



## **eXplore Lawrence Board Retreat Agenda**

**Friday 1/16/25**

**12 – 4 Carnegie Building**

1. Opening Business Session
  - Welcome to new members
  - Business Meeting
  
2. Departmental 2026 Plans
  - Sales
  - Marketing
  - Community Relations
  
3. Strategic Plan
  
4. 2026 Organizational Goals
  
5. Closing and Commitments



## Explore Lawrence

Board of Directors Meeting

December 12, 2025

Present: Drew Gaschler, Chair, Lindsay Hart, Emily Peterson, Margann Bennett, Heidi Champagne, Kirk Goodman, Mike Logan, Heather Shull, Commissioner Amber Sellers

Present Online: Tina Tourtillott, Anthea Scouffas

Staff: Kim Anspach, Executive Director, Ruth DeWitt (notetaker), Chris Herman, Director of Sale, Jennie Nguyen, Director of Marketing

Drew called the meeting to order at 1:03 PM

### MINUTES/FINANCIALS:

Approved November minutes (Emily, Heidi)

Kim and Tina presented the financials. The financials are on track – we have had savings from being out of the Mass St. visitor center, have our first payment to Extreme Bus Builders for the mobile visitor center build out.

The board accepted the financials.

### Board of Directors for 2026

Emily Peterson accepted an appointment to her first full term. (Kim reminded us she was filling the vacancy created when David Hayob left the board).

Anthea is retiring from the board at the end of the year, having filled her terms. This is her last meeting. Kim thanked her for her service to eXplore Lawrence. Kim reported Marlo Angell's nomination to the board was approved by the City Commission at their last meeting. Marlo will begin at the January meeting.

Kirk announced he will be leaving OVG and Lawrence to accept a job in Houston. He will resign from the board at the end of the year. Kirk recommended that Katie VanderVelde, Director of Sales at Oak View Group, fill his term. Kim will meet with her.

Tina has had a change in her teaching schedule and doesn't feel she can continue as treasurer due to her time constraints. Heather agreed to step into the treasurer role.

Tina moved to nominate the 2026 board officers as follows: (Emily seconded, motion passed)  
Chair, Heidi Champagne  
Vice Chair, Drew Gaschler  
Treasurer, Heather Shull

## **STAFF REPORTS:**

### **MARKETING:**

We were thrilled to welcome Jennie Nguyen as the new Marketing Director. Jennie joins us from the Linda Hall Research Library in Kansas City. She has only been in the office a few days, but is already getting into the work ahead.

Kim and Jennie shared the marketing report. Web traffic decreased a bit, but event count was up to 13.4 events per user, which shows people are coming on our site and staying. We had over 120K views on our site. The events calendar is still the highest page visited on our site.

Our social media accounts are doing very well, and increasing followers and views at a rapid rate. Shout out to Lauren Nagengast who does a fantastic job with the accounts, and was working by herself while the Director position was vacant. Last month, we gained 1,000 social media followers, and 800K views on event reels such as Nightmare on Mass Street.

### **MOBILE VISITOR CENTER:**

The van is in the bay to begin the interior build. The video components are being installed. We met with a videographer Kim and Ruth feel confident understands what we're looking for. We are checking references and assuming that works out, we will contract with him.

### **SALES:**

Chris gave an update on the sales department. He is writing a sales plan, setting goals for 2026, which he'll present at the January board retreat. Chris and Ruth are working on updating reporting metrics.

### **COMMUNITY RELATIONS:**

Ruth gave a quick update on World Cup. She thanked those who came to the Draw party at the Oread, and shared how the draw, and the game schedule that was released the following day was shaping up. This next week, teams will be touring Rock Chalk Park and the Oread, so she's prepared for that.

Commissioner Sellers mentioned there are conversations about extending the Amtrack service of the Missouri River Runner to Lawrence out of Union Station in KC on match days.

Margann mentioned the Chamber is working on finding some open retail space for pop ups, installations, and other activities to reduce open spaces in downtown.

The big news was the announcement of Lawrence as a stop on the bus line as part of the regional transportation plan. Direct bus service will run from Lawrence Central Station to Kansas City (Union Station/Fanfest) daily, every 30 minutes. It is yet to announce the cost, or the duration of the service during the day (possibly 16 hours). Lawrence Transit is working on the issue of a lack of parking at Central Station.

We continue to wait on the word for a base camp team in Lawrence. We will lean something by the end of January.

Margann has a person who is interested in creating World Cup content for websites and social media. She will connect with Ruth and Jennie.

The library is planning some run-up programming to get residents and fans interested in World Cup. They adapted their logo for World Cup, and are working on instruction programming about the game, fan behavior, and cultural trainings when we learn more about the team we might host.

Ruth had a meeting with the Dobskis from McDonalds and the plans for them as international sponsors. They told us the trophy might be in Kansas City between April 18-20 and Ruth will be working on an event for that, hopefully involving the schools – as a student focused event.

## **EXECUTIVE DIRECTOR'S REPORT:**

### **TGT Collections:**

The comment period has ended, and everything is in place for the TGT collection rate to raise to 8% January 1, 2026. Ruth and Kim are meeting regularly with Casey Toomay, Assistant City Manager, and the city has sent both an email notice and a certified letter to hotels about the increase.

### **Air DNA Reports:**

Our Air DNA future reports are starting to get near the tournament time, so in a few meetings, we'll start to see some insight into the short term rental rates.

### **Board Retreat Planning:**

The board retreat has been set for January 16 from 12-4 PM at the Carnegie building.

Working Agenda:

Abbreviated November business meeting

Department Reports

Sales

Marketing

Community Relations

Mobile Visitor Center Update

World Cup Update – eXplore Lawrence role

Strategic Planning

Review 2023-2027 Plan

New Strategic plan post-2027

Annual goals for eXplore Lawrence, beyond World Cup

Budget Review going into 2026 and 2027, with TGT funding.

## **ADJOURNMENT:**

The meeting adjourned 2:02 pm. (Heidi, Emily)

Respectfully submitted,  
Ruth DeWitt

**EXPLORE LAWRENCE INC**  
**Statement of Financial Position**  
As of November 30, 2025

	Nov 30, 25
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	837,327.16
1030 · US Bank Money Market	229,722.75
1050 · Reserve Fund	334,533.08
1060 · Petty Cash	40.00
Total Checking/Savings	1,401,622.99
Other Current Assets	
1420 · Prepaid Expenses	231.26
Total Other Current Assets	231.26
Total Current Assets	1,401,854.25
Fixed Assets	
2150 · Vehicles	76,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-113,064.42
Total Fixed Assets	70,109.59
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
<b>TOTAL ASSETS</b>	<b>1,475,063.84</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	77,704.08
Total Accounts Payable	77,704.08
Credit Cards	
2109 · Credit Card - US Bank 2981	-347.73
Total Credit Cards	-347.73
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	10,781.82
3110 · Federal & FICA Payable	5,248.85
3111 · KS Withholding Payable	683.00
3112 · FUTA Payable	354.78
3113 · KS SUTA Payable	31.96
3114 · Health Insurance Payable	-4,090.14
Total 3100 · Payroll Liabilities	13,010.27
Total Other Current Liabilities	13,010.27
Total Current Liabilities	90,366.62
Total Liabilities	90,366.62
Equity	
4100 · Beginning Fund Balance	1,035,188.86
Net Income	349,508.36
Total Equity	1,384,697.22
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,475,063.84</b>

