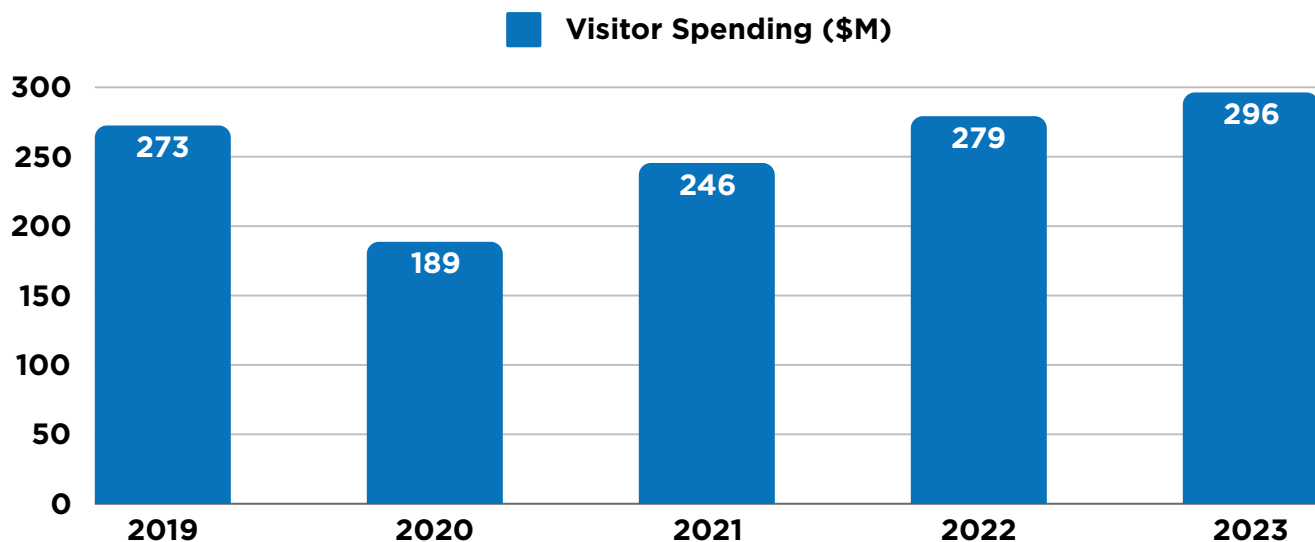


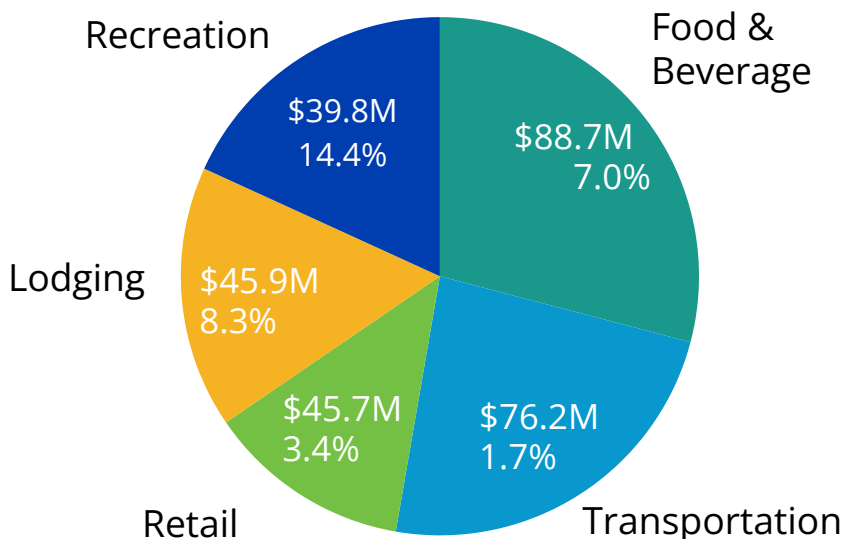
## Visitor Spending

Visitor Spending totaled \$296.3 million in 2023, a more than \$17 million or (6%) increase from 2022. This represents the highest visitor spending levels to date, and exceeds the 2019 pre-pandemic level of \$272.5 million by nearly \$24 million.

The study, released annually by Tourism Economics, an Oxford Economics Company, studies the impact tourism has on a local economy by measuring spending and employment in the lodging, recreation, retail, food and beverage sectors.



## Visitor Spending by Sector: (\$millions) and Percent of Total



**Total Spending = \$296 million**

Growth over last year = \$17.1 million

Spending trends: recreation spending led all sectors with a 15% increase

Visitor spending in Douglas County ranks 5th among all counties in Kansas

Food & beverage spending has recovered 112.2% relative to 2019



## Jobs

Visitor activity in Douglas County directly supported 2,759 jobs, an increase of 4% over 2022. This is still just shy of pre-pandemic levels, signaling a slower economic recovery in the hospitality industry than other sectors.

Combining direct and indirect impacts, the overall visitor-supported economy supported 3,779 jobs, or 7% of all jobs in Douglas County. One in 14 jobs in the County is supported by visitor spending.



**Local employees whose jobs directly rely on visitor activity earned \$84 million in wages and other income.**

## Taxes

The \$296 million visitors spent in Douglas County in 2023, **generated \$31.3 million in state and local tax revenue.** This represents an increase of 6.6% over last year.

State and local tax revenue has been building back since the pandemic both in Douglas County and statewide. The 6.6% growth in Douglas County slightly outpaces the state's growth of 5.9%.

