend - Night</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>General Vacation - Night</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td>Vacation/Getaway - Day</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Visit Friends/Relatives</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Special Event</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Medical/Health Care</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Other Leisure/Personal</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 2019-2021 Kansas (Base = 1,516)

Source: 2022 Performance/Monitor℠

**Question**/Please tell us your main purpose of visiting [City/Location]
**Visitor Profile / Trip Characteristics**

**Stay Length**

- **U.S.**
  - Day Trip: 16%
  - 1 night: 12%
  - 2 nights: 6%
  - 3 nights: 7%
  - 4-7 nights: 2%
  - 8+ nights: 57%
  - Average: 1.94 days

- **U.S. Leisure**
  - Day Trip: 17%
  - 1 night: 13%
  - 2 nights: 7%
  - 3 nights: 8%
  - 4-7 nights: 2%
  - 8+ nights: 53%
  - Average: 2.09 days

- **Kansas**
  - Day Trip: 19%
  - 1 night: 9%
  - 2 nights: 6%
  - 3 nights: 3%
  - 4-7 nights: 2%
  - 8+ nights: 63%
  - Average: 1.63 days

- **Kansas Business**
  - Day Trip: 6%
  - 1 night: 2%
  - 2 nights: 3%
  - 3 nights: 3%
  - 4-7 nights: 3%
  - 8+ nights: 88%
  - Average: 1.06 days

- **Kansas Leisure**
  - Day Trip: 23%
  - 1 night: 11%
  - 2 nights: 7%
  - 3 nights: 3%
  - 4-7 nights: 54%
  - Average: 1.83 days

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

**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.
**Visitor Profile / Trip Characteristics**

Average Length of Stay (overnight only)

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>2.79</td>
<td>2.76</td>
</tr>
<tr>
<td>U.S. Leisure</td>
<td>2.95</td>
<td>2.88</td>
</tr>
<tr>
<td>Kansas</td>
<td>1.88</td>
<td>2.34</td>
</tr>
<tr>
<td>Kansas Business</td>
<td>1.54</td>
<td>2.50</td>
</tr>
<tr>
<td>Kansas Leisure</td>
<td>1.94</td>
<td>2.33</td>
</tr>
</tbody>
</table>

* 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.
**Visitor Profile / Trip Characteristics**

Kansas’s Opportunity by Length of Stay

- **Stays Based**
- **Trip-Dollars Based**

<table>
<thead>
<tr>
<th>Length of Stay</th>
<th>Stays Based (%)</th>
<th>Trip-Dollars Based (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Trip</td>
<td>56%</td>
<td>32%</td>
</tr>
<tr>
<td>1 night</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>2 nights</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>3 nights</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>4-7 nights</td>
<td>4%</td>
<td>19%</td>
</tr>
<tr>
<td>8+ night</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

* 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.
* 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.
**Visitor Profile / Accommodation**

- **Kansas’s Opportunity by Accommodation Type**

  - **High-End Hotel**: 6% Stays Based, 13% Trip-Dollars Based
  - **Mid-Level Hotel**: 31% Stays Based, 31% Trip-Dollars Based
  - **Economy Hotel**: 16% Stays Based, 15% Trip-Dollars Based
  - **Other Paid Non-Hotel**: 11% Stays Based, 28% Trip-Dollars Based
  - **Non-Paid**: 32% Stays Based, 14% Trip-Dollars Based

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

**Question**: Thinking about your overnight trip to [city/location], please provide the type of place stayed at.
Kansas’s Average Hotel Ratings

* 2020-2021 Kansas Person-Stays (Base = 274)
Source: 2022 Performance/Monitor℠

Question: Please rate your lodging using the scale below.
Visitor Profile / Trip Characteristics

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?
Visitor Profile / Trip Characteristics