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
**November 2025**

10:19 AM  
01/06/26  
Accrual Basis

	Nov 25	Budget	Jan - Nov 25	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
Income					
5000 - Guest Tax	695,500.00	115,833.33	1,391,000.00	1,274,166.67	1,390,000.00
5100 - Visitors Guide	0.00	2,083.33	28,052.50	22,916.67	25,000.00
5200 - Merchandise Sales	0.00	833.33	798.06	9,166.67	10,000.00
5500 - DMI	0.00	1,250.00	9,711.46	13,750.00	15,000.00
5600 - Co-Op Marketing	0.00	833.33	12,300.00	9,166.67	10,000.00
5660 - DTN	1,320.40	500.00	5,745.60	5,500.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.33	0.00	35,666.67	40,000.00
5670 - Bid Fund	48,500.00	8,250.00	99,000.00	90,750.00	99,000.00
5700 - Miscellaneous Income	520.00	250.00	2,159.17	2,750.00	3,000.00
<b>Total Income</b>	<b>746,840.40</b>	<b>133,166.65</b>	<b>1,548,766.79</b>	<b>1,464,833.35</b>	<b>1,598,000.00</b>
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	416.66	0.00	4,583.34	5,000.00
<b>Total COGS</b>	<b>0.00</b>	<b>416.66</b>	<b>0.00</b>	<b>4,583.34</b>	<b>5,000.00</b>
<b>Gross Profit</b>	<b>746,840.40</b>	<b>132,749.99</b>	<b>1,548,766.79</b>	<b>1,460,250.01</b>	<b>1,593,000.00</b>
Expense					
7000 - Payroll Expense					
7081 - Payroll	34,844.92	39,452.92	373,423.01	433,982.08	473,435.00
7083 - Accrued Payroll Expense	1,313.74		-402.73		
7260 - Retirement Plan	1,761.14	1,916.66	17,734.76	21,083.34	23,000.00
7065 - Health Insurance	3,415.92	4,166.66	43,194.86	45,833.34	50,000.00
7070 - Incentive Program	2,000.00	1,250.00	7,649.71	13,750.00	15,000.00
<b>Total 7000 - Payroll Expense</b>	<b>43,335.72</b>	<b>46,786.24</b>	<b>441,599.61</b>	<b>514,648.76</b>	<b>561,435.00</b>
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,919.14		29,121.25		
7100.2 - FUTA Expense	40.15		354.78		
7100.3 - SUTA Expense	23.23		325.49		
<b>Total 7100 - Payroll Tax Expense</b>	<b>2,982.52</b>		<b>29,801.52</b>		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	0.00	3,208.34	27,962.42	35,291.66	38,500.00
7601.6 - Visitor Guide Distribution	0.00	1,916.66	17,100.00	21,083.34	23,000.00
7601.8 - Digital	17,975.13	22,949.58	185,946.00	252,445.42	275,395.00
7601.9 - Partner Media Buy Program	0.00		250.00		
7601.10 - Magazine	685.00		8,865.00		
7601.12 - Content	364.42		23,170.10		
7601.14 - Outdoor	0.00	916.66	0.00	19,250.00	21,000.00
7601.15 - COOP Marketing Expense	0.00		4,241.78	10,083.34	11,000.00
7601.19 - Publications	0.00	416.66	685.00	4,583.34	5,000.00
7601.2 - Design	65.60	433.33	10,736.25	4,766.67	5,200.00
7601.21 - Opportunity Fund	1,588.54	3,250.00	6,604.82	35,750.00	38,000.00
7601.22 - Tracking	0.00	1,625.00	19,500.00	17,875.00	19,500.00
7601 - Advertising - Other	0.00	1,787.91	0.00	19,667.09	21,465.00
<b>Total 7601 - Advertising</b>	<b>20,678.69</b>	<b>38,254.14</b>	<b>305,061.37</b>	<b>420,795.86</b>	<b>459,050.00</b>
7619 - Incentive Travel					
7619.0 - General Fund	-1,066.86	166.67	1,237.66	1,833.33	2,000.00
7619.1 - Committed Incentives	0.00	563.33	4,092.00	6,416.67	7,000.00
7619.2 - New Business	102.59	1,250.00	102.59	13,750.00	15,000.00
<b>Total 7619 - Incentive Travel</b>	<b>-964.27</b>	<b>2,000.00</b>	<b>5,432.25</b>	<b>22,000.00</b>	<b>24,000.00</b>
7625 - Simpleview Data Base	0.00	1,416.67	19,205.00	15,583.33	17,000.00
7641 - Promotional Materials	0.00	1,666.67	15,871.45	18,333.33	20,000.00

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
November 2025

	Nov 25	Budget	Jan - Nov 25	YTD Budget	Annual Budget
7642 - Trade Shows					
7642.0 - General Fund	0.00	583.33	5,247.09	6,416.67	7,000.00
7642.1 - Trade Show Travel	0.00	250.00	1,867.38	2,750.00	3,000.00
<b>Total 7642 - Trade Shows</b>	<b>0.00</b>	<b>833.33</b>	<b>7,114.47</b>	<b>9,166.67</b>	<b>10,000.00</b>
7643 - Website Hosting					
7644 - Printing and Reproduction	1,653.75	2,500.00	36,886.25	27,500.00	30,000.00
7645 - Special Projects	45.73	500.00	3,510.75	5,500.00	6,000.00
7648 - Bids	0.00	8,250.00	2,083.00	90,750.00	99,000.00
7649 - Visitors Guide	0.00	4,166.67	66,574.18	45,833.33	50,000.00
<b>Total 7645 - Special Projects</b>	<b>0.00</b>	<b>12,416.67</b>	<b>67,657.18</b>	<b>136,583.33</b>	<b>149,000.00</b>
<b>Total 7600 - Programs</b>	<b>21,413.90</b>	<b>59,587.48</b>	<b>460,738.72</b>	<b>655,462.52</b>	<b>715,050.00</b>
7620 - Meeting programs					
7650 - Mobile Visitors Center	0.00	2,500.00	28,983.84	27,500.00	30,000.00
7650.11 - Vehicle Reg and Licensing	0.00	166.67	3,197.97	1,833.33	2,000.00
7650.12 - Vehicle Insurance	0.00	166.67	0.00	1,833.33	2,000.00
7650.13 - Event Registrations	0.00	833.33	0.00	9,166.67	10,000.00
7650.14 - Travel Expenses	0.00	666.67	0.00	7,333.33	8,000.00
7650.15 - Vehicle Maintenance	0.00	333.33	0.00	3,666.67	4,000.00
7650.16 - Merchandise	0.00	416.66	0.00	4,583.34	5,000.00
7650.2 - Van Build and Purchase Expenses	5,000.00	7,333.34	95,754.46	80,666.66	88,000.00
<b>Total 7650 - Mobile Visitors Center</b>	<b>5,000.00</b>	<b>9,916.67</b>	<b>96,962.43</b>	<b>109,083.33</b>	<b>119,000.00</b>
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	14,800.00	13,750.00	15,000.00
8203 - Rent	2,500.00	3,447.09	34,783.56	37,917.91	41,365.00
8204 - Software	84.00	416.66	6,693.10	4,583.34	5,000.00
8206 - Hardware	0.00	250.00	3,304.00	2,750.00	3,000.00
8210 - Technology Repair & Maintenance	0.00	833.34	6,611.36	9,166.66	10,000.00
8214 - Bank Service Charges	27.95	83.34	311.40	916.66	1,000.00
8214.1 - Bank Fees - Square	0.00		24.40		
8218 - Cash Over/Short	0.00		-185.15		
8225 - Board Expenses	260.73	333.34	1,920.14	3,666.66	4,000.00
8226 - Leased Equipment	636.82	250.00	4,742.69	2,750.00	3,000.00
8230 - Dues/Subscriptions/Memberships	424.32	1,666.66	19,650.83	18,333.34	20,000.00
8234 - Insurance	415.02	666.66	6,253.22	7,333.34	8,000.00
8238 - Utilities	0.00		1,440.78		
8242 - Legal	0.00	416.66	2,025.00	4,563.34	5,000.00
8244 - Janitorial/Cleaning	148.00	362.50	2,300.12	3,997.50	4,350.00
8245 - Retirement Plan Fees/Admin	0.00	183.34	2,079.59	2,016.66	2,200.00
8247 - Office Supplies	116.42	416.66	4,401.23	4,653.34	5,000.00
8248 - Postage and Delivery	100.00	258.34	2,253.86	2,841.66	3,100.00
8250 - Storage	393.68	208.34	2,956.65	2,291.66	2,500.00
8251 - Misc. Office General	131.21	416.66	1,996.71	4,583.34	5,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	0.00	666.66	1,638.00	7,333.34	8,000.00
8282.11 - EL Hosted Events	0.00	416.66	5,954.63	4,583.34	5,000.00
8282.12 - Staff Travel	1,982.12	750.00	6,841.02	8,250.00	9,000.00
8282.13 - Meetings	0.00	281.66	1,913.51	3,208.34	3,500.00
8282.14 - Staff Employee Benefits	549.23	208.34	2,095.35	2,281.66	2,500.00
<b>Total 8282 - Travel &amp; Meetings</b>	<b>2,531.35</b>	<b>2,333.32</b>	<b>18,042.51</b>	<b>25,666.68</b>	<b>28,000.00</b>
8283 - Telephone/Internet	627.24	583.34	11,131.99	6,416.66	7,000.00
<b>Total 8200 - Admin and General</b>	<b>8,998.74</b>	<b>14,376.25</b>	<b>146,939.99</b>	<b>156,138.75</b>	<b>172,515.00</b>

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
 November 2025

	Nov 25	Budget	Jan - Nov 25	YTD Budget	Annual Budget
8900 - Misc Expense	0.00		201.41		
Total Expense	81,730.88	133,166.64	1,207,217.52	1,464,833.36	1,598,000.00
Net Ordinary Income	685,109.52	-416.65	341,548.27	-4,583.35	-5,000.00
Other Income/Expense					
Other Income					
9020 - Interest Income	1,205.67				
Total Other Income	1,205.67		12,871.25		
Other Expense					
9510 - Depreciation	446.56				
Total Other Expense	446.56		4,912.16		
Net Other Income	759.11		7,959.09		
Net Income	665,888.63	-416.65	349,508.36	-4,583.35	-5,000.00



# NOVEMBER 2025 MARKETING REPORT

## NOVEMBER MARKETING SUMMARY

Our November marketing messages focused on the return of college basketball, autumn in Lawrence, and the beginning of the holiday season. We continued to share evergreen content in support of our business and community members, visitor guide orders, and marketing our events calendar.

