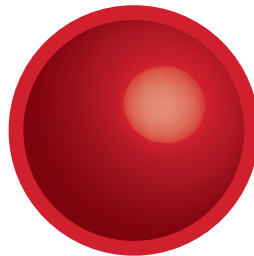




explore
LAWRENCE

ANNUAL REPORT

2016



BOARD OF DIRECTORS

MIKE LOGAN, CHAIR
Granada, Abe & Jakes, Lucia

DEREK FELCH, VICE-CHAIR
Hampton Inn

CHARLIE PERSINGER, TREASURER
University of Kansas

PORTER ARNEILL, EX OFFICIO
City of Lawrence

DOUG BANKS
Kansas Athletics

RACHEL BLACK
Americana Music Academy

STUART BOLEY
City Commission

STEVEN HORTON
DoubleTree by Hilton

LARRY McELWAIN, EX OFFICIO
Lawrence Chamber

SALLY ZOGRY, EX OFFICIO
Downtown Lawrence Inc.

STAFF

MICHAEL DAVIDSON
Executive Director

KIM ANSPACH
Community Relations Manager

DEBBIE MCCARTHY
Visitors Center Manager

KEITH MANIES
Visitors Center Assistant Manager

JUDY RILING
Director of Sales

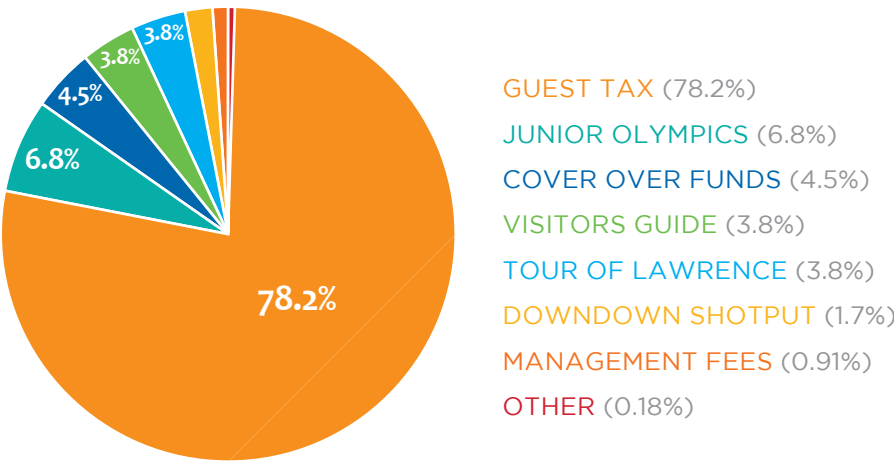
ANDREA JOHNSON
Director of Marketing
& Communications

ANNUAL REPORT | 2016

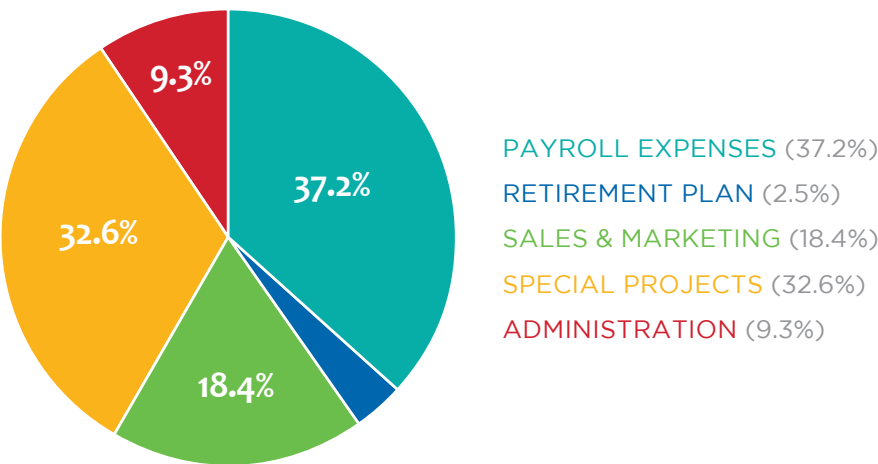
BUDGET & EXPENSES

» \$1,099,411 total revenue

» \$981,282 total expenses



2016 BUDGET



2016 EXPENSES



MESSAGE FROM THE BOARD

We are pleased to present the 2016 annual report for eXplore Lawrence (EL) the destination marketing organization for the city of Lawrence and Douglas County.

The past year has been a period of realignment and reorganization for eXplore Lawrence. The City of Lawrence and local tourism stakeholders have worked diligently over the past 24 months to lay the foundation for eXplore Lawrence to become the highly functioning destination marketing organization Lawrence deserves.

On January 1, 2016 eXplore Lawrence moved from being a city advisory board to a stand-alone 501 (c) (6) not-for-profit trade association with a governing board of directors comprised of seven (7) voting representatives of local tourism stakeholders along with three (3) ex-officio members from the City of Lawrence, Downtown Lawrence, Inc. and the Lawrence Chamber of Commerce.