**Average Daily Expenditure per Traveler per Day**

* 2020-2021 Person-Days (Base = 257, 425)
* Source: 2022 Performance/Monitor℠

**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?
Visitor Profile / Trip Characteristics

Daily Expenditure per Traveler

<table>
<thead>
<tr>
<th>Category</th>
<th>Transportation</th>
<th>Food &amp; Beverage</th>
<th>Lodging</th>
<th>Shopping</th>
<th>Entertainment</th>
<th>Miscellaneous</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>25%</td>
<td>22%</td>
<td>16%</td>
<td>18%</td>
<td>13%</td>
<td>6%</td>
<td>$230</td>
</tr>
<tr>
<td>U.S. Leisure</td>
<td>25%</td>
<td>23%</td>
<td>16%</td>
<td>18%</td>
<td>13%</td>
<td>5%</td>
<td>$203</td>
</tr>
<tr>
<td>Kansas</td>
<td>25%</td>
<td>21%</td>
<td>9%</td>
<td>19%</td>
<td>14%</td>
<td>13%</td>
<td>$261</td>
</tr>
<tr>
<td>Kansas Business</td>
<td>25%</td>
<td>21%</td>
<td>5%</td>
<td>18%</td>
<td>16%</td>
<td>16%</td>
<td>$608</td>
</tr>
<tr>
<td>Kansas Leisure</td>
<td>25%</td>
<td>21%</td>
<td>11%</td>
<td>19%</td>
<td>13%</td>
<td>12%</td>
<td>$194</td>
</tr>
</tbody>
</table>

* 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?
Visitor Profile / Trip Characteristics

Travel Party Composition

- **Average**
  - **1.96 people**
  - **2.01 people**
  - **2.11 people**
  - **2.40 people**
  - **2.08 people**

- **U.S.**
  - 40% One Adult
  - 35% M/F
  - 5% MM/FF
  - 6% Three or More Adults
  - 14% Children Present

- **U.S. Leisure**
  - 35% One Adult
  - 40% M/F
  - 5% MM/FF
  - 7% Three or More Adults
  - 14% Children Present

- **Kansas**
  - 30% One Adult
  - 45% M/F
  - 8% MM/FF
  - 5% Three or More Adults
  - 13% Children Present

- **Kansas Business**
  - 26% One Adult
  - 32% M/F
  - 14% MM/FF
  - 6% Three or More Adults
  - 22% Children Present

- **Kansas Leisure**
  - 30% One Adult
  - 46% M/F
  - 7% MM/FF
  - 5% Three or More Adults
  - 12% Children Present

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

**Question** / Including yourself, how many adults and children were with you on your trip?
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?
**Visitor Profile / Trip Characteristics**

- **Stays Based**
- **Trip-Dollars Based**

**Kansas’s Opportunity by Travel Party**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Stays Based</th>
<th>Trip-Dollars Based</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Adult</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>M/F</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>MM/FF</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Three or More Adults</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Children Present</td>
<td>11%</td>
<td>33%</td>
</tr>
</tbody>
</table>

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

**Question** / Including yourself, how many adults and children were with you on your trip?
**Visitor Profile / Activity Participation- Kansas**

### 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%)

* 2021 Stays (Base = 455)
Source: 2022 Performance/Monitor℠

**Question/** Did you do any of the following activities on your trip in [City/location]?
<table>
<thead>
<tr>
<th>Activities</th>
<th>US</th>
<th>US Leisure</th>
<th>Kansas</th>
<th>Kansas Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Friends/Relatives</td>
<td>15%</td>
<td>19%</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Shopping</td>
<td>17%</td>
<td>20%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Culinary/Dining Experience</td>
<td>18%</td>
<td>20%</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Attend/Participate Sport Events</td>
<td>4%</td>
<td>3%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Birthday Celebration</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Gambling (slots, cards, horses, etc.)</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Hiking</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Funeral/Memorial</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Business/Work</td>
<td>11%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Anniversary Celebration</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Museums</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Medical/Health Visit</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Touring/Sightseeing</td>
<td>8%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Historic Sites</td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Theme/Amusement Parks</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

**Question**: Did you do any of the following activities on your trip in [City/location]?
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]?
Visitor Profile / Destination Performance Rating

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/Monitor℠

Question/ Please rate [City/location] using the scale below.
### Kansas’s Average Destination Ratings

