

# KANSAS

## TOURISM

### 2025: 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

Last year, the economic impact of tourism in Kansas continued to grow—bringing more visitors to local communities, supporting jobs, and generating significant tax revenue for public services statewide.

### KEY HIGHLIGHTS INCLUDE:

**38.4 million** visitors, a **1.3% increase year-over-year increase**

**\$13.4 billion** in total economic impact, representing a **10% increase above the state's pre-pandemic high**

**\$8.2 billion** in direct visitor spending, averaging **\$22.4 million per day** spent in Kansas communities

**91,562** Kansas jobs supported by tourism, including **65,983 direct jobs** and **25,580 indirect and induced jobs** (tourism supports **1 out of every 22 jobs** in Kansas)

**\$1.5 billion** in government revenue generated by visitor activity, including **\$843 million** in state and local taxes

Visitor spending increased across all categories, with the strongest growth in **food and beverage, recreation, and lodging**

Without tourism-generated tax revenue, **Kansas households would need to pay an additional \$726** in taxes to replace the taxes generated by visitor activity

*\*Tourism Economics 2024 Kansas Economic Impact Report*

In 2025, Kansas Tourism advanced statewide travel promotion, strengthened local tourism capacity, and generated meaningful results through award-winning marketing, strong industry partnerships, and programs that directly supported Kansas attractions, communities, and travelers.

## KANSAS TOURISM SUCCESS YOU CAN MEASURE...

### AWARDS & RECOGNITION

Kansas Tourism's work earned national and regional distinction:

- + Kansas Travel Guide — Gold Award (North America Travel Journalists Association)
- + eTSY Award — Best Local Impact Campaign
- + ESTO Award — Bridging Communities Award
- + Huck Boyd Leader of the Year - Sunflower Summer
- + 6 IRMA Awards - KANSAS! Magazine

### DRIVING VISITS & VISIBILITY

"Constellations" Visitor Campaign (April–August)  
Our most engaging visitor campaign to date delivered strong digital performance

- + 229,914,086 impressions
- + 3.9% social click-through rate
- + \$81 return on ad spend for out-of-state digital audiences
  - + Top digital markets: Denver • OKC • Lincoln • Tulsa

### PROGRAMS THAT DRIVE TRAVEL

#### Sunflower Summer

- + 197,375 TOTAL TICKETS CLAIMED
- + 230 attractions participated

#### Annual Travel Guide

- + 350,000 copies distributed

#### KANSAS! Magazine (80 Years Strong)

- + Special exhibit in newly redesigned Kansas Museum of History
- + First KANSAS! kids edition: 115,155 issues delivered to 1,047 schools for Kansas Day

#### Registered Agritourism Program

- + 429 registered businesses across the state including 28 new businesses this year

#### Kansas Byways

- + Marketed 12 scenic and historic byways

### GLOBAL ENGAGEMENT

Co-hosted TBEX (Travel Bloggers Exchange) with Visit Wichita

- + Nearly 200 content creators and industry leaders attended
- + Hosted 43 creators on 12 Familiarization Tours

### GRANT INVESTMENTS INTO KANSAS COMMUNITIES

\$1,100,683.71 awarded to 54 projects

- + \$1,000,683.71 - 34 Attraction Development Grants
- + \$100,000 - 20 Marketing Grants

### LOCAL CAPACITY BUILDING

Kansas Tourism strengthened the statewide tourism network through training and direct support:

- + 12 Tourism Huddles providing information on relevant topics
- + 30+ in-person community trainings
- + 6 Tourism 101 Workshops with over 75 attendees
- + Weekly stakeholder communication via Travel Talk

### INVITED AND WELCOMED TRAVELERS

Kansas Tourism manages two state Travel Information Centers (Belle Plaine and Goodland) plus operates a mobile visitor center that travels to both in and out-of-state events.

#### Mobile Visitor Center

- + Provided traveler information at 31 events in KS, IA, NE, TX, AR, CO, IL, OK, MO

#### Travel Information Centers (TICs)

- + Welcomed over 100,000 visitors at each TIC location
- + Assisted 29 local community travel information centers

## STRENGTHENING COMMUNITIES – DRIVING VISITATION – EXPANDING KANSAS' NATIONAL VISIBILITY