## EXPLORELAWRENCE.COM

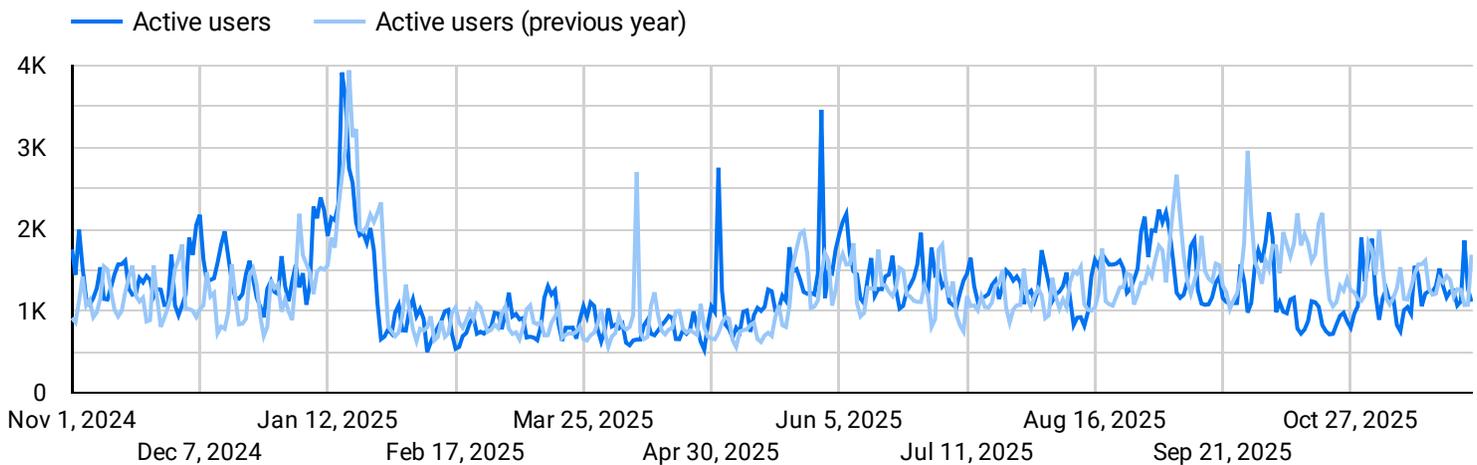
In November, explorelawrence.com saw 34,145 total users, an decrease of 8.9% from November 2024. Each user averaged over 11 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views decreased from November of last year, to 94,808. The Events Calendar was the most visited with 19,352 views or 20% of total views, followed by the Winter Wonder Pass page with 6,663 v. Organic traffic remains the leading source of site traffic.

Total users  
**34,145**  
↓ -8.9%

Event count  
**381,573**  
↓ -11.1%

Event count per user  
**11.36**  
↓ -2.2%

Views  
**94,808**  
↓ -20.1%



## PAGE PERFORMANCE

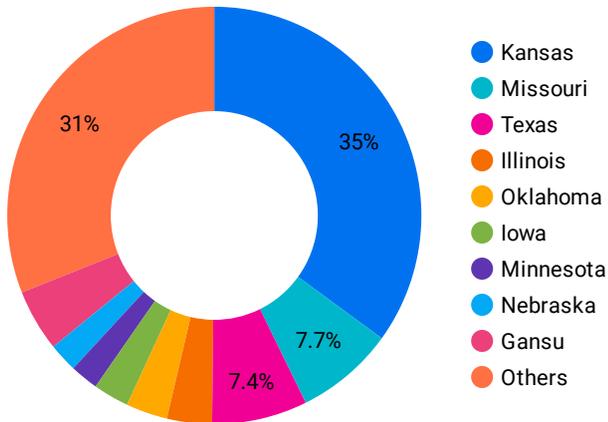
Page title	Views ▾	% Δ
Events Calendar - Unmistakably Lawren...	19,352	-15.8% ↓
Winter Wonder Pass	6,663	422.2% ↑
Holiday events in Lawrence, Kansas	5,975	95.5% ↑
Eat - Unmistakably Lawrence	3,828	-22.2% ↓
Arts & Culture - Unmistakably Lawrence	3,268	670.8% ↑
Explore - Unmistakably Lawrence	3,238	-13.3% ↓
Lawrence Old Fashioned Christmas Par...	2,095	-26.2% ↓
Concerts & Live Music	1,929	-29.7% ↓
Downtown & Mass Street	1,657	-35.6% ↓
Shop - Unmistakably Lawrence	1,515	-17.8% ↓

## ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	18,646	-3.3% ↓
Direct	7,766	61.1% ↑
Organic Social	6,272	-23.7% ↓
Display	3,911	42.3% ↑
Paid Search	3,399	-66.9% ↓
Paid Social	2,118	-
Referral	639	-63.1% ↓
Email	563	0.0%
Unassigned	303	102.0% ↑
Paid Other	131	-

## EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	24,280	-22.1% ↓
(direct)	7,766	61.1% ↑
facebook	4,825	26.0% ↑
fb	2,092	-
m.facebook.com	1,047	-68.7% ↓
bing	526	-15.6% ↓
Unmistakably Lawrence E-News	501	-4.2% ↓
stackadapt	406	8.0% ↑
yahoo	241	8.1% ↑
(not set)	240	69.0% ↑

## LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients  
**9,073**

Opens  
**1,901**

Clicks  
**511**

## TOP 5 LINKS

	Link	Clicks
1.	Winter Wonder Pass	144
2.	Event: Taste of Lawrence	76
3.	Blog: November Hometown Happ...	74
4.	Event: Holiday Lightng	43
5.	Blog: November Live Music	40

## INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients  
**1,269**

Opens  
**576**

Clicks  
**101**

## TOP 5 LINKS

	Link	Clicks
1.	Explore Lawrence Events - Holiday	30
2.	My Family Travels - The 7 Most Un...	13
3.	Explore Lawrence Homepage	13
4.	Explore Lawrence - Submit Your Ev...	12
5.	Winter Wonder Pass	12

## SOCIAL MEDIA

November's social media activity on Facebook, Instagram, and TikTok brought over 800 new fans, earning over 920,000 impressions, 37,126 post engagements, and 340,989 video views. Popular content included highlighting Lawrence in autumn and anticipation for the holiday season.

Impressions  
**920,757**

Engagement  
**37,126**

Video Views  
**340,989**

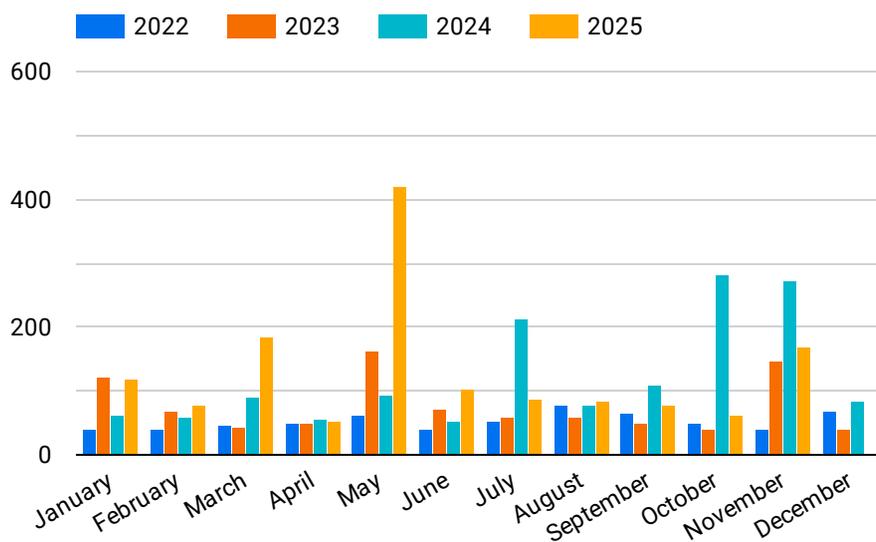
New Followers  
**848**

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	679,006	28,355	250,829	667
Instagram	209,032	5,473	38,169	106
TikTok	32,719	3,298	51,991	75

## WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In November, there were 171 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

**WEBSITE INQUIRIES (Visitors Guide Requests & E-news Sign-ups)**



**WEBSITE INQUIRIES - INTERESTS**

Interest	Count
1. Wellness	20
2. Universities	18
3. Shopping	29
4. Recreation	16
5. Other	128
6. History	32
7. Haunted	20
8. Food	33
9. Family	13
10. Events	39
11. Birding	21
12. Basketball	11
13. Arts/Culture	38
14. Agri-Tourism	16



# DECEMBER 2025 MARKETING REPORT

## DECEMBER MARKETING SUMMARY

Our December marketing messages focused on the Winter Wonder passport, holiday and NYE celebrations and community happenings to kick off 2026. We continued to share evergreen content in support of our business and community members, visitor guide orders, and marketing our events calendar.

