33.7 million visitors.

$11.2 B total economic impact of tourism in Kansas a 20% increase over 2020.

$7 B direct visitor spending.

60,300 direct jobs and 24,200 jobs supported from indirect and induced impacts, totaling more than 84,400 Kansas jobs. The tourism industry supports one out of every 22 jobs in the state.

Employment supported by visitor activity rose 7.5% in 2021.

Visitor spending, visitor supported jobs, and business sales generated $1.3 B in government revenues. State and local taxes alone tallied $700 M in 2021.

Spending grew across all sectors, with the strongest growth in categories hardest hit during the pandemic: lodging and recreation. Lodging spending increased by 42% after a fall of over half in 2020, bringing it back to 81% of pre-pandemic levels.

Recreational spending grew by nearly a third in 2021, bringing it back to 93% of pre-pandemic levels.

Retail and food and beverage spending surpassed pre-pandemic levels. Food and beverage spending increased by nearly $400 M to reach $1.8 B — which is $5 M more than was spent by visitors in 2019. Retail spending by visitors is nearly $30 M more than pre-pandemic levels.

Each household in Kansas would need to be taxed an additional $613 to replace the taxes generated by visitor activity in Kansas and received by state and local governments in 2021.

*Tourism Economics 2021 Kansas Economic impact report
KANSAS TOURISM ACCOMPLISHMENTS IN 2022

+ First out-of-state campaign in years generating over 244 million impressions, increasing TravelKS.com traffic by 48% and pageviews by 44%.

+ Regional branding introduced, giving Kansans a new way to show pride in our state.

+ 2022 Kansas Day video had increased views of 62% YOY and estimated reach up 44% YOY.

+ 4 new Story Series videos released with 4.2 million impressions, 1.6 million views.
  + Mountain bike video won Destination Video of the Year from North American Travel Journalists Association.

+ Awarded over $2.3 Million in grants to 34 communities.
  + Marketing Grants – $87,707 to 15 communities; 2022 award amount up 242% over 2019.
  + ADG – $251,513 to 11 projects; 2022 award amount up 234% over 2019.
  + TASK – $1.96 M to 8 projects.

+ Hosted first in-person media event since 2019 and doubled media attendance. Content created by attendees had 156,000 impressions, 60,000 views and 15,200 engagements.

+ Increased TravelKS.com pageviews by 8.9%, sessions by 13%, and users by 14% YOY.
  + Launched redesigned State Park and regional pages.

+ 440 registered Agritourism businesses, almost 5% increase YOY.

+ Distributed 350,000 travel guides.

+ Increased KANSAS! Magazine subscribers by 6.4%.

+ KANSAS! Magazine awards from the International Regional Magazine Association (IRMA)
  + Gold award for Historic Feature: “200 years of the Santa Fe Trail”
  + One silver award, two bronze awards, and finalist for Magazine of the Year.

+ Hosted the Heartland Byways Conference in Leavenworth, the only national byways conference.

BILLBOARDS PLACED IN 2022

- to the Saucy
- to the Bold
- to the Rowdy

Bridgette Jobe, Director
bridgette.jobe@ks.gov
Phone: 785-250-8253

Kansas Tourism | TravelKS.com | #ToTheStarsKS