“The 2015 Economic Impact of Tourism in Douglas County, Kansas” issued by Tourism Economics highlights the significance role tourism plays in the local economy. Visitors spend \$244.5 million which ranks Douglas County 5th among all counties in the state. Visitor spending supports 2,710 jobs in addition to generating \$38.4 million in tax revenues, with \$22.5 million accruing to state and local governments.

As this report will show we strive to be a data driven organization that assures we spend our funds with the goal of greatest possible return on investment.

We see a bright future for our city and we look forward to continue to provide the marketing, advertising, sales and industry leadership for eXplore Lawrence.



MIKE LOGAN
Board Chair



MICHAEL DAVIDSON
Executive Director

VISITORS CENTER

volunteers

MARY HOPE
RICH NOEVER
BETH REIBER
WILMA RIFE
CON HENDERSON
JACKIE KENNEDY
JAMES DUNN
SUSIE NIGHTINGALE
JONI HUGHES
NANCY HAUSE

VOLUNTEER HOURS

1,040

VISITORS SERVED

5,505

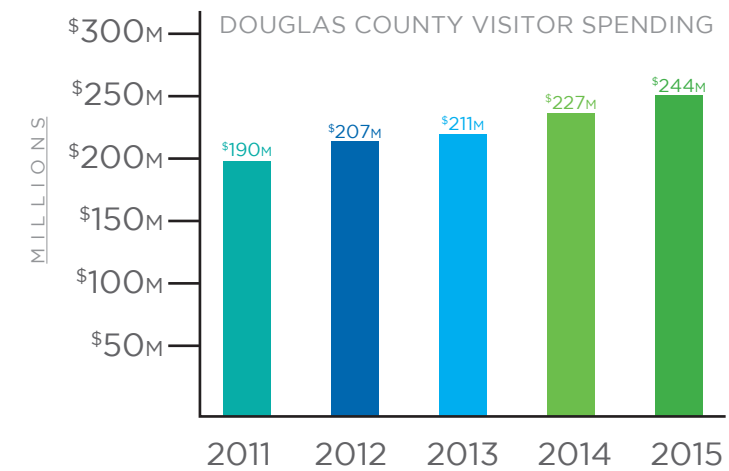


ECONOMIC IMPACT

- » VISITOR SPENDING in Douglas County grew **7.6%** in 2015, reaching **\$244.5 million**
- » This growth represented a **\$17 million increase** over 2014 performance – that is an **additional \$1.4 million** per month in VISITOR SALES
- » Visitor SPENDING GROWTH has **averaged 6.5%** per annum since 2011



