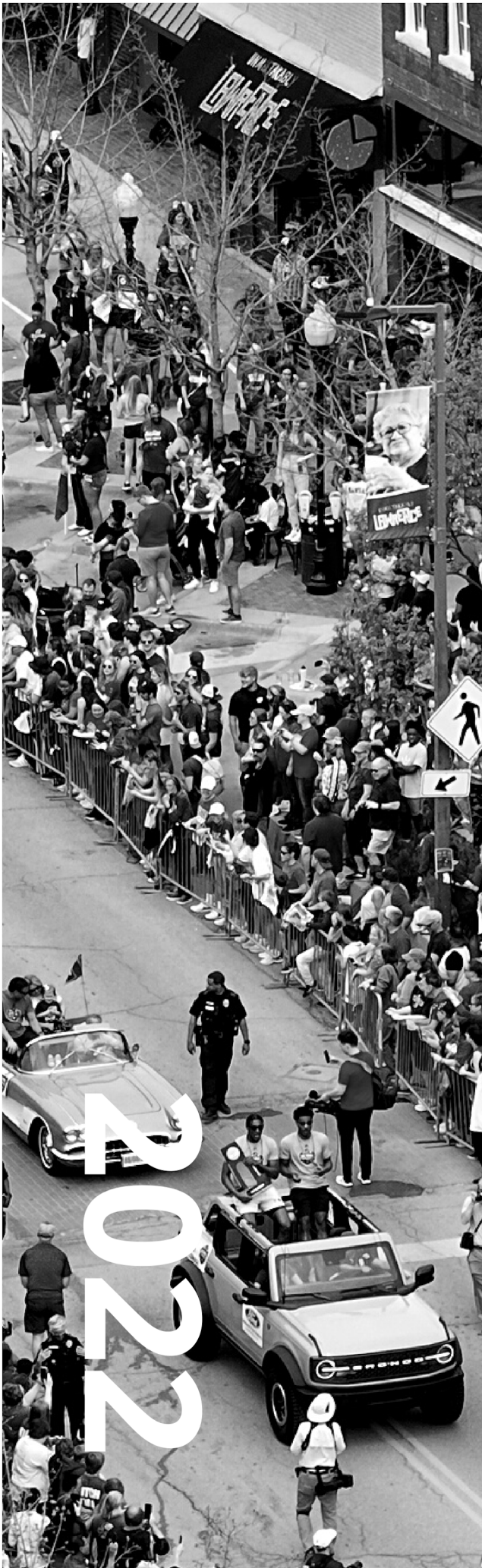




explore
LAWRENCE

ANNUAL Report

(785) 856-3040
info@explorelawrence.com
explorelawrence.com



About Us

eXplore Lawrence represents the travel and tourism industry for Lawrence and Douglas County, Kansas. We are dedicated to creating economic development by attracting visitors, conventions and events to our city.



eXplore Lawrence is a premier destination concierge; it is a visitor's ultimate resource for all things Lawrence. eXplore Lawrence conveys a professional, polished attitude with an aptitude toward providing the right answer at the right time. eXplore Lawrence leads by example in promoting a customer-centric culture where the needs of guests are anticipated and addressed. Its friendly smile and welcoming demeanor invite guests to stay a little longer and enjoy the company. It is the local tour guide who is quick with a story about every aspect of town, relating the storytelling to the interests of its guest. eXplore Lawrence is the consummate host, a collaborative resource who cares about the details and thinks ahead in such a way that the result seems effortless.



Our Mission

EXPLORE LAWRENCE ANNUAL REPORT 2023

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.

Our Vision

1

Be recognized as the premier visitor and convention destination in the State of Kansas.

2

Foster partnerships amongst area tourism facilities and businesses contributing positively to the area's economy and environment.

3

Be the catalyst that helps create an ample and available workforce that is comprised of motivated, well-trained, and customer-focused individuals.

4

Generate enthusiastic public and private sector support and investment in the tourism industry and its activities.

5

Create an atmosphere where the area's tourism industry is cohesive and works collaboratively on all efforts and issues.



