

# KANSAS

## TOURISM

### 2023: A Year In Review

## EVERY NEW RESIDENT AND EVERY NEW BUSINESS STARTS WITH A VISIT.

*Tourism is the welcome committee for capital investment.*

### 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

## TOURISM BY THE NUMBERS

**36.4 million** visitors, an **8% increase year-over-year (YOY)**.

**\$12.5 billion** total economic impact of tourism in Kansas, a **10% increase** over 2021.

**\$7.7 billion** in direct visitor spending grew, 10% over 2021 and surpassed pre-pandemic levels by 5%.

**63,685 direct jobs** and **24,824 jobs** supported from indirect and induced impacts, totaling **85,500 Kansas jobs**. The tourism industry supports one out of every 22 jobs in the state.

Visitor spending, visitor supported jobs, and business sales generated **\$1.4 billion** in government revenues. State and local taxes alone tallied **\$777 million** in 2022.

Spending grew across all spending categories with the strongest growth seen in lodging, transportation and recreational spending categories.

Recreational spending jumped 11% to **\$1.2 billion**. Lodging spending increased 14%, growing nearly **\$130 million**.

Each household in Kansas would need to be taxed an additional **\$660** to replace the taxes generated by visitor activity in Kansas and received by state and local governments in 2022.

\*Tourism Economics 2022 Kansas Economic impact report





## KANSAS TOURISM ACCOMPLISHMENTS IN 2023

- + Awarded over \$1 million in tourism grants to 46 communities with a record number of applications
  - + Provided 24 communities with \$921,820 in Attraction Development grants to assist with development of new attractions or to enhance existing attractions
  - + Awarded \$117,780 to 22 communities in Marketing grants to assist with local tourism marketing efforts
- + TravelKS.com page views surpassed all previous years by third quarter with 3.9 million views
- + Released six Home on the Range music videos by famous Kansas Musicians with 1.2 million views/listens
- + Spring Campaign generated more than 144 million broadcast impressions and 6.9 million digital
- + Released six regional hype videos, giving Kansas Tourism and regional tourism partners a cohesive marketing asset
- + Launched two new 30 second commercials in 12 markets, generating over 144 million+ impressions
- + Social media audience grew 58.3% YOY with a 42.5% increase of impressions across all platforms
- + Launched two new story series videos generating 1.9 million impressions and 833k+ views
- + Weekly three-minute "To The Stars" segment aired on WIBW promoting Kansas Tourism
- + 441 Registered Agritourism businesses with 35 new this year
- + Replaced all 81 informational Kansas Byway panels along the 12 byways in the state
- + KANSAS! magazine had 2,300 new subscribers
- + KANSAS! was named finalist for Magazine of the Year, and won a gold and bronze award from the International Regional Media Association
- + Hosted over 40 members of the media generating 30 articles and over 300 social posts

