



ANNUAL REPORT 2019

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



explore LAWRENCE ANNUAL REPORT





2019 BOARD OF DIRECTORS

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The Granada

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Americana Music Academy

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LAUREN DRIESSEL
Higher Education Account Manager

CALEB DEINES
Visitor Services Manager

JESS PIERSON
Travel Counselor

RICHARD RENNER
Travel Counselor

MESSAGE FROM THE BOARD

We, staff and board members, of eXplore Lawrence are pleased to present our 2019 Annual Report.

This report showcases our accomplishments in 2019. eXplore Lawrence (EL) is a not-for-profit organization that is dedicated to promoting Lawrence and Douglas County as a premier tourism destination. Funding for our organization is a portion of the Transient Guest Tax (TGT) collected at hotels, bed & breakfast and short-term rentals located within the city of Lawrence.

The 2018 Economic Impact in Douglas County issued by Tourism Economics highlights the significant role tourism plays in the local economy. Visitors spent \$268 million in 2018 which ranks Douglas County 5th among all counties in the state. Visitors spending supported 2,818 local jobs in addition to generating \$42.7 million in tax revenues, with \$24 million accruing to state and local governments.

In 2019, we moved our Visitors Center from the Union Pacific Depot in North Lawrence to 812 Massachusetts Street. Since the move, Visitors Center traffic has quadrupled. We also said goodbye to Victoria Cleary who left EL to take a position at KU Endowment, and we welcomed Caleb Deines our new Manager of Visitors Services and Richard Renner as a part-time Travel Counselor at our Visitor Center.



2020 will see a number of new initiatives; foremost is the creation of the first Travel guide in Kansas that incorporates Augmented Reality. Readers who download the Blippar App on their mobile device can unlock bonus content by pointing their device at specially-marked pages throughout the guide. In addition, we plan on doing a comprehensive website redesign incorporating the most up-to-date technologies to provide outstanding visitor experiences.

We are committed to being a data-driven destination management organization that assures the greatest possible return on investment.

Looking forward, we will continue to employ best practices in marketing and sales as we work together to grow tourism in Lawrence and Douglas County.