## EXPLORELAWRENCE.COM

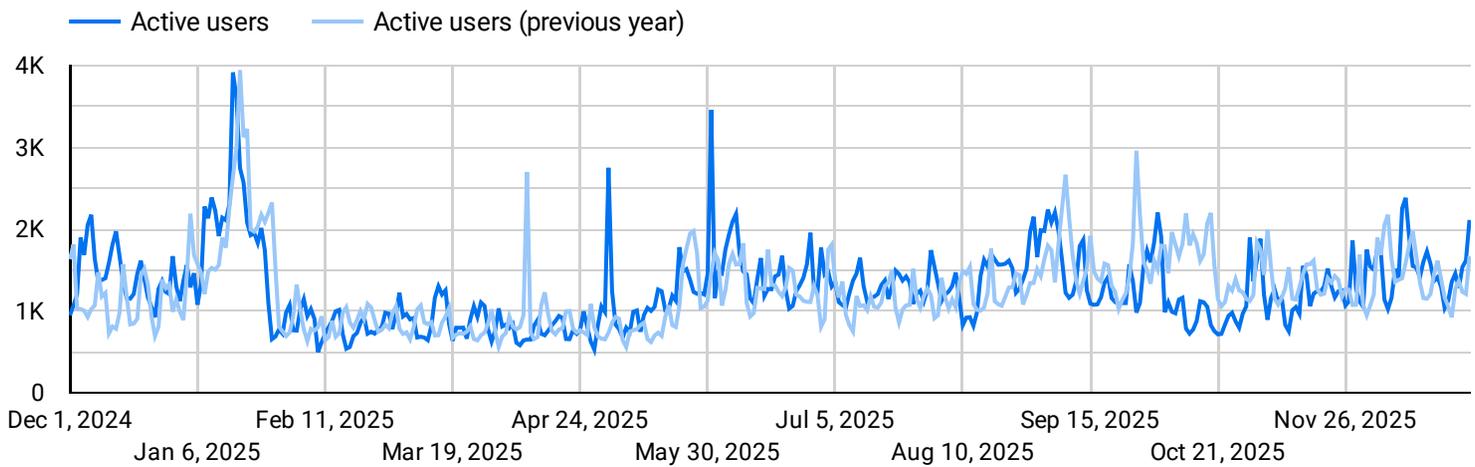
In December, explorelawrence.com saw 44,838 total users, an increase of 9.1% from December 2024. Each user averaged nearly 10 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views decreased by 5% from December of last year, to 109,634. The Winter Wonder Pass page was the most visited with 18,316 views or 17% of total views, followed by the Events Calendar page with 15,637 views. Organic search traffic remains the leading source of site traffic.

Total users  
**44,838**  
↑ 9.1%

Event count  
**432,216**  
↓ -2.4%

Event count per user  
**9.83**  
↓ -10.0%

Views  
**109,634**  
↓ -5.0%



## PAGE PERFORMANCE

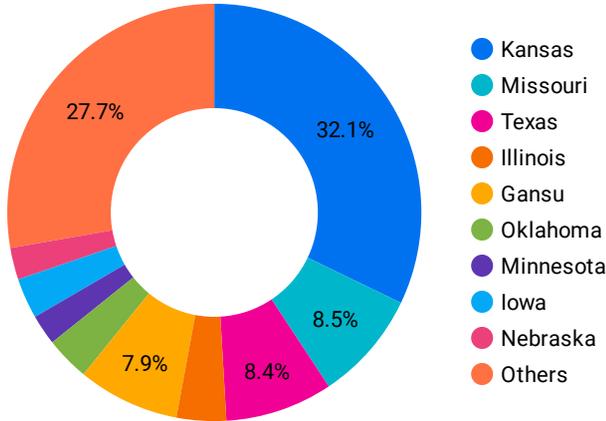
Page title	Views ▾	% Δ
Winter Wonder Pass	18,316	4.9% ↑
Events Calendar - Unmistakably Lawren...	15,637	-5.6% ↓
Holiday events in Lawrence, Kansas	5,562	15.8% ↑
Lawrence Restaurant Week   Save the d...	5,187	108.7% ↑
Eat - Unmistakably Lawrence	3,891	1.1% ↑
Arts & Culture - Unmistakably Lawrence	3,785	1,228.1% ↑
Explore - Unmistakably Lawrence	3,004	-3.2% ↓
Shop - Unmistakably Lawrence	2,101	36.7% ↑
Downtown & Mass Street	1,901	-29.0% ↓
Concerts & Live Music	1,654	-14.1% ↓

## ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	17,642	-14.1% ↓
Display	11,698	108.0% ↑
Direct	8,488	138.4% ↑
Organic Social	8,132	76.7% ↑
Paid Search	6,390	-59.3% ↓
Paid Social	1,368	48.9% ↑
Referral	863	-19.8% ↓
Email	550	-28.3% ↓
Unassigned	270	72.0% ↑
Cross-network	126	-

## EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	34,557	-13.2% ↓
(direct)	8,488	138.4% ↑
facebook	6,117	435.6% ↑
m.facebook.com	1,457	-39.1% ↓
fb	1,017	11.3% ↑
bing	534	-12.2% ↓
Unmistakably Lawrence E-News	532	-26.0% ↓
stackadapt	403	-5.2% ↓
ig	370	7,300.0% ↑
lm.facebook.com	337	25.7% ↑

## LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients  
**9,554**

Opens  
**1,835**

Clicks  
**545**

## TOP 5 LINKS

	Link	Clicks
1.	Holiday Events	198
2.	Winter Wonder Passport	110
3.	Blog: December Live Music	65
4.	Blog: December Hometown Happe...	55
5.	Event: Lawrence Lights	44

## INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients  
**1,272**

Opens  
**285**

Clicks  
**100**

## TOP 5 LINKS

	Link	Clicks
1.	Lawrence2026.com	49
2.	City of Lawrence Announces New ...	29
3.	Community Arts Grant Program	27
4.	Lawrence Restaurant Week	20
5.	Subscribe to KANSAS! magazine	17

## SOCIAL MEDIA

December's social media activity on Facebook, Instagram, and TikTok brought over 2,000 new fans, earning over 1,300,00 impressions, 66,711 post engagements, and 928,683 video views. Popular content included the Winter Wonder pass, NYE live music roundup, and blogs about December live music and upcoming January Hometown Happenings.

Impressions  
**1,326,799**

Engagement  
**66,711**

Video Views  
**928,683**

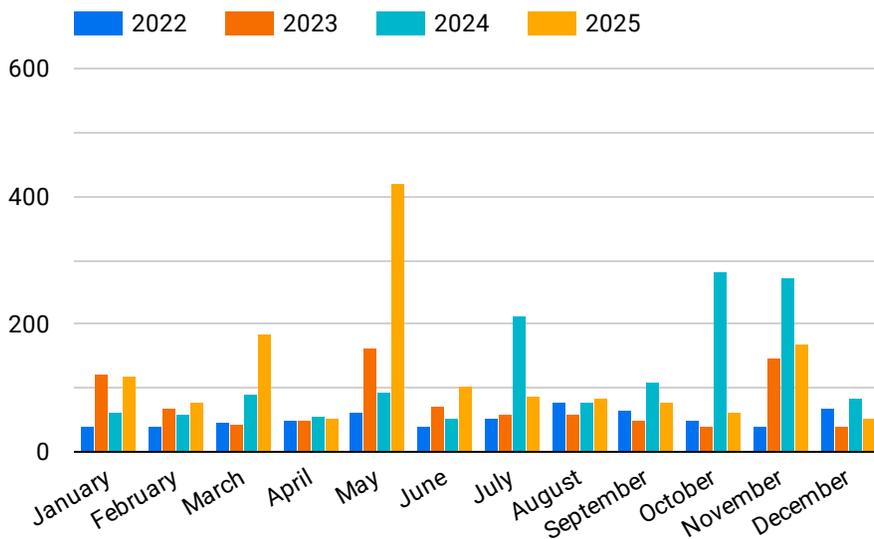
New Followers  
**2,208**

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	882,116	33,729	570,177	1,160
Instagram	234,619	8,823	107,465	361
TikTok	210,064	24,159	251,041	687

## WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In December, there were 152 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

**WEBSITE INQUIRIES (Visitors Guide Requests & E-news Sign-ups)**



**WEBSITE INQUIRIES - INTERESTS**

Interest	Count
1. Wellness	20
2. Universities	17
3. Shopping	27
4. Recreation	20
5. Other	10
6. History	27
7. Haunted	14
8. Food	32
9. Family	15
10. Events	27
11. Birding	21
12. Basketball	13
13. Arts/Culture	31
14. Agri-Tourism	11

# Sales Performance Report

## November 2025



**Economic Impact**  
BOOKED YTD

**\$2,206,602**

73% of goal



**Department Report**

NOVEMBER OUTREACH

**MATERIALS REQUESTS = 3**

**SITE VISITS/TOURS = 3**

YTD OCCUPANCY ↓ -0.2%  
YOY

**56.2%**

YTD ADR

↑ 6.1%  
YOY

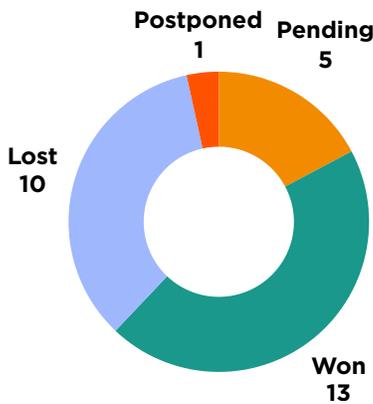
**\$131.82**

YTD REVENUE

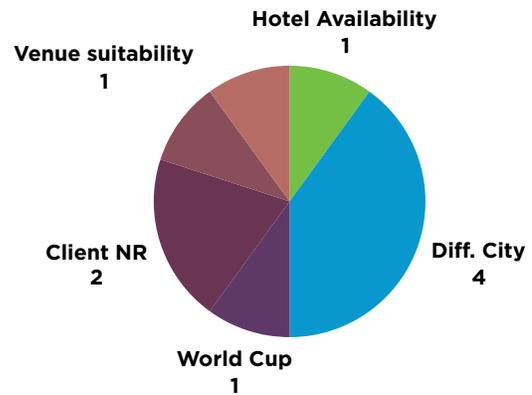
↑ 3.1%  
YOY

**\$35,280,613**

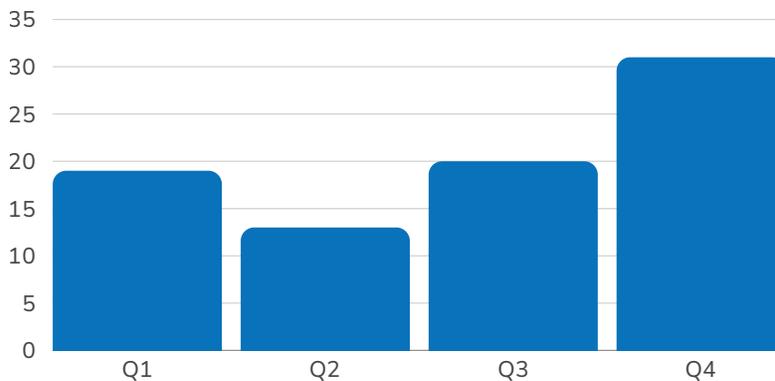
LEADS YTD = 29 | GOAL 30 (93%)