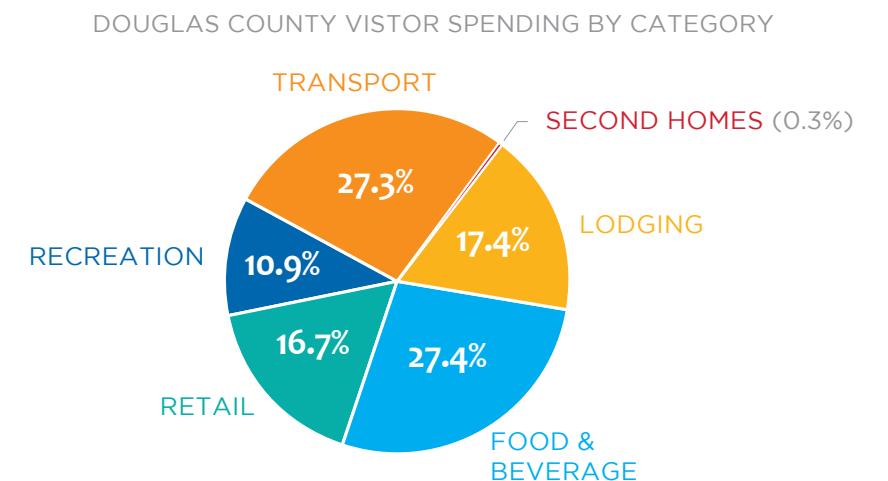
VISITOR SPENDING



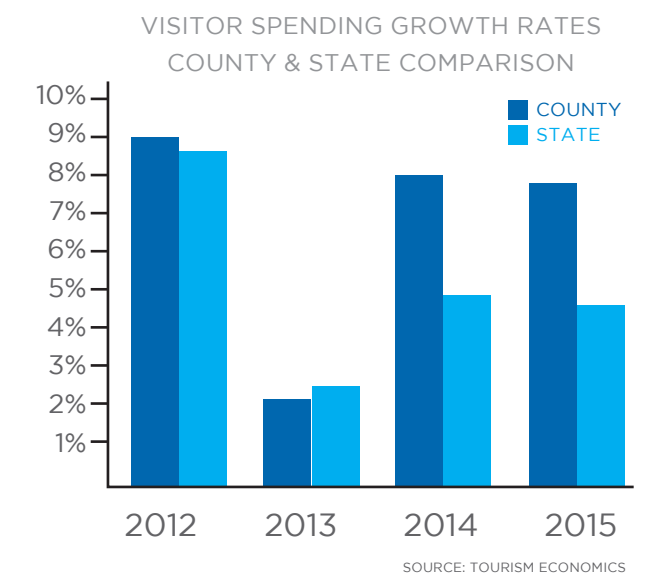
- » Visitor spending growth in **DOUGLAS COUNTY** has been **outperforming the state** as a whole – especially in the last two years

- » Visitor spending in **DOUGLAS COUNTY** **ranks 5th** among all counties in the state

This spending directly supports **2,710 jobs**



- » **TOURISM** in Douglas County generated **\$38.4 million** in tax revenues in 2015, with **\$22.5 million** accruing to state and local **GOVERNMENTS**



ADVERTISING

radio

Kansas Public Radio

print

American Road

Douglas County Newcomers' Guide

Food Traveler Magazine

Free State Festival Program

Horizon Travel Magazine

Kansas Alumni Magazine

Kansas Travel Guide

Kansas Weddings

KANSAS! Magazine

Kansas Society of Association
Executives Membership Directory

KU Basketball Magazine

KU Today Magazine

KU Visitors Guide

Lawrence Journal World

Lied Center Program

Manhattan Magazine

Midwest Meetings Membership
Directory and Magazine

Shawnee Magazine

Topeka Performing
Arts Center Program

Tulsa World

digital advertising

Search Engine Marketing
(Google & Bing)

Search Engine Optimization

Digital Display

Monthly Email Blasts

Social Media



MARKETING & COMMUNICATIONS



WEBSITE

» **201,414** pageviews

» **66,873** users

WEBSITE ENHANCEMENTS:

- New content
- Easier navigation
- Enhanced pages
- User-generated photo galleries



USER GENERATED CONTENT & SOCIAL MEDIA

- » Published **7,100** user-generated photos & videos on UnmistakablyLawrence.com
- » **1,201,144** social media impressions
- » **2,920** new social media fans



ARRIVALS*

- » **580** verified arrivals
- » **5,800** estimated arrivals
- » **\$1,696,720** estimated revenue

*Tracking actual arrivals to Lawrence after exposure to digital ads



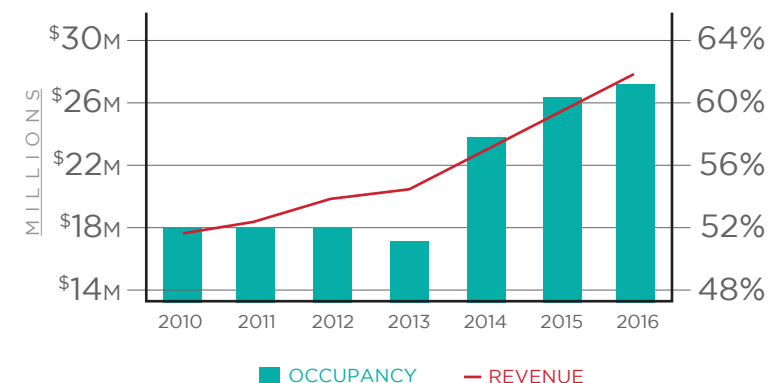
VISITORS GUIDE

- » **50,000+** distributed
- » **1st place** – 2016 Outsourced Visitors Guide
- 2016 Travel Industry Association of Kansas Marketing Awards



HOTEL OCCUPANCY & REVENUE

LAWRENCE HOTEL OCCUPANCY & REVENUE



MEETINGS & GROUPS

- » **127,561** room nights*
- » **\$20,282,199** economic impact

*In 2016 4 hotel properties underwent major renovations resulting in 50,000 room nights out of commission

UNMISTAKABLE EVENTS



FINAL FRIDAYS

- » **NEW** logo, flags and website



TOUR OF LAWRENCE

- » **503** riders from 12 states
- » **2,000** attendees



DOWNTOWN SHOTPUT

- » **9** world-class throwers
- » **3,000** attendees
- » The downtown shotput experience was “crazy-awesome and the **BEST PLACE TO COMPETE** in the world.” – Tim Nedow, Downtown Shotput winner





ANNUAL REPORT 2016

THE MISSION OF
EXPLORE LAWRENCE
IS TO BROADLY
MARKET THE AREA
AS A YEAR-ROUND
VISITOR DESTINATION
THEREBY POSITIVELY
IMPACTING THE
REGION'S ECONOMY
BY RETAINING AND
ATTRACTING VISITORS
TO THE CITY OF
LAWRENCE AND
DOUGLAS COUNTY