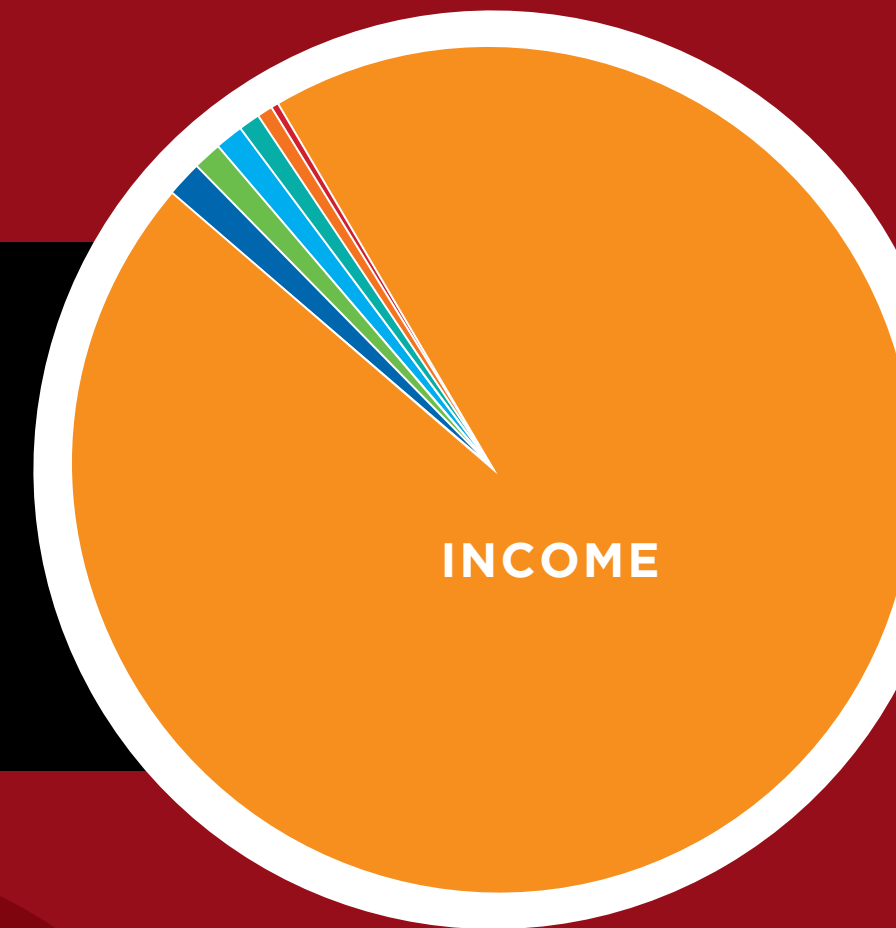
DEREK FELCH
2020 Board Chair



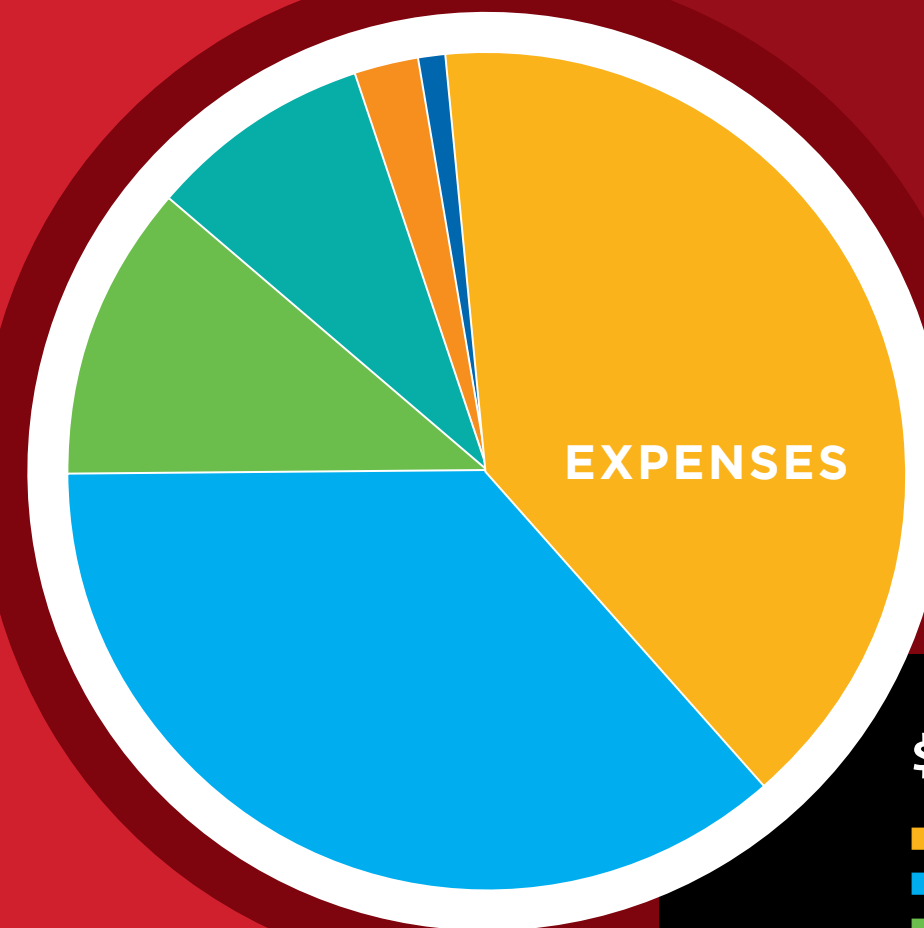
MICHAEL DAVIDSON
Executive Director

\$1,181,343 total income

- GUEST TAX \$1,120,000
- MISC \$15,416
- GIFT CARD INCOME \$12,697
- MEETING MAX \$12,477
- DMI \$12,000
- MERCH SALES \$5,253
- CO-OP \$3,500



INCOME



\$1,248,317 total expenses

- SALES & MARKETING \$500,401
- PAYROLL \$453,460
- ADMIN \$143,610
- VC BUILDOUT \$107,174
- RETIREMENT \$29,961
- MISC \$13,711

