

KANSAS TOURISM

2024: 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

37.9 million visitors, a **4.1% increase year-over-year (YOY)**.

\$13.2 billion total economic impact of tourism in Kansas – **10% increase** above pre-pandemic high.

\$8.0 billion in direct visitor spending grew, 4.6% over 2022 and **recovering to 10% higher than 2019 levels**.

65,524 direct jobs and **25,399 jobs** supported from indirect and induced impacts, totaling **90,923 Kansas jobs**. The tourism industry supports one out of every 22 jobs in the state.

Visitor spending, visitor supported jobs, and business sales generated nearly **\$1.5 billion** in government revenues. State and local taxes alone tallied **\$823 million** in 2023.

Spending grew across all spending categories with the strongest growth seen in lodging, recreation, and food and beverage spending categories. Lodging spending grew by 7.6% to **\$1.1 million**.

Recreation spending increased 5.9%, growing to **\$1.3 million**.

Each household in Kansas would need to be taxed an additional **\$716** to replace the taxes generated by visitor activity in Kansas and received by state and local governments in 2023.

**Tourism Economics 2023 Kansas Economic Impact Report*



Mobile Visitor Center



Love, Kansas Launch



Finalist, Magazine of the Year

KANSAS TOURISM ACCOMPLISHMENTS IN 2024

Named **DESTINATION OF THE YEAR** by NATJA

- + Gold for Home on the Range Project for creative marketing campaign
- + Bronze for destination video for Capturing Kansas: The Gordon Parks Legacy
- + Honorable mention for 2023 Travel Guide

KANSAS! finalist for Magazine of the Year

- + Gold for cover
- + Gold for historic feature
- + Gold for illustration

Sunflower Summer

- + 497,573 TOTAL TICKETS CLAIMED
- + 55% increase YOY
- + 223 attractions – 97% increase YOY
- + 2,569 travel guide requests came from SunflowerSummer.org

Awarded \$1,103,633.81 in Tourism Grants to 49 Communities

- + \$901,067.03 for 27 Attraction Development
- + \$102,566.78 for 16 Marketing Grants
- + \$100,000 to six BARN Grants

Launched Mobile Visitor Center

- + States traveled: Kansas, Nebraska, Colorado, Iowa, Illinois, Missouri
- + Counties traveled: 50
- + Number of events: 24

Launched Love, Kansas

- + 60 active communities
- + 36 people who moved to Kansas

12 Virtual Huddles, 52 Travel Talk Newsletters & 32 Community Trainings

Media & PR Numbers

- + New 3-minute blogger style travel segment titled On the Road and To The Stars on WIBW highlighting a different attraction or destination weekly
177 attractions/communities featured

- + Hosted eight familiarization (FAM) tours, one in each of the six tourism regions (1) I-70 FAM and (1) Agritourism FAM

- + 63 TV appearances

TravelKS.com page views surpassed all previous years by third quarter - with 5,610,259 million views at end of year

Social Media

- + 13.6% Social follower growth YOY
- + Impressions on Facebook & Instagram 4.7%
- + Instagram engagements 108.2%
- + Video views on Facebook & Instagram 3.5%

Visitor Campaign

- + Broadcast and digital ads (including two new 30-second commercials) yielding more than 212 million impressions

Released new Byways Guide – printed 75,000

Exhibitor in Route 66 Corridor at NTA Travel Exchange

428 Registered Agritourism Businesses – 17 new this year