Year-in-Review

We are pleased to present our annual report for 2022. eXplore Lawrence is proud to continue to support Lawrence, KS's Unmistakable Identity and Economic Prosperity by promoting our tourism assets to visitors and ensuring Lawrencians also explore our City and enjoy our community. 2022 was one for the record books for Jayhawks Basketball and Guest Tax Collections.

eXplore Lawrence welcomed three new staff members. Calley Vance joined our team during the summer and quickly grew from part-time Travel Counselor to Full-Time Visitor Center Manager. She has made our Visitors Center at 812 Massachusetts Street an even more vibrant and welcoming space. If you've noticed an increased social media presence, that's all because of our content powerhouse, Laurel Nagengast, who joined the team at the end of August.

Laura Hiebert-Carbrey joined our team in October after our longtime Director of Sales moved on. Laura's hotel experience and sales background are helping us design a more effective sales team. Her attention to creating excellent experiences for meetings and events ensures we continue positively impacting Lawrence's economy.

We are very proud of how our organization continues to adapt and continuously works to support our local stakeholders by attracting visitors, meetings, sports tournaments, and events to Lawrence.

We are committed to being a data-driven destination management organization that assures the greatest possible return on Transient Guest Tax revenue investment. We will continue to employ best practices in marketing and sales as we work together to recover and grow tourism in Lawrence and Douglas County.



**"2022 was one
for the record
books."**

We see a bright future for our City and look forward to continuing to celebrate Lawrence's Unmistakable Identity and welcoming visitors to support our City's economic vitality.



Our Team



Kim Anspach
Executive Director



Andrea Johnson
Director of Marketing
& Communications



Laura Hiebert-Carbrey
Director of Sales



Calley Vance
Visitors Center Manager



Laurel Nagengast
Digital Marketing Manager

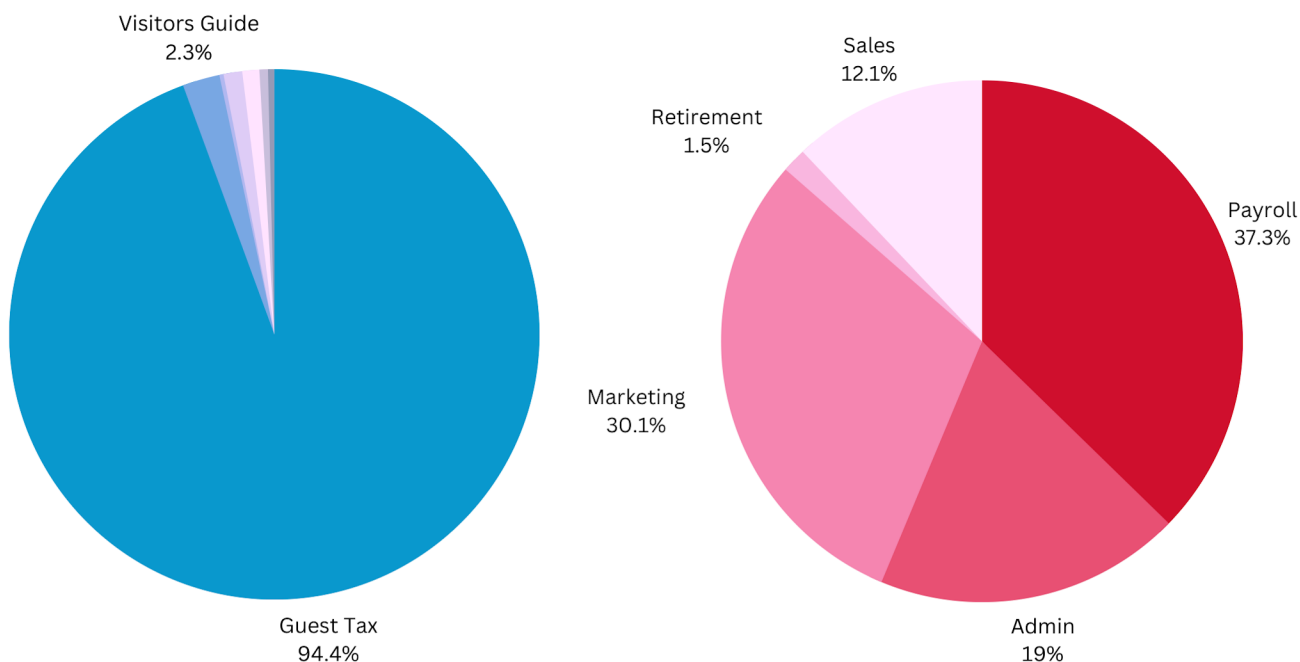
Board of Directors

- Ivan Simac, Country Inn & Suites – Chair
- Mike Logan, The Granada – Vice Chair
- Anthea Scouffas, The Lied Center – Treasurer
- David Hoyab, Jayhawk Community Partners
- Drew Gaschler, Kansas University Athletics
- Peter Bobkowski, University of Kansas

- Heidi Champagne, Springhill Suites
- Derek Rogers*, City of Lawrence Parks & Recreation
- Amber Sellers*, Lawrence City Commission
- Kathy Gerstner*, Lawrence Chamber
- Sally Zogry*, Downtown Lawrence Inc.