LOST CODES = \$511,444.00 IMPACT



PROSPECTING ACTIVITY



GOAL = 15/ QUARTER

Q1	19
Q2	13
Q3	20
Q4	31
TOTAL	56



# November 2025 LODGING REPORT

eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

There are six major areas of analysis contained in this report:

- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold
- 6) Room Revenue: Reflects the amount of revenue collected





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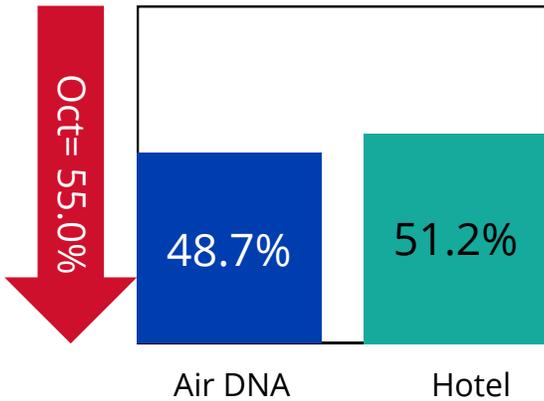
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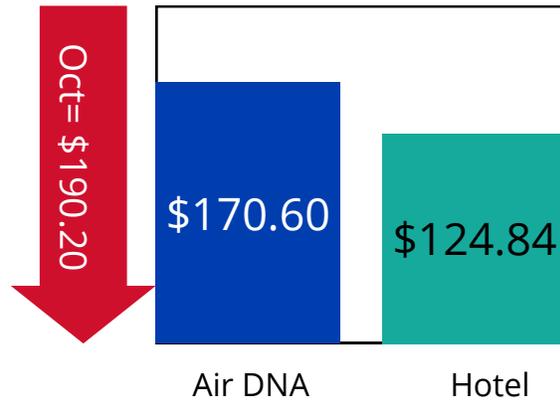
# November Air DNA Report

A comparison of hotel vs short term rental data

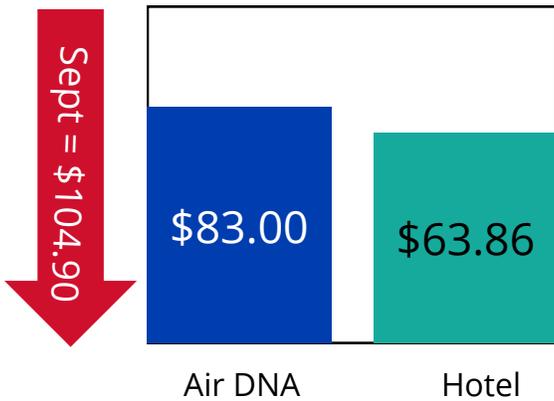
### November Occupancy



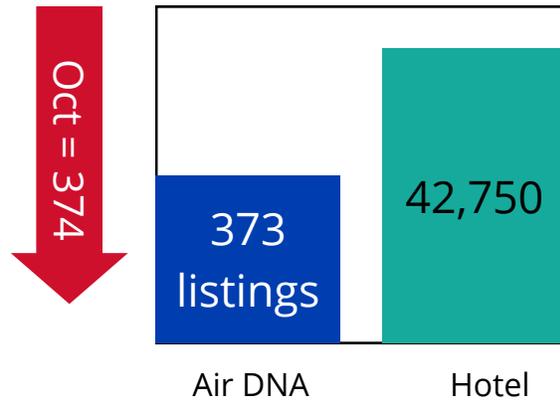
### November ADR



### November RevPAR



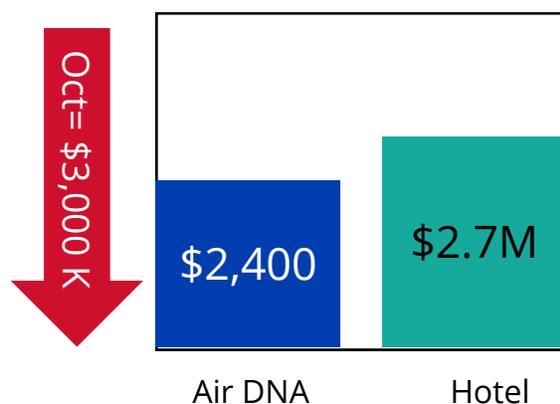
### November Room Supply



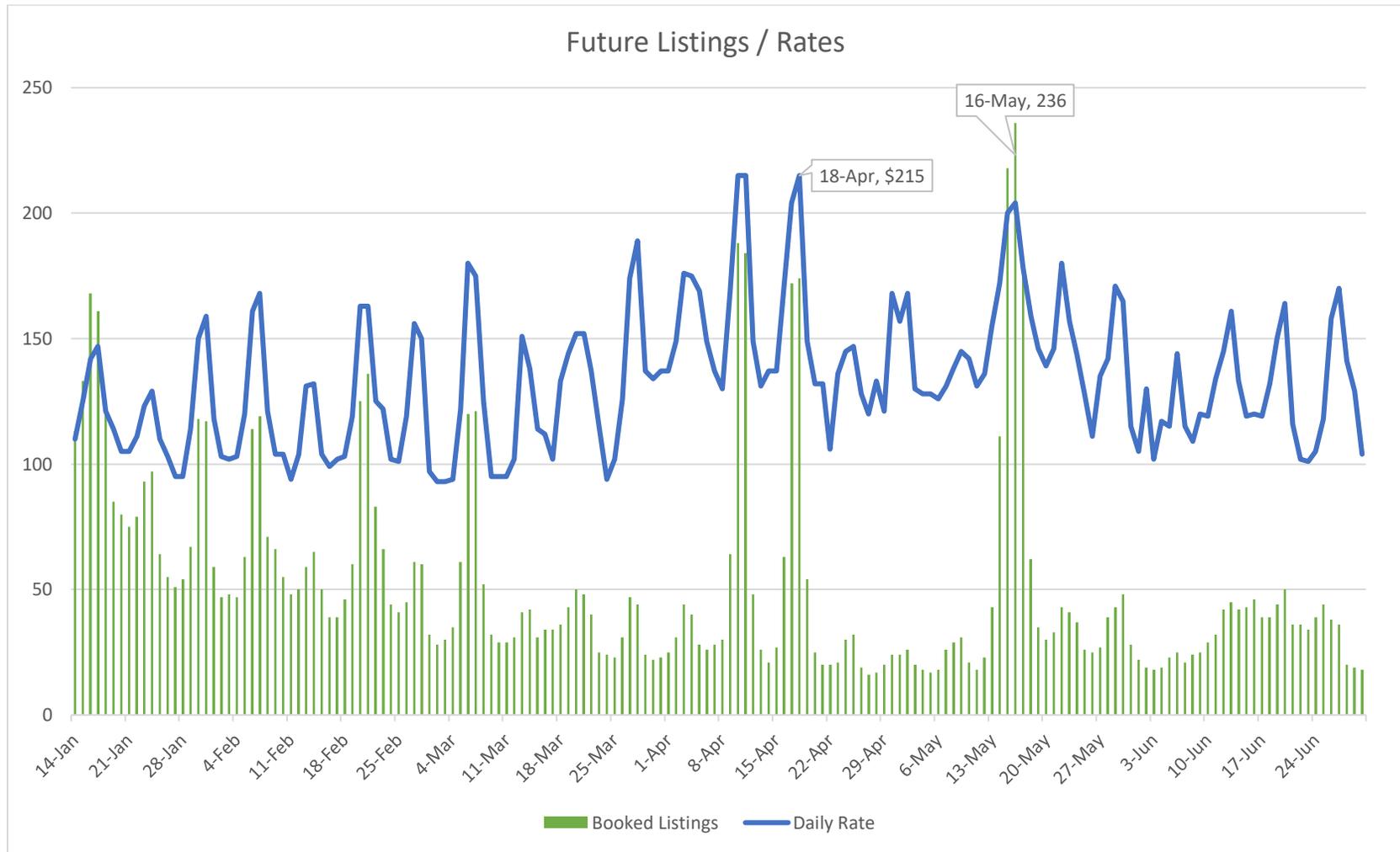
### ADR/Bedroom

- 6 br \$1,100
- 5 br \$543.20
- 4 br \$334.80
- 3 br \$220.60
- 2 br \$239.00
- 1 br \$112.20