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall Satisfaction</th>
<th>Value for the Money</th>
<th>Friendly/ Helpful People</th>
<th>Feeling of Safety</th>
<th>Likely to Recommend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>8.09</td>
<td>8.09</td>
<td>8.61</td>
<td>8.41</td>
<td>8.37</td>
</tr>
<tr>
<td>2018</td>
<td>8.03</td>
<td>8.04</td>
<td>8.26</td>
<td>8.26</td>
<td>7.97</td>
</tr>
<tr>
<td>2019</td>
<td>7.96</td>
<td>8.09</td>
<td>8.46</td>
<td>8.30</td>
<td>7.87</td>
</tr>
<tr>
<td>2020</td>
<td>8.36</td>
<td>8.04</td>
<td>8.21</td>
<td>8.45</td>
<td>8.01</td>
</tr>
<tr>
<td>2021</td>
<td>8.57</td>
<td>8.26</td>
<td>8.55</td>
<td>8.82</td>
<td>8.39</td>
</tr>
</tbody>
</table>

* 2017-2021 Kansas Person-Stays (Base = 732; 749; 793; 268; 455)

Source: 2022 Performance/Monitor℠

**Question/** Please rate [City/location] using the scale below.
### Visitor Profile / Demographics

#### Age of Respondent

<table>
<thead>
<tr>
<th>Region</th>
<th>18-34 Years</th>
<th>35-54 Years</th>
<th>55+ Years</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>25%</td>
<td>35%</td>
<td>40%</td>
<td>48.5 years</td>
</tr>
<tr>
<td>U.S. Leisure</td>
<td>23%</td>
<td>32%</td>
<td>45%</td>
<td>50.3 years</td>
</tr>
<tr>
<td>Kansas</td>
<td>26%</td>
<td>36%</td>
<td>37%</td>
<td>48.5 years</td>
</tr>
<tr>
<td>Kansas Business</td>
<td>27%</td>
<td>60%</td>
<td>13%</td>
<td>41.3 years</td>
</tr>
<tr>
<td>Kansas Leisure</td>
<td>26%</td>
<td>29%</td>
<td>45%</td>
<td>50.6 years</td>
</tr>
</tbody>
</table>

* 2021 Person-Stays (Base = 455)

Source: 2022 Performance/Monitor℠
Visitor Profile / Demographics

Race of Respondent

<table>
<thead>
<tr>
<th>Category</th>
<th>U.S. (82%)</th>
<th>U.S. Leisure (81%)</th>
<th>Kansas (92%)</th>
<th>Kansas Business (91%)</th>
<th>Kansas Leisure (92%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Black</td>
<td>13%</td>
<td>13%</td>
<td>4%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Hispanic, Latino, or Spanish Origin</td>
<td>11%</td>
<td>12%</td>
<td>9%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Other/Mixed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 2021 Person-Stays (Base = 455)
Source: 2022 Performance/Monitor℠
Visitor Profile / Demographics

Sexual Orientation of Respondent

- **Gay/Lesbian/Bisexual**
  - U.S.: 7%
  - U.S. Leisure: 7%
  - Kansas: 3%
  - Kansas Business: 4%
  - Kansas Leisure: 3%
- **Heterosexual/Straight**
  - U.S.: 90%
  - U.S. Leisure: 91%
  - Kansas: 95%
  - Kansas Business: 96%
  - Kansas Leisure: 94%

* 2021 Person-Stays (Base = 455)
Source: 2022 Performance/Monitor™
Visistor Profile / Demographics

Children in Household of Respondent

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

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>U.S. Leisure</th>
<th>Kansas</th>
<th>Kansas Business</th>
<th>Kansas Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Children</td>
<td>62%</td>
<td>68%</td>
<td>51%</td>
<td>15%</td>
<td>62%</td>
</tr>
<tr>
<td>5 years old or younger</td>
<td>16%</td>
<td>14%</td>
<td>24%</td>
<td>64%</td>
<td>13%</td>
</tr>
<tr>
<td>6-12 years old</td>
<td>23%</td>
<td>19%</td>
<td>32%</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td>13-17 years old</td>
<td>15%</td>
<td>12%</td>
<td>15%</td>
<td>37%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

Household Income of Respondent

- **U.S.**
  - 28% Under $50,000
  - 16% $50,000 - $74,999
  - 14% $75,000 - $99,999
  - 21% $100,000 - $149,999
  - 13% $150,000 - $199,999
  - 9% $200,000+
  - **Average:** $105,908