*ex-officio

Income & Expenses



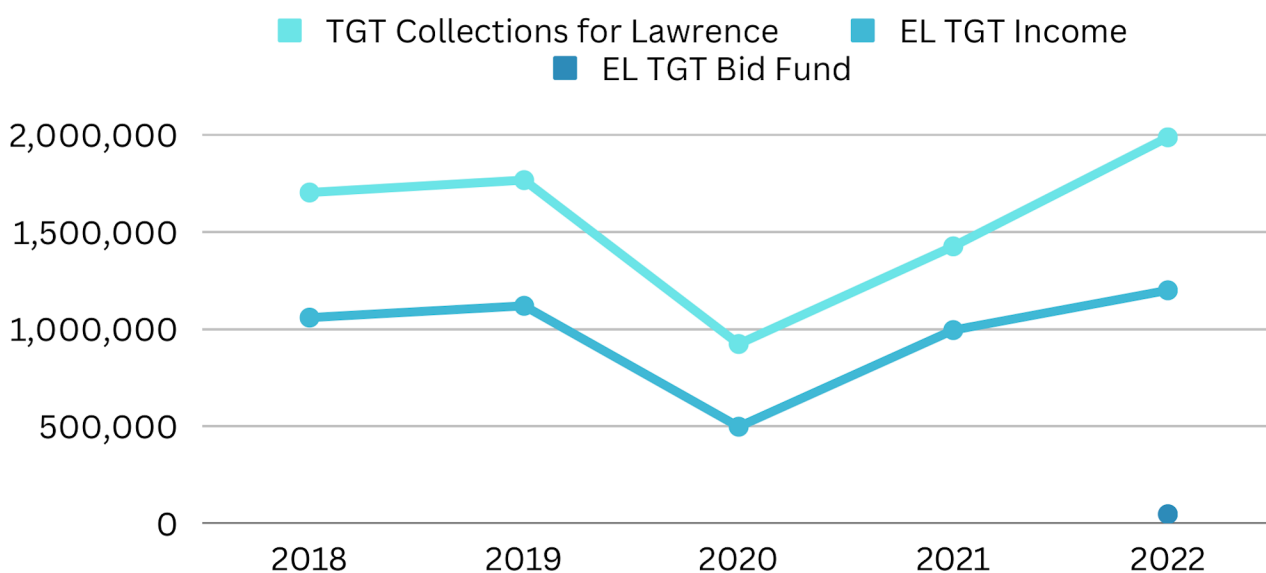
TOTAL INCOME: \$1,055,021

Guest Tax: \$996,000
 Visitors Guide: \$23,884
 Merchandise Sales: \$2,669.99
 DMI: \$12,000
 Co-op Marketing: \$10,992.71
 DTN: \$5,446
 Miscellaneous Income: \$4,029.22

TOTAL EXPENSES: \$840,720

Payroll: \$313,532
 Admin: \$159,748
 Marketing: \$253,377
 Retirement: \$12,674
 Sales: \$101,389

Transient Guest Tax



Economic Impact of Tourism in Douglas County

VISITOR SPENDING

In 2021, visitors spent **\$245 million** in Douglas County.

Visitor spending increased **30%**, rebounding to **90%** of 2019 levels. Douglas County's visitor spending ranks **5th** among all counties in the state.

Spending at restaurants, bars, and grocery stores captures **30%** of each visitor dollar.

Lodging spending increased **53%** after a fall of over half in 2020.

