

KANSAS

TOURISM DIVISION

2020

A Year In Review



TOURISM JOBS



HOSPITALITY



FOOD & BEVERAGE



RECREATION



RETAIL

TOURISM IS AN ECONOMIC DRIVER

The tourism industry in Kansas has experienced exponential growth over the past decade. In 2019 alone, the tourism industry in Kansas generated:

36.5 MILLION VISITORS

\$7.3 billion spent by visitors in the state

Visitor spending has increased **\$775 million** since 2015

15¢ of each visitor dollar is spent in a Kansas retail store

A traveler is worth **\$200 per day** to Kansas

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

\$613 million in new capital investment for tourism projects

66,007 direct tourism jobs in Kansas

Source: Economic Impact of Tourism in Kansas 2019, Tourism Economics

Travel came to a halt in 2020 and the economic engine slowed. With careful planning and support, 2021 will be a year of rebuilding and returning to strong growth in the future.

TOURISM IS RECRUITMENT

Every new resident is a visitor first. Each new business investment begins with a trip. Organizations looking to make a capital investment look at five key factors:

- + WAGES & COSTS
- + TAX & REGULATORY ENVIRONMENTS
- + WORKFORCE EDUCATION
- + AFFORDABILITY & ACCESSIBILITY
- + LIFESTYLE & AMENITIES OF THE COMMUNITY



Tourism is the welcome committee for capital investment. Our efforts highlight the lifestyle and amenities of the state.

Kansas Gear Store



TOURISM IS STATE PRIDE

Tourism encourages Kansas residents to explore their own state, retaining local dollars. Kansas Tourism Division marketing helps create a sense of identity for state residents. Kansas residents are our greatest source of advertising!

Publications by Kansas Tourism Division



To The Stars

2020 HIGHLIGHTS FROM THE KANSAS TOURISM DIVISION:



- + Introduced a new marketing campaign
- + Conducted 20+ online virtual meetings for tourism industry partners across the state, providing COVID updates, recovery information, and educational sessions
- + Co-hosted the first-ever online Kansas Tourism Conference with a record-setting 296 registrants



- + Awarded \$131,487 in Attraction Development Grants for tourism-focused economic development projects
- + Awarded \$46,351 in Marketing Grants to assist local DMO's and attractions in their tourism marketing efforts



- + Commissioned a brand perception study to establish baselines for successful growth
- + Increased KANSAS! Magazine to 5 issues per year
- + Launched the Kansas To The Stars Gear Store
- + Registered 29 new Kansas Agritourism businesses, for a total of 409 agritourism businesses that we market and support
- + Received an honorable mention from the National Scenic Byway Foundation for kiosk remodel and placing interpretive panels throughout the 12 Kansas Byways

TOURISM'S ECONOMIC IMPACT

Direct



VISITOR PURCHASES



LODGING



FOOD



ENTERTAINMENT

Indirect



SUPPORT
SUPPLY CHAIN



TAXES



WAGES PAID

Induced



TOURISM
EMPLOYEES



SUPPLY CHAIN
EMPLOYEES



HOUSING



LOCAL
TAXES



LOCAL
PURCHASES

Each Kansas household would have to be taxed an additional \$600 to replace the tax revenue generated by tourism.

KANSAS

TO THE STARS

Kansas Tourism is a division of Kansas Department of Wildlife, Parks, and Tourism.

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