COMMUNITY
ENGAGEMENT

1,534
Extranet Logins by 142 users

3,572
Events added to Calendar

23
Community members trained
» Created & launched
eXplore Lawrence Tourism
Ambassador Program from
the ground up

VISITORS CENTER

6,709 visitors served

\$4,108 in sales

586 volunteer hours

33,992 brochures
and maps distributed

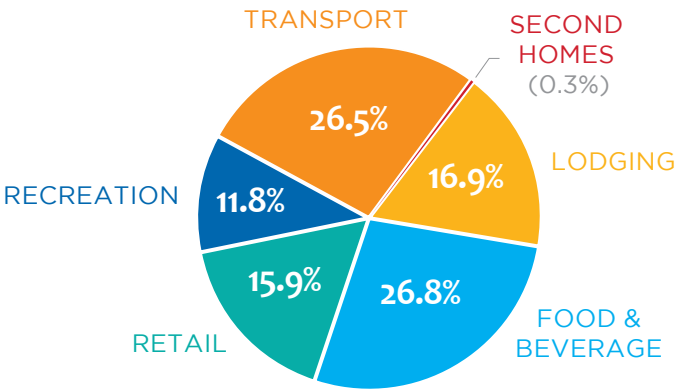
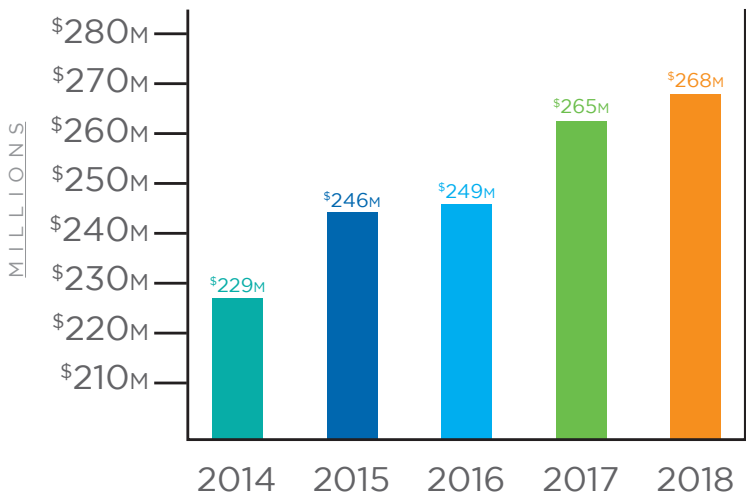
6,391 welcome bags
distributed to 160 groups



ECONOMIC IMPACT

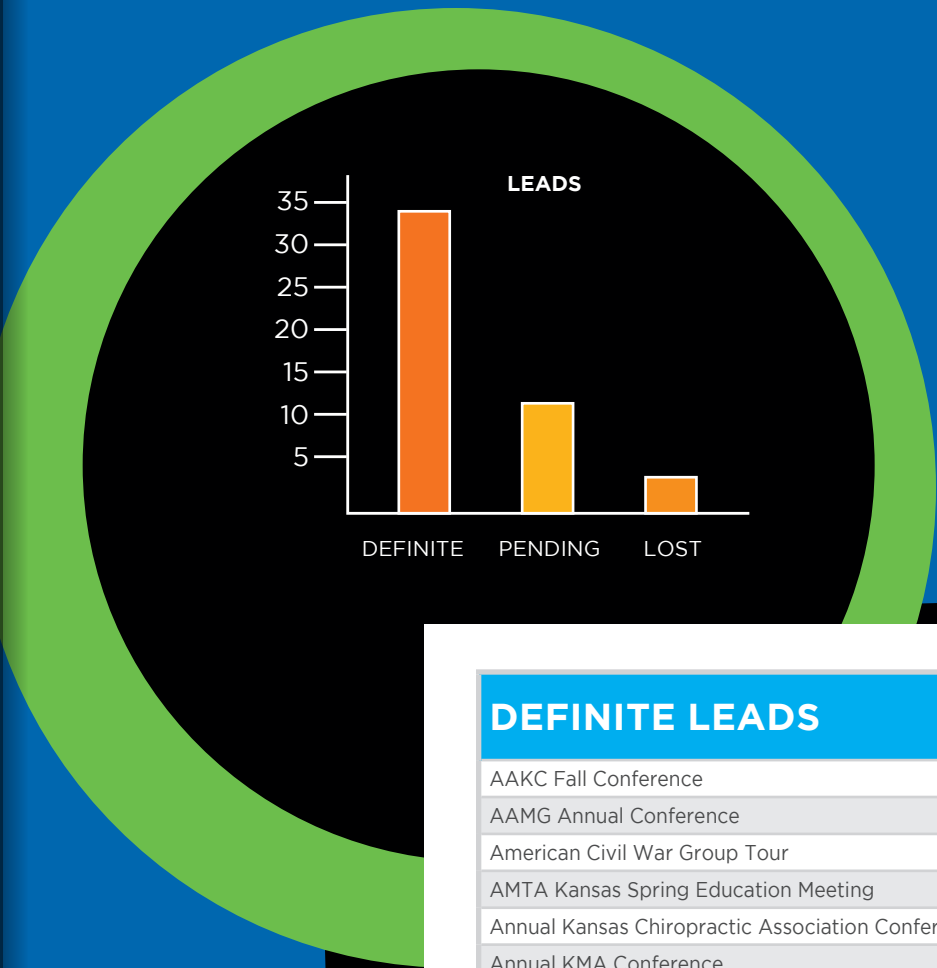
- » VISITORS SPENT \$268 million in Douglas County in 2018
- » Visitor spending in DOUGLAS COUNTY ranks 5th among all counties in the state
- » This spending directly SUPPORTS 2,818 jobs
- » TOURISM in Douglas County generated \$42.7 million in tax revenues in 2018, with \$24.7 million accruing to state & local governments
- » Visitors spend an average of \$30,500 EVERY HOUR of 2018 in Douglas County