### November Revenue



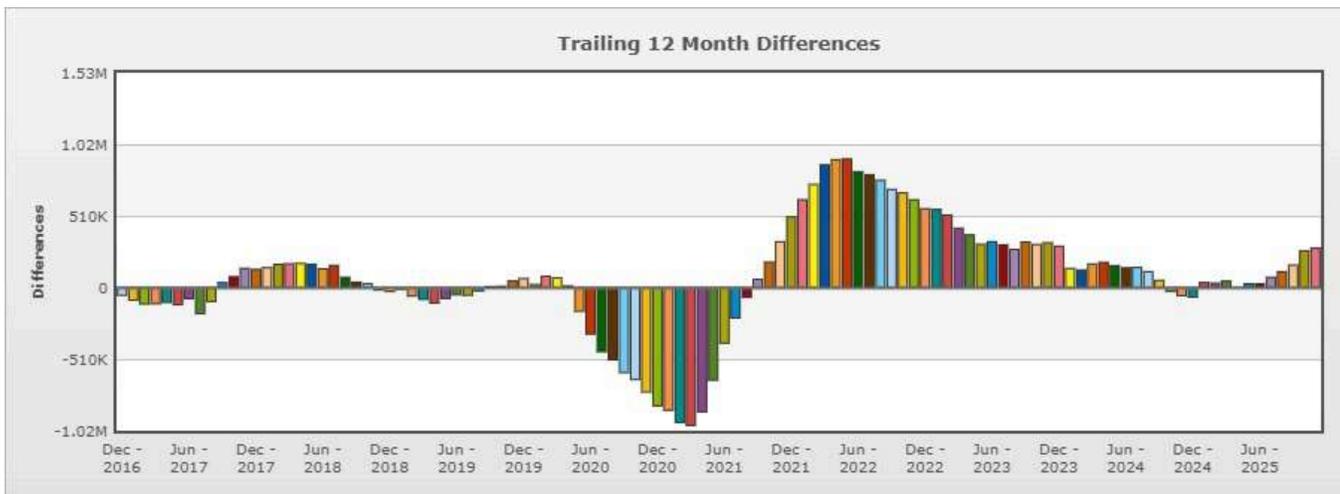
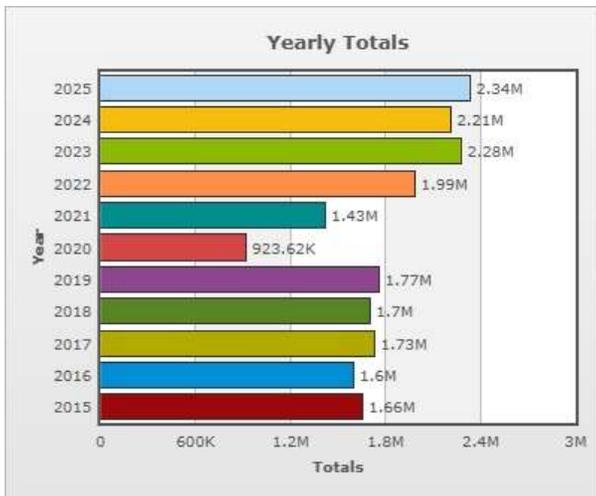
# Short Term Rental Future Bookings with ADR – January 14 – June 24, 2026





Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2024/2025 % change
January	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	88,003	9.76%
February	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	115,753	-3.03%
March	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	28.92%
<b>Qtr 1</b>	<b>246,194</b>	<b>305,885</b>	<b>304,536</b>	<b>343,736</b>	<b>326,883</b>	<b>314,106</b>	<b>160,867</b>	<b>378,124</b>	<b>456,596</b>	<b>408,371</b>	<b>472,969</b>	<b>15.82%</b>
April	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	-8.78%
May	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	8.98%
June	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	281,796	11.65%
<b>Qtr 2</b>	<b>434,044</b>	<b>434,286</b>	<b>470,704</b>	<b>470,940</b>	<b>503,616</b>	<b>137,250</b>	<b>358,604</b>	<b>531,554</b>	<b>608,636</b>	<b>658,002</b>	<b>689,280</b>	<b>4.75%</b>
July	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	301,900	32.24%
August	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	182,532	8.50%
September	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	215,064	16.59%
<b>Qtr 3</b>	<b>483,273</b>	<b>431,909</b>	<b>494,137</b>	<b>462,004</b>	<b>487,922</b>	<b>238,829</b>	<b>442,826</b>	<b>520,456</b>	<b>595,228</b>	<b>580,994</b>	<b>699,496</b>	<b>20.40%</b>
October	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	209,278	29.28%
November	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	238,950	264,833	10.83%
December	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	165,318	0	
<b>Qtr 4</b>	<b>494,196</b>	<b>430,801</b>	<b>461,833</b>	<b>426,328</b>	<b>448,311</b>	<b>233,437</b>	<b>463,777</b>	<b>556,990</b>	<b>620,792</b>	<b>566,147</b>	<b>474,111</b>	<b>18.28%</b>
<b>Year Totals:</b>	<b>1,657,707</b>	<b>1,602,881</b>	<b>1,731,210</b>	<b>1,703,008</b>	<b>1,766,732</b>	<b>923,622</b>	<b>1,426,074</b>	<b>1,987,124</b>	<b>2,281,252</b>	<b>2,213,514</b>	<b>2,335,856</b>	<b>14.04%</b>

\*\* Transient Guest Tax increased from 5 to 6% in January of 2010





# eXplore Lawrence Sales & Services Plan – 2026

## Organizational Mission

The mission of **eXplore Lawrence** is to market Lawrence and Douglas County as a vibrant, year-round visitor destination, driving sustainable economic impact by attracting, retaining, and growing overnight visitation.

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## Sales & Services Mission

The Sales & Services team positions Lawrence as a competitive, national-caliber destination for meetings, conferences, sports, reunions, and group travel while delivering exceptional service that supports repeat business and strong community partnerships.

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## Target Audiences

### Meetings & Conferences

Businesses, corporations, associations, civic clubs, military, social organizations, weddings, reunions, and local, state, and national groups that Douglas County hotels and venues can accommodate.

### Community Events

Local and regional events that generate measurable overnight stays and economic impact.

### Sports

Sport-rights holders including national governing bodies, multi-sport organizations, amateur and youth sports associations, and collegiate conferences that align with Douglas County's facilities and hotel inventory.

### Leisure Travel

Independent travelers visiting Lawrence outside of organized meetings or events, with emphasis on: - Group tours - Heritage and cultural travelers - Film and creative production

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## Partner Overview

Partners are hotels, venues, organizations, and businesses that benefit from and support the visitor economy.

### Local Partners

- Hotels and non-hotel venues
- Downtown Lawrence Inc.
- University of Kansas (Athletics, Alumni Center, individual schools)
- Lawrence Parks & Recreation
- Lawrence Chamber of Commerce
- Lawrence Arts Round Table
- Oakview Group

### State & Regional Partners

- Kansas Tourism
  - Northeast Kansas Tourism
  - Travel Industry Association of Kansas
  - Kansas & Kansas City Society of Association Executives
  - Meeting Planners International (MPI)
  - Professional Convention Management Association (PCMA)
  - Sports Kansas
  - VisitKC
- 

## SWOT Analysis

### Strengths

- Sports Pavilion Lawrence
- University of Kansas / Big 12 brand recognition
- Central Midwest location; 45 minutes from KCI
- Strong athletics and sports culture
- Affordable destination with diverse dining and arts scene
- Safe, inclusive, and LGBTQ+ friendly community
- Historic and cultural attractions
- Unique wedding and event venues
- Strong community collaboration



## Weaknesses

- Limited hotel room inventory for large, under-one-roof events
- High perceived room rates
- Limited double-queen inventory for youth sports
- Transportation and mobility challenges
- Underutilized open dates at Sports Pavilion Lawrence
- Limited facilities for non-community-level youth sports
- Sun–Thursday compression

## Opportunities

- Expanded collaboration with KU Athletics and Parks & Recreation
- Increased interest from NAIA, NCAA, KSHSAA, and national sports organizations
- Growth in regional and national association meetings
- KU alumni and Innovation Park business travel
- Niche and emerging sports (cycling, disc golf, BMX, skateboarding, boxing)
- Regional Northeast Kansas partnerships

## Threats

- Competitive venues and hotels in nearby markets
- New or expanded sports facilities within a 20–30 mile radius
- Hospitality workforce shortages
- Inefficient funding allocation
- Legacy perception challenges with stakeholders

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## Strategic Objectives for 2026

- Strengthen partnerships with the University of Kansas to address transportation and meeting space limitations
- Collaborate with Kansas Athletics and Parks & Recreation to increase access to sports facilities for non-university events
- Position Lawrence’s value proposition to offset rate sensitivity
- Align Sports Pavilion Lawrence bookings with overnight economic impact goals
- Advocate for continued investment in sports and event infrastructure
- Partner with the Lawrence Chamber and EDC to attract corporate and innovation-driven travel
- Increase Sun–Thursday demand
- Deploy a clear, compelling meetings and group marketing message



- Deepen trust and engagement with community stakeholders
- 

## Staff Structure

### Director of Sales

- Reports to Executive Director
- Leads group sales strategy and major market bookings
- Primary hotel liaison
- Oversees lead distribution and partner coordination

### Services Coordinator

- Reports to Director of Sales
  - Manages booked business and on-site services
  - Supports attendance-building and rebooking efforts
  - Serves as primary service contact post-booking
  - Handles explore Lawrence pick up reports post, events.
- 