- **U.S. Leisure**
  - 31% Under $50,000
  - 17% $50,000 - $74,999
  - 15% $75,000 - $99,999
  - 19% $100,000 - $149,999
  - 11% $150,000 - $199,999
  - **Average:** $99,606

- **Kansas**
  - 30% Under $50,000
  - 13% $50,000 - $74,999
  - 14% $75,000 - $99,999
  - 27% $100,000 - $149,999
  - 12% $150,000 - $199,999
  - **Average:** $97,412

- **Kansas Business**
  - 12% Under $50,000
  - 11% $50,000 - $74,999
  - 7% $75,000 - $99,999
  - 46% $100,000 - $149,999
  - 18% $150,000 - $199,999
  - **Average:** $128,862

- **Kansas Leisure**
  - 35% Under $50,000
  - 13% $50,000 - $74,999
  - 17% $75,000 - $99,999
  - 22% $100,000 - $149,999
  - 10% $150,000 - $199,999
  - **Average:** $87,968

* 2021 Person-Stays (Base = 453)
Source: 2022 Performance/SM
### Visitor Profile / Demographics

#### Lifestage of Respondent

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>U.S. Leisure</th>
<th>Kansas</th>
<th>Kansas Business</th>
<th>Kansas Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young &amp; Free</td>
<td>11%</td>
<td>11%</td>
<td>7%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Young Family</td>
<td>14%</td>
<td>12%</td>
<td>15%</td>
<td>9%</td>
<td>17%</td>
</tr>
<tr>
<td>Maturing &amp; Free</td>
<td>14%</td>
<td>15%</td>
<td>9%</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>Moderate Family</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Affluent Family</td>
<td>16%</td>
<td>11%</td>
<td>22%</td>
<td>26%</td>
<td>13%</td>
</tr>
<tr>
<td>Moderate Mature</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
<td>53%</td>
<td>16%</td>
</tr>
<tr>
<td>Affluent Mature</td>
<td>24%</td>
<td>28%</td>
<td>21%</td>
<td>3%</td>
<td>25%</td>
</tr>
</tbody>
</table>

* 2021 Person-Stays (Base = 455)

Source: 2022 Performance/Monitor℠
**Visitor Profile / Demographics**

**Generation of Respondent**

- **U.S.**
  - Millennials/Gen Z: 40%
  - GenX: 24%
  - Boomers: 33%
  - Silent/GI: 4%

- **U.S. Leisure**
  - Millennials/Gen Z: 34%
  - GenX: 24%
  - Boomers: 37%
  - Silent/GI: 4%

- **Kansas**
  - Millennials/Gen Z: 43%
  - GenX: 20%
  - Boomers: 32%
  - Silent/GI: 5%

- **Kansas Business**
  - Millennials/Gen Z: 66%
  - GenX: 21%
  - Boomers: 10%
  - Silent/GI: 3%

- **Kansas Leisure**
  - Millennials/Gen Z: 36%
  - GenX: 20%
  - Boomers: 39%
  - Silent/GI: 5%

* 2021 Person-Stays (Base = 455)
Source: 2022 Performance/Monitor℠
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.

**Generations**

**Lifestage Definitions**

<table>
<thead>
<tr>
<th>Lifestage</th>
<th>Head of HH Age</th>
<th>HH Income</th>
<th>Children &lt;18 in HH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young &amp; Free</td>
<td>18-34 years</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Young Family</td>
<td>18-34 years</td>
<td>Any</td>
<td>Yes</td>
</tr>
<tr>
<td>Mature &amp; Free</td>
<td>35-54 years</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Moderate Family</td>
<td>35-54 years</td>
<td>Under $75K</td>
<td>Yes</td>
</tr>
<tr>
<td>Affluent Family</td>
<td>35-54 years</td>
<td>$75K+</td>
<td>Yes</td>
</tr>
<tr>
<td>Moderate Mature</td>
<td>55+ years</td>
<td>Under $60K</td>
<td>No</td>
</tr>
<tr>
<td>Affluent Mature</td>
<td>55+ years</td>
<td>$60K+</td>
<td>No</td>
</tr>
</tbody>
</table>

Source: [Year] Performance/Monitor℠
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:

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

Source: [Year] Performance/MonitorSM