DOUGLAS COUNTY VISITOR SPENDING



SALES

- » Total of 63 LEADS GENERATED in 2019
- » Total number of REQUESTED ROOMS 8,595
- » Total estimated ECONOMIC IMPACT \$1,366,605



DEFINITE LEADS	MONTH & YEAR OF EVENT	NUMBER OF REQUESTED ROOMS	ESTIMATED ECONOMIC IMPACT VALUE
AAKC Fall Conference	September 2019	25	\$3,975
AAMG Annual Conference	June 2020	1,025	\$162,975
American Civil War Group Tour	October 2019	30	\$4,770
AMTA Kansas Spring Education Meeting	April 2019	30	\$4,770
Annual Kansas Chiropractic Association Conference	September 2020	60	\$9,540
Annual KMA Conference	November 2020	190	\$30,210
APLU Council on Governmental Affairs	August 2021	445	\$70,755
April Fool's Futbol Festival	April 2020	180	\$28,620
BHS - Central States Fall Contest	October 2021	560	\$89,040
Brand USA-UK&IE MegaFAM	May 2019	11	\$1,749
Firecracker Crit/Tour of Lawrence	July 2019	170	\$27,030
Freeze Futsal Tournament	December 2019	170	\$27,030
Granny Basketball Nationals Tournament	July 2020	85	\$13,515
Gravel Grinder	April 2020	35	\$5,565
Kansas ANFP Fall Conference	October 2020	60	\$9,540
Kansas Craft Brewers Expo	March 2020	25	\$3,975
KC Power Pre-National Tournament	June 2019	875	\$139,125
KC Power Pre-National Tournament	June 2020	1,050	\$166,950
KCP&L Summer Workshop	June 2019	80	\$12,720
KLTA Annual Convention	August 2020	195	\$31,005
KS I-70 Association Fall Meeting	November 2019	20	\$3,180
KS Soc. of Radiologic Technologist Annual Convention	April 2020	35	\$5,565
KUBAN's Reunion Weekend	October 2019	115	\$18,285
Lawrence Children's Choir Performance	January 2019	15	\$2,385
Leadership Summit & Mayors Conference	April 2021	100	\$15,900
Metaphysical Fair	August 2020	80	\$12,720
Miss Kansas USA/ Kansas Pre Teen USA Pageant	January 2020	100	\$15,900
MMRC Spring Symposium	April 2019	20	\$3,180
MSP 14B National Softball Championships	July 2020	2,010	\$319,590
National Federation of Democratic Woman Convention	June 2020	480	\$76,320
PTK Kansas Nebraska Region	March 2020	90	\$14,310
UF Women's Basketball at Kansas	December 2019	42	\$6,678
University of Minnesota Track & Field	May 2020	175	\$27,825
UNOMAHA at KU - Women's Basketball	November 2019	12	\$1,908

ADVERTISING

Print ads

- KANSAS! Magazine
- Kansas Travel Guide
- Kansas Men's Basketball Magazine
- Kansas State Park's Guide
- Lawrence Chamber Map
- Downtown Lawrence Inc. Map
- Midwest Meetings Guidebook
- Kansas Society of Association Executive Directory and Magazine

Digital advertising

- YouTube
- Search Engine Marketing
- E-Newsletters
- Digital Display
- TripAdvisor
- Social Media
- Kansas Athletics
- Cvent

Total digital impressions
14,377,628



MARKETING & COMMUNICATIONS



WEBSITE

» 182,139 individuals visited
UnmistakablyLawrence.com
257,096 times



SOCIAL MEDIA

» 22,200 fans
» 743 posts
» 305,000 video views



ARRIVALS*

» 3,285 verified arrivals
» 32,850 estimated arrivals
» \$11,661,750 estimated revenue generated
» Top 5 origin markets:

- Wichita/Hutchinson
- Topeka
- Denver
- San Francisco/Oakland/San Jose
- Joplin/Pittsburg

**Tracking actual arrivals to Lawrence after exposure to digital ads and/or UnmistakablyLawrence.com*



LAWRENCE
IN THE MEDIA

25 BEST PLACES TO RETIRE IN 2019

14 of 26



Lawrence, Kansas

College town (University of Kansas) of 97,000, 40 miles west of Kansas City. BERGMANN/GETTY IMAGES
Median home price \$208,000, 17% below national median. Cost of living at

POTENTIAL REACH

» 9.61 billion

AD VALUE

» \$88.9 million

TOP CONTENT

- “Civil War-era gravestone linked to infamous Quantrill’s raid discovered in forest”
- “Independent Bookstore Day Brought Record-Breaking Sales for these Small Bookstores”
- “The 17 most memorable college basketball players of the decade” (Frank Mason)
- “The 25 best places to retire in 2019”
- “College football is better with Les Miles coaching. He could be... running for president?”
- “30 Most Affordable Last-Minute Summer Vacation Ideas”