EMPLOYMENT GENERATOR

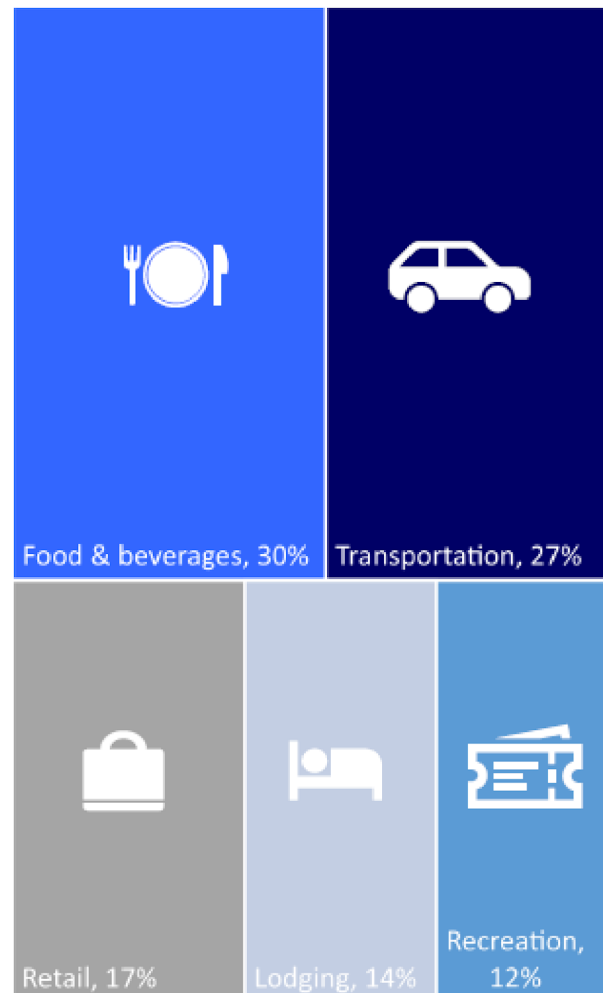
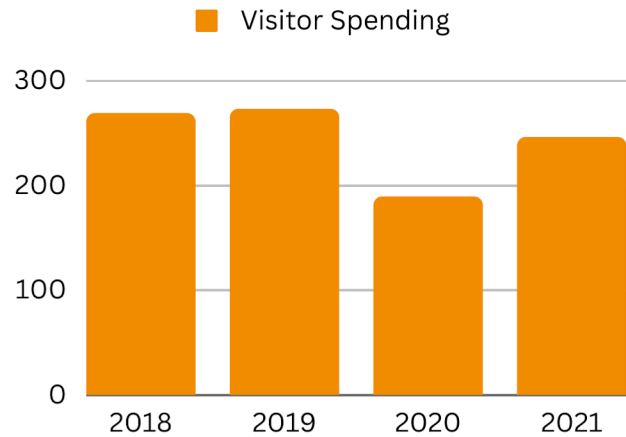
Tourism supports **3,259 jobs** in Douglas County.

Visitor activity directly supports **9.4%** of the county's employment.

Douglas County jobholders that are supported by visitor activity earned **\$100 million** in wages and benefits from their jobs.

FISCAL CONTRIBUTIONS

Visitor activity supported **\$26 million** in state and local tax revenues in 2021.



Source: Tourism Economics

Lodging spending also includes second homes. Transport includes both air and local transportation.

Marketing & Communications

Website

241,825 users
238,192 new users
2,035,072 events
8.42 events/user

Social Media

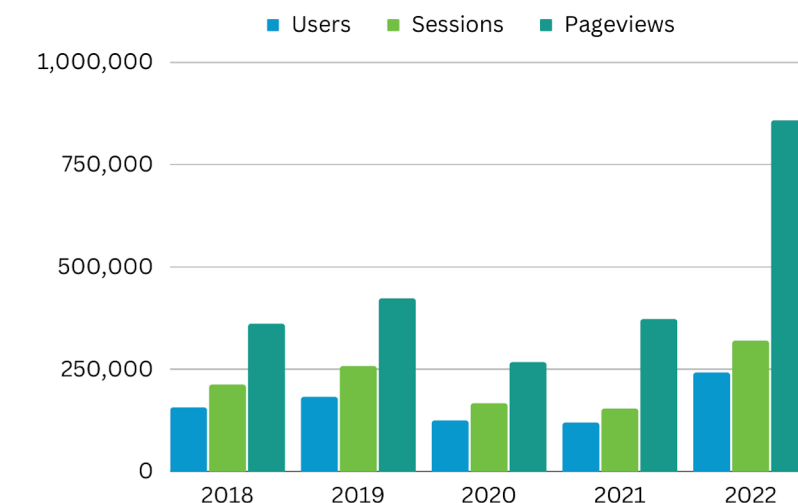
28,605 fans/followers, **3,415** new
3.6 million impressions
183,189 engagements
939,528 video views

