

VISIT

# KANSAS CITY KANSAS

**4 KCK STORIES  
TO TELL**

**8 EPIC  
EXPERIENCES**

**KCK FUN  
FACTS & FIGURES**

2024

**MEDIA KIT**



# WELCOME TO KANSAS CITY, KANSAS

The history of Kansas City is a tale of two cities; Kansas City, Kansas and Kansas City, Missouri. Divided by the Missouri river, each holds its own unique character and story. Together the two cities and a dozen others make up the greater Kansas City metropolitan area.

Tourism in Kansas City, Kansas began thriving in 2001 with the completion of Kansas Speedway and continued with the 400-acre tourist development, Village West. Presently Kansas City, Kansas now welcomes more than 10 million visitors.

Known as a mecca for sports and shopping, Kansas City, Kansas is also home to a plethora of affordable family-fun experiences. Here you'll find a true melting pot of history and culture through our museums and monuments telling the stories of our past.

We invite you to visit and uncover unique stories your readers haven't read!

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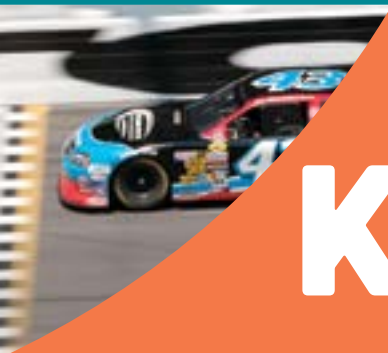
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VISIT

# KANSAS -CITY- KANSAS

THE SIDE OF

# KANSAS CITY

YOU MAY NOT KNOW

Located in the heart of America, Kansas City, Kansas is known for its convenience, affordability and Midwestern hospitality. A study in contrasts where small town charm intersects family-friendly attractions and entertainment. And at the center of it all, a culturally diverse community rich with history and unique experiences. KCK has a fascinating story of adversities and triumphs as well as famous legends and trailblazers waiting to be discovered. We invite you to explore the side of Kansas City you may not know.

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## KANSAS CITY, KS IS HOME TO:



**Soccer-Centered**  
Kansas City Kansas is home to Major League Soccer team SportingKC and they host sellout crowds nearly every home game.



**NASCAR Racing**  
Kansas Speedway is a 1.5 mile tri-oval track and hosts two NASCAR race series annually.



**World's Best Barbecue**  
Bring your appetites and get ready to chow down at one of the many award-winning barbecue joints in KCK.



**Authentic Tacos**  
Immerse in a flavor-filled experience of history through food.



# 4 KCK STORIES TO TELL

## 1. KCK TACO TRAIL

From tantalizing tacos to zesty salsas, embark on a culinary journey that brings the vibrant tastes of Mexico and beyond to your plate. The KCK Taco Trail features over 60 local restaurants and rewards diners as they eat their way through KCK. Sign up for the free KCK Taco Trail pass at [KCKTacoTrail.com](https://www.kcktacotrail.com).



## 2. KCK LEGACY TRAIL

Delve into five different journeys: Indigenous Peoples, Black, Latino, Eastern European and Modern Immigrants. At each stop, you'll unlock audio tours telling the stories and legacies of the people who settled in KCK. Check in at each stop to earn points, which you can redeem for prizes, and earn special rewards. Sign up for the free KCK Legacy Trail pass at [KCKLegacyTrail.com](https://www.kcklegacytrail.com).



## 3. FIFA WORLD CUP 2026

In Kansas City, Kansas, sports aren't just a pastime; they're a way of life. The Kansas City Metro is gearing up to shine on the global stage as it hosts the prestigious FIFA World Cup 2026. With enthusiastic support from both sides of the state line, this city is poised to deliver a world-class sports event, showcasing its remarkable sports legacy and paving the way for history in the making!

## 4. WHAT'S NEW?



### ROCK ISLAND BRIDGE

America's first entertainment district over a river. It's a public crossing, a community center, a trailhead, and a full-on entertainment district—40 feet over the water.

**Coming Spring 2025**

### MARGARITAVILLE

Picture lounging at the new Margaritaville Hotel Kansas City with 200+ sea-inspired rooms, a resort-style pool, family entertainment, meeting spaces, and classic Margaritaville dining.

**Coming 2025**

### ATLAS 9

Imagine stepping into Atlas 9, an immersive art museum where creativity comes to life. This \$26.7 million, 30,000-square-foot space will feature captivating, interactive installations reminiscent of the famed Meow Wolf.

### BIG SHOTS GOLF

BigShots Golf offers an exciting golf-themed experience with games for all skill levels, plus a restaurant, bar, and mini-golf. It's a must-visit spot for food, fun, and friendly competition for sports enthusiasts and families alike.

### AMERICAN ROYAL

The new 100-acre American Royal campus will be a hub for barbecue, livestock shows, and agricultural education, positioning Kansas City as a leader in food and farming innovation.

### COMING SOON

**Mattel Adventure Park Kansas City and Buc-ees.**





## 8 EPIC EXPERIENCES

### WORLD'S HOTTEST HOT SAUCE CHALLENGE "THE SOURCE"

Spicin Foods has created some of the spiciest concoctions in the world. Measuring at 7.1 million Scovilles, challengers are required to sign a waiver.

