EVERY NEW RESIDENT AND EVERY NEW BUSINESS TO THE STATE IS A VISITOR FIRST.

Travel by the numbers

31.4 MILLION VISITORS

$5.4 billion spent by visitors in the state

Tourism generated $589 million in state and local taxes

16¢ of every visitor dollar goes to retail shopping in Kansas

A traveler is worth $173 per day to the Kansas economy

Overnight visitors represent 40% of all visits to Kansas

Leisure travel accounts for 67% of all visitor spending with business travel accounting for the remaining 33%

Each Kansas household would have to be taxed an additional $520 to replace the tax revenue generated by tourism.

Source: Economic Impact of Tourism in Kansas 2020, Tourism Economics

Tourism Brings Economic Development, State Pride, Jobs, and Quality of Life To Kansas.
KANSAS TOURISM IN 2021:

+ Relocated to Kansas Department of Commerce in recognition of tourism’s inextricable link to economic development

+ Unveiled a redesigned, vibrant, user-friendly Kansas visitor website – TravelKS.com

+ Hosted 2.1 million TravelKS.com website visitors

+ Distributed 350,000 travel guides

+ Awarded over $200,000 in Attraction Development Grants to support local attraction development

+ For the first time ever...Kansas Tourism was named a finalist for an ESTO award for our To The Stars marketing projects, competing against other U.S. state tourism marketing organizations

+ KANSAS! Magazine received a Gold Award, three Silver Awards and an award of merit from the International Regional Magazine Association (IRMA)

+ Communicated with our state-wide tourism industry partners through 53 Travel Talk E-newsletters and 12 virtual industry Huddles, providing resources and education

+ Delivered over 480,000 visitor e-newsletters

+ Reinvigorated the Kansas Tourism PR program by hosting 3 group FAMS and 6 content creators including TV productions and top travel influencers

+ Began weekly segments on WIBW in NE KS market

+ Sent a PR newsletter that reached over 2,000 media professionals each month