Digital Advertising

8.21 million impressions
66,479 clicks
618,675 video views

Print Advertising

KANSAS! Magazine
Kansas Travel Guide
KU Visitors Guide
KC Studio Magazine
Food and Travel
Travel, Taste and Tour



E-Newsletter

10 emails sent
14,723 opens
2,605 clicks

Visitors Guide

55,000 copies

Lawrence Passports

816 pass sign-ups
466 check-ins

Earned Media

Hosted **5** Travel Influencers/Writers
resulting in **1** magazine article, **4** blogs,
and multiple social media posts

Travel Industry Association of Kansas Marketing Awards

eXplore Lawrence was presented with three TIAK Marketing awards at the 2022 Kansas Tourism Conference for demonstrating excellence in marketing.

*All awards were for first place in the "Large Budget" category.

2022 Unmistakably
Lawrence Visitors Guide
Best Visitors Guide (outsourced)

Why Lawrence?
Best integrated campaign

ExploreLawrence.com
Best online media



Sales & Services

15 leads booked
7,559 booked rooms
\$1,201,881 estimated
economic impact

BHS - Central States Fall Contest 2022-Overflow Block
Kansas Craft Beer Brewers Expo 2022
Education Training
Region #9 Conference
KCAC Women's Golf Tournament
WSU Workforce Innovation Conference 2022
KPHA 2025
Art in the Park-Artist Block
Basketball Tournament
Summer Basketball Tournament
Real Food Experiences
NCHC Basketball Heartland Regionals
Belgian Waffle Ride Kansas 2022 Race
KC Power Pre-National Tournament
Founder's Day Celebration/Weekend with the Grand



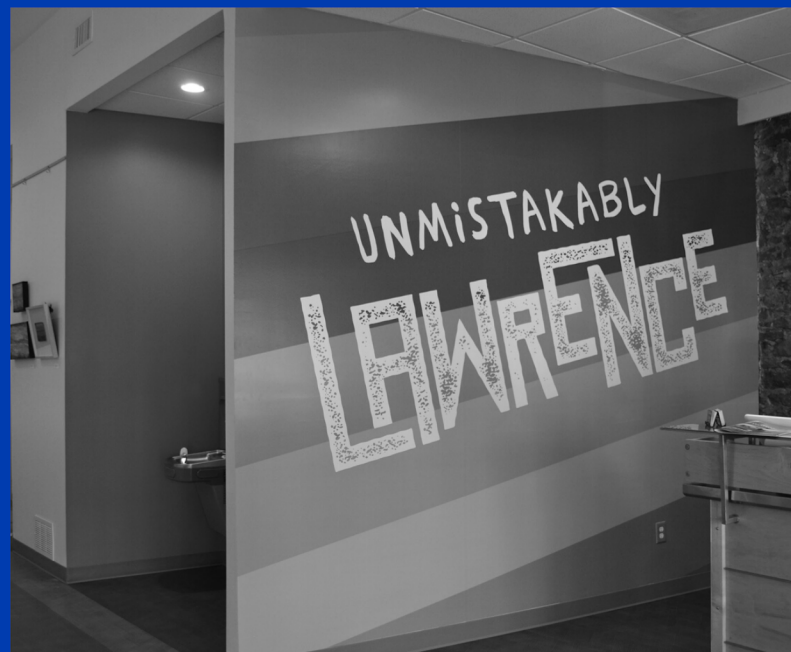
Provided collateral for 15 groups, events, and conferences.

- **2,150** Visitors Guides
- **1,075** bags
- **1,225** pens
- **265** stickers
- **1,055** notepads
- **16** map pads

Lawrence Visitors Center

The Lawrence Visitors Center served **6,245** walk-in visitors and distributed **12,584** brochures.

Net Sales at the Visitors Center was **\$3,445.35** in 2023.



Community Engagement

68 new partner accounts in 2022.

560 Partner Portal log-ins from **109** member accounts.

98,832 hits to member website listings.

2,177 partner events added to online events calendar.



Phone Number

(785) 856-3040



Email Address

info@explorelawrence.com



Website

www.explorelawrence.com



explore
LAWRENCE