### GO TO THE MOON

Watch live demonstrations of marble-making at Moon Marble Company, play a round of Ringer and peruse the tiny shelves packed with nostalgic toys and marbles of every shape and size.

### STAY IN A CHATEAU

Go on an adventure and explore the world at Chateau Avalon Hotel. Featuring themed adventure rooms such as the Castaway Isle, New York Penthouse, Tahitian Treehouse and Egyptian Palace, the boutique hotel provides a unique lodging experience.

### SHOP 400+ ACRES OF BARGAINS AT VILLAGE WEST

Find premium fashion at value prices at Legends Outlets Kansas City. Bass Pro features everything from hunting and fishing to outdoor gear. And if you are in the market for new flooring, appliances or furniture, Nebraska Furniture Mart has everything you need to furnish your home and more.

### LEAVE BORING IN THE DUST

Get behind the wheel of a Late Model or Modified race car with a Kenny Wallace Dirt Racing Experience at Lakeside Speedway and gear up for some high-powered sideways fun in the dirt.

### EMBARK ON A MAGICAL JOURNEY: SLAY CHARLOCK, THE EVIL DRAGON

MagiQuest at Great Wolf Lodge turns the hotel into your personal playground. Players choose their adventure along with a magic wand to unlock clues, befriend the Treetop Pixies and defeat the Goblin King.

### GO ZIP LINING IN THE DARK

Experience the ultimate glow-in-the-dark adrenaline rush at Zip KC. The new Night Flights Adventure Zip Line Tours features illuminating zip towers with color changing LED's, laser light shows dancing through the trees and glow sticks galore.

### ALL ABOARD

Don a paper conductor hat and watch your meal be delivered by an overhead train at Fritz's Railroad Restaurant. Covered with train décor, the diner has been a local favorite since 1954 nstasty old-fashioned hamburgers and soda-fountain treats.

# KCK FACTS & FIGURES

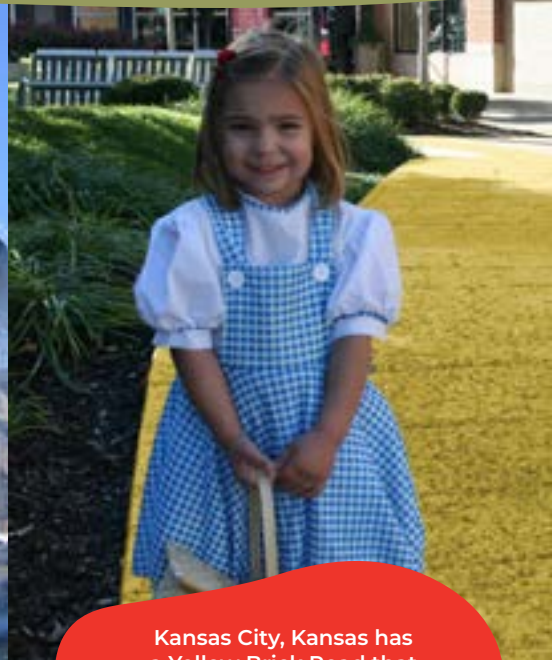
Visit Kansas City Kansas is the official destination marketing organization for the city of Kansas City. Our mission is to generate economic impact through tourism by promoting Kansas City, Kansas as a destination for visitors, conventions, and sporting events.



Barbecue is always a good idea, if you are in KCK.



The Beaumont Fountain at Chateau Avalon is modeled after the Fountain de Mers at the Place de la Concorde in Paris, France.



Kansas City, Kansas has a Yellow Brick Road that leads to legendary discoveries at the Legends Outlets.

## DID YOU KNOW?

1. The highest Rooftop Patio in Kansas City, Kansas is at Dave & Buster's.
2. Over 11 million cubic yards of dirt was moved to construct Kansas Speedway. That's enough dirt to fill 1 million dump trucks or an NFL stadium five times.
3. Emmy winner Eric Stonestreet is from Kansas City, Kansas
4. Award-winning singer, song writer and actress Jonelle Monae was born in Kansas City, Kansas.
5. There are two Kansas Cities – Kansas City, Kansas and Kansas City, MO.

## NICKNAMES

Heart of America, KCK,  
The Dot (Dotte)

## VISITATION

Kansas City, KS welcomes over  
10 million visitors annually

## POPULATION

152K+

## LAND AREA

151 square area

## ELEVATION

740 ft.

## COST OF LIVING INDEX

92.7%

## HOTEL ROOMS

2,000+

## WEATHER

Average High Daily Temperatures  
(in Fahrenheit)

January	39°
February	45°
March	56°
April	67°
May	76°
June	85°
July	90°
August	89°
September	80°
October	68°
November	54°
December	42°

## DISTANCE TO LARGER CITIES

Wichita, KS	196 miles
St. Louis, MO	251 miles
Chicago, IL	529 miles
Dallas, TX	553 miles
Denver, CO	602 miles