## Target Markets

- Midwest regional cities: Manhattan, Lincoln, Omaha, Topeka, Wichita, Kansas City, St. Louis
  - KU alumni markets
  - Douglas County-based organizations and businesses
  - Innovation and research partners connected to KU Innovation Park
- 

## Group Market Segments

- Associations
  - Corporate & Financial
  - Medical & Higher Education
  - Insurance, Legal, Agriculture
  - SMERF
  - KU reunions and alumni events
  - Sports (youth, amateur, collegiate)
  - Historical and heritage group tours
-



## Sales & Services Strategies

### Sales Strategy

- Proactively prospect and grow awareness of Lawrence as a group destination
- Leverage group travel incentives to fill need periods
- Maintain strong planner relationships through consistent outreach, tradeshow, FAMs, and digital engagement
- Provide seamless planning services including RFP distribution, site visits, and partner referrals
- Collaborate regionally to attract multi-city and citywide events
- Support hotel sales teams through education, shared resources, and joint sales efforts

### Marketing Integration

- Work with Marketing to deploy a dedicated meetings and groups campaign
  - Utilize digital advertising, social media, trade publications, and [explorelawrence.com](http://explorelawrence.com)
  - Maintain consistent communications via newsletters and CRM-driven outreach
- 

### Sales Goals for 2026

- Capture **65 qualified RFP leads**
  - Generate **\$3,000,000 in estimated room revenue**
  - Recover **two previously lost accounts**
  - Host **one FAM**
  - Secure **one new major regional event** through partnerships
  - Confirm **ten repeat accounts** for future years
  - Launch/deploy bid fund booking incentive program
  - Deploy a local give-back program tied to group events
  - Deliver an annual stakeholder education summit
- 

### Sales Productivity Action Plan

#### Quarterly

- Partner onboarding and training sessions
- Regional CVB collaboration meetings
- Attend at least one tradeshow or industry event



- Conduct sales calls in key feeder markets

### Bi-Monthly

- Hotel DOS meetings
- Parks & Recreation and athletics coordination meetings
- KU / OVG alignment meetings

### Monthly

- Networking or education event attendance
- Hotel sales touchpoints
- Distribute Sports Pavilion and citywide event calendars
- Engage one new community stakeholder
- Stakeholder reporting via Extranet

### Weekly

- Prospecting and account research
  - Minimum of ten client outreach calls
  - CRM updates and partner engagement
  - Coordination meetings with Marketing and Services teams
- 

## Services Strategy

- Serve as primary contact for booked groups from confirmation through execution
  - Support attendance growth using meeting planner toolkits
  - Provide post-event follow-up to encourage rebooking
  - Maintain updated vendor, experience, and service databases
  - Coordinate welcome amenities, logistics, and local engagement opportunities
  - Produce economic impact and pickup reports
- 

## Services Goals for 2026

- Launch signature service offerings
  - Complete comprehensive databases of local services, experiences, and goods
  - Implement a group promotional and local give-back program
  - Generate earned revenue through group gifts and local products
  - Attend and support at least three upcoming Lawrence events to boost attendance
-



## Measurement & Reporting

- Leads generated and converted
- Estimated and actual room nights
- Economic impact
- New vs. repeat business
- Citywide vs. single-property events
- Need-period compression improvement



## 2026 Marketing Plan

### EXECUTIVE SUMMARY

#### Marketing & Communications Mission

eXplore Lawrence builds the tourism economy in Lawrence by increasing the number and diversity of visitors through innovative, creative, and welcoming marketing and communications strategies.

Lawrence enters 2026 with strong momentum, elevated by the regional visibility of the 2026 FIFA World Cup and the city's potential role as a team base camp, adding to its long-standing strengths in arts, culture, food, outdoor experiences, and college sports. Data insights show continued growth among Daytrippers, Roadtrippers, and Midwest drive-markets, supported by national trends favoring authenticity, sports travel, wellness, and unhurried exploration.

This 2026 plan strengthens the Unmistakably Lawrence brand through high-quality storytelling, improved website experience, long-term influencer and creator partnerships, and expanded earned media. It increases visitor spending—especially Sunday – Thursday—through enhanced Lawrence passports, persona-driven content, targeted emails, and curated itineraries.

Group and meeting travel will grow through targeted campaigns, sales support tools, and expanded event planner resources. A dedicated World Cup strategy includes digital promotion, a World Cup passport, visitor signage, and print and digital tools to guide international and domestic fans.

Clear metrics—including visitor spending, website activity, social media performance, influencer engagement, and passport participation—will guide success in 2026.



## SITUATION

Lawrence is positioned for an unprecedented era of growth, highlighted by the arrival of the 2026 FIFA World Cup in neighboring Kansas City and the city's potential role as an international base camp. This global spotlight complements our consistent success in college sports and a thriving local scene driven by high demand for arts, culture, and culinary experiences. By leveraging these diverse strengths, we continue to bridge the gap between weekend leisure excitement and midweek business travel opportunities.

### World Cup

The 2026 FIFA World Cup tournament is coming to the United States, Canada, and Mexico in the summer of 2026. Lawrence's neighbor, Kansas City, will play host to six matches between June 16 and July 11. Additionally, Lawrence is expected to serve as a base camp for one of the 48 teams.

### Itching for Arts, Culture, and Music

Cultural events, live music, and local restaurants continue to earn some of the highest traffic on [explorelawrence.com](https://explorelawrence.com). From Lawrence Restaurant Week to the Busker Festival, Lawrence delivers a rich mix of cultural experiences that keep both visitors and locals inspired.

### The Winning Effect

Success breeds excitement—and Lawrence is at the heart of it all. With championship-caliber Jayhawk teams creating unforgettable moments, the city has become a magnet for college sports fans. Whether you bleed crimson and blue or cheer for the visiting team, Lawrence delivers the ultimate game day experience.

### Sunday - Thursday

Lawrence combines convenience, affordability, and modern amenities to create an ideal setting for business travel and events—where professional needs meet a welcoming, vibrant community.



## 2025 Marketing Results

### Website

**421,689** users  
**388,773** new users  
**5,722,673** events  
**14.54** events/user

### Social Media

**46,334** followers  
**14,958** new followers  
**9.1 million** impressions  
**640,674** engagements

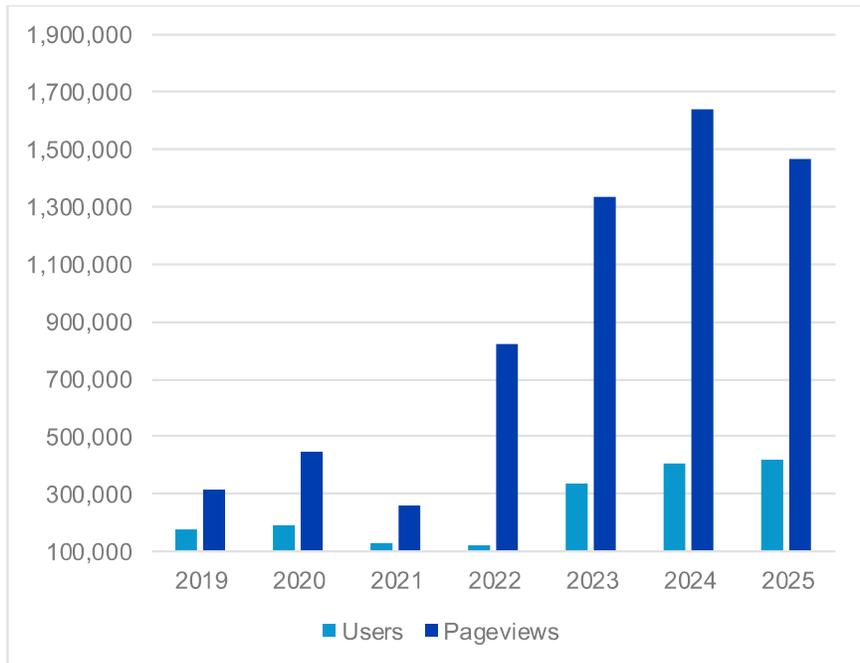
### E-Newsletter

**23** emails sent  
**38,801** opens  
**12,557** clicks

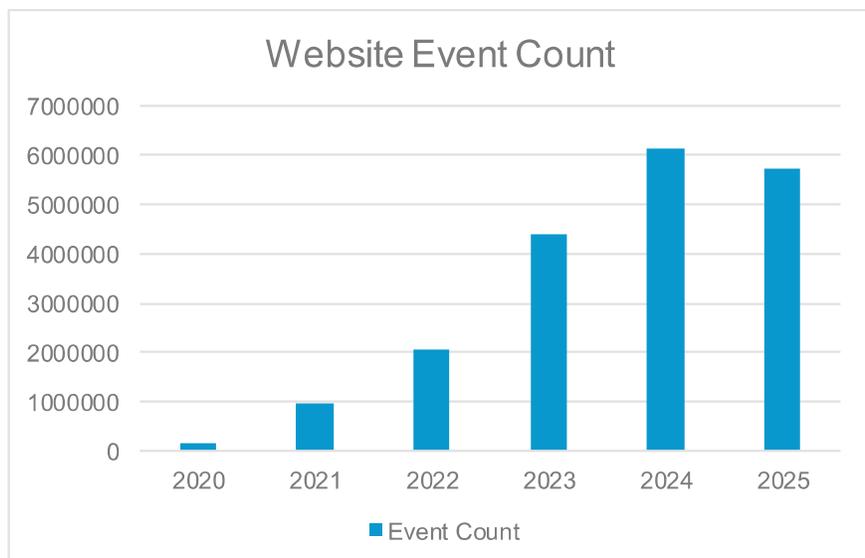
### Lawrence Passports

**2,217** pass sign-ups  
**289** check-ins

### Website Traffic



### Website Event Count





## Travel Trends

Travel behaviors are evolving, and Lawrence is uniquely positioned to capitalize on these shifts. From global sporting events to a renewed focus on authenticity and wellness, these five trends will shape how visitors experience our destination in 2026.

### **FAN VOYAGE:** Where Sports and Travel Collide

Global tournaments and local games are fueling a surge in sports tourism. Attending local sporting events is becoming a core part of travel itineraries. In 2026, the FIFA World Cup will make Kansas City a magnet for fans—and Lawrence is ready to welcome them with unforgettable experience.

### **LOCAL LIFE:** Travel Like You Live Here

Authenticity is the new luxury. From grocery store tourism to cooking your own meals, travelers want to experience destinations like locals do—immersing themselves in everyday culture without the tourist traps.

### **SLOWING DOWN:** The Art of Unhurried Travel

Calm is the ultimate currency. Travelers are seeking nature, solitude, and unique stays—from farm retreats under starlit skies to salvaged architectural gems—embracing the slow travel movement to recharge and reconnect.

### **WELLNESS:** Beyond the Spa Experience

Wellness travel is evolving into holistic journeys. Think mental health retreats, longevity programs, and active adventures like hiking and cycling—plus Scandinavian-inspired rituals that blend science and serenity.



## TARGET MARKETS & TRAVELER PERSONAS

Lawrence’s 2025 digital audience is anchored by a robust regional base, with the Lawrence and Kansas City markets driving over 110,000 combined users to explorelawrence.com. Chicago led the long-distance market with over 16,000 users, while emerging Midwest ‘roadtrippers’ hubs—specifically Minneapolis and Denver—show rising engagement with nearly 13,500 combined users. This data highlights a clear opportunity to leverage established regional day-trip traffic while aggressively targeting high-growth ‘roadtripper’ personas ahead of the World Cup.

### Markets

#### Locals

- Lawrence/Douglas County

#### Daytrippers

- Kansas City DMA
- Topeka DMA, excluding Douglas County

#### Roadtrippers

- Wichita/Hutchinson DMA
- Denver DMA
- Chicago DMA
- Dallas DMA

#### Emerging Roadtrippers

- Minneapolis
- Omaha
- Oklahoma City
- Springfield
- St. Louis
- Des Moines

#### World Cup

- FIFA provided markets (if available)
- Daytrippers

### Traveler Personas

- College Sports Fanatic
- Live Music Lover
- Arts, Culture, & History Traveler



- Foodie
- Family Vacationer
- Outdoor Adventurer

## Groups Target Markets

### Meeting & Conference Planners

- Association
- Corporate
- Education

### Sports Event Planners

- Youth/Amateur Sports
- Outdoor Sports
- College Sports

### Group Event Planners

- Weddings
- Reunions
- Group Tours



## STRATEGIES & TACTICS

### Strengthen Brand Awareness Among Target Markets

Destination Branding, aka Place Branding, is all about who we are. It's our unique identity, our promise to travelers, and it differentiates us from the competition. It encompasses our values, history, reputation, and identity.

### The Destination Brand: Unmistakably Lawrence

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*Lawrence celebrates everyone's uniqueness – come here to explore and enjoy our unique spirit and elevate your own.*

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### Brand Personality

Lawrence is your quirky, cool friend who brings fun to the neighborhood. Lawrence works hard and plays hard. Lawrence is both outgoing and welcoming, creating an atmosphere of acceptance and innovation. Its eclectic personality is reminiscent of the proverbial "Renaissance Man," whose expertise spans a broad range of areas: Education, Arts & Culture, Sports & Social Accomplishments. Lawrence is a catalyst for organic creation and original thought, a lightning rod for cultural change. Its energy is contagious. Like a great film, it leaves you wanting more.

### Brand Values

#### *Local*

We appreciate the craftsmanship and care put into every plate of food, artisan beer, or piece of art. Raise a glass of Free State Wheat while you enjoy viewing the cast of local characters that make Lawrence unique.

#### *Proud*

We have a long history of tradition and excellence – all grown out of the spirit and independence that began from the turmoil of the Civil War. Whether sports, arts, food, music, academics, or business, we continually strive to be the best.

#### *Friendly*

Bring us your tired, your hungry, your huddled masses yearning to be entertained and in need of a break from the routine. You are guaranteed an escape from the ordinary.

## TACTICS

1. Incorporate the Unmistakably Lawrence brand through all leisure marketing and communication channels.



2. Refine and execute a multi-channel content strategy that prioritizes quality over quantity, using high-quality visual assets and editorial pieces that reinforce the Unmistakably Lawrence brand.
3. Develop a strategic influencer network to transition Lawrence from a “one-off” visit to a primary considered destination, leveraging long-term creator partnerships to highlight the city’s evolving assets and persona-led experience.
4. Enhance the explorelawrence.com user experience by delivering persona-driven dynamic content, robust SEO strategies, and LLM-friendly content structures to increase visibility across traditional and AI-driven search.
5. Cultivate strategic marketing partnerships and media relationships to amplify the Unmistakably Lawrence story, securing earned coverage for key events, digital passports, and community assets.
6. Reimagine printed Visitors Guide as a high-impact visitor tool designed to enrich the traveler’s journey and provide a more immersive local experience.

### Inspire and Increase Traveler and Visitor Spending

Drive measurable economic growth and mid-week visitation by integrating persona-driven digital storytelling with gamified incentives and strategic hospitality partnerships that are convert traveler inspiration into extended, high-spend stays.

#### **TACTICS**

1. Market “Lawrence Passports” that provide guests with offers and incentives to visit businesses and attractions throughout the city and county.
2. Leverage persona-driven dynamic storytelling across all digital touchpoints—from paid media to the website—to create a high-relevance ‘path to purchase’ for visitors, maximizing both inspiration and local economic impact.
3. Develop a persona-driven email program that uses curated storytelling to match Lawrence’s assets with specific audience interests—driving both resident advocacy and increased visitor spending.
4. Partner with the Sales Department and local hospitality partners to capitalize on the ‘bleisure’ trend by developing curated weekend itineraries specifically designed to incentivize corporate travelers to extend their stay and explore Lawrence’s unique cultural and culinary assets.
5. Cultivate strategic marketing partnerships and media relationships to amplify the Unmistakably Lawrence story, securing earned coverage for key events, digital passports, and community assets.
6. Utilize Oxford Tourism Economics website impact calculator to quantify the economic impact of persona-driven and geo-targeted campaigns.



## Expand Meetings and Groups

Empower the Sales Team to exceed group booking goals through targeted segment marketing, the development of comprehensive planner toolkits, and 'bleisure'-focused itineraries that showcase Lawrence's unique assets to professional audiences.

### **TACTICS**

1. Develop and execute targeted marketing campaigns to elevate Lawrence's profile and drive growth among group traveler and professional meeting segments.
2. Partner with the Sales Department and local hospitality partners to capitalize on the 'bleisure' trend by developing curated weekend itineraries specifically designed to incentivize corporate travelers to extend their stay and explore Lawrence's unique cultural and culinary assets.
3. Develop and maintain a comprehensive Event Planner Toolkit—a curated suite of Unmistakably Lawrence digital assets, copy, and attendance-building tools designed to help planners promote Lawrence as host city.
4. Create targeted sales support materials that leverage Lawrence's unique assets to help the sales team increase group bookings and destination partnerships.

## Create and Promote an Unmistakably Lawrence World Cup Fan Experience

Maximize the local impact of the 2026 World Cup by deploying integrated digital marketing, gamified fan passports, and comprehensive visitor resources that guide global audiences from arrival to deep community engagement.

### **TACTICS**

1. Leverage World Cup content into digital marketing to drive traffic to [explorelawrence.com](http://explorelawrence.com).
2. Deploy a World Cup Passport that rewards fans for exploring local businesses between matches, offering 'Unmistakable' prizes for visiting a curated trail of Lawrence cultural institutions, shops, and historic sites.
3. Support the Community Relations team and Lawrence 2026 with promoting World Cup related events.
4. Deploy temporary and semi-permanent signage at key gateways and corridors to welcome visitors, build World Cup momentum, and reinforce the Unmistakably Lawrence brand identity.
5. Develop a suite of digital and print resources—including QR-coded maps and curated event guides—to provide seamless navigation and engagement for international and domestic visitors.



## Performance Measures

### Organizational Objectives

Grow visitor spending by 5% compared to 2025.

Grow direct jobs supported by Douglas County visitor activity by 5% compared to 2025.

### Marketing & Communications Objectives

- Social Media Following
- Social Media Impressions
- Social Media Engagement
- Website Visitors
- Website Events
- Travel Writer/Influencer Engagement
- Themed Passports
  - # created
  - Sign ups
  - Check-ins
  - Redemptions
- Email Open Rate
- Email Click Rate
- E-Newsletter Subscribers