Explore Lawrence

Board of Directors Meeting

August 28, 2026

Members Present: Heidi Champagne (chair) Heather Shull, Marlo Angell, Mayor Brad Finkeldei, Emily Peterson, Tina Tourtillott, Katie VanderVelde, Lindsay Hart

Absent: Margann Bennett, Drew Gaschler, Mike Logan

Staff: Kim Anspach, Executive Director, Ruth DeWitt, Director of Community Relations (notes), Jennie Nguyen, Director of Marketing

Guest: Faith Bridges (StoneHill Lawrence, Trademark Collection by Wyndham)

Heidi called the meeting to order at 1:03 pm.

Heidi resigned her position with the board via the Mayor's office upon closing the Spring Hill Suites hotel on August 27, 2026. She introduced Faith Bridges to the board, Faith will be joining the board in the hotel board position upon approval by the Mayor.

Drew Gaschler will be moving into the Chair role, effective the September board meeting, which is a few months ahead of schedule. The vice-chair role will remain open until the new board elects the executive team in January.

Board notes: Heidi offered congratulations to Heather Shull and Katie Vandervelde on their acceptance into the Leadership Lawrence class of 2027.

Kim offered Heidi a gift of thanks and remarks marking her time as a dedicated and loyal board member, and an advocate of eXplore Lawrence.

MINUTES

Tina noted she was listed as present for the July meeting, but was in fact absent. The board approved the minutes pending the correction. MSP Marlo, Heather.

FINANCIALS:

Heather saw the financial report late, and reminded the board Kim is moving ahead with an RFP for a new accountant. Kim's alerted Christina that the RFP is going out on Monday (August 31) and will be open through September. This will be good timing with year ends and starting new at the first of the year.

There were a few lines to move – Facebook ad boosts belong in World Cup funding, incidental charges to World Cup, and SNAP promotional items belong in World Cup lines.

The dues lines look a bit off, but those are reports from Tourism Economics that are usually paid later in the year.

After a new accountant is on board, some expense lines will be adjusted to more accurately represent what the expense category is used for (subscriptions vs dues, etc.).

Emily asked about surplus funding, but Kim is still working on the allocations between World Cup expenses (that are still coming in) and general operating funds. The September budget should have most WC invoicing complete and reflect those balances.

The board wanted to know ideas Kim had for the RFP and she has a list she's compiled in working with other directors. There are a variety of firms, large and small, but we want to have someone Lawrence based.

The board accepted the financial report.

EXECUTIVE DIRECTOR REPORT:

Kim added an addendum to the board's packet of TGT collections normalized at 6%. (Requested by Emily). The spreadsheet demonstrates that the increase in TGT amounts is a reflection of the rate increase and not increased occupancy.

Overall, looking at the normalized numbers we see lower collections, particularly in June and July due to the absence of events booked (tournaments, weddings, meetings) because of World Cup. The average daily rate (ADR) was also higher causing collections to increase, but is that sustainable in the market now?

The TGT collections drive the city's budget allocations, and given these numbers, we'll still be trailing on the city budget projections for growth in the fund.

The board approved the request to the city for $1.7 million in funding next year. This will enable us to continue the momentum of increased marketing and sales. The landscape is difficult AND we have a hotel of 105 rooms closed. We don't want to see KU Football weekends and parent weekends going to surrounding towns.

Lindsay said staff at sports pavilion is working to get teams back that canceled over World Cup. We have a lot of momentum from the summer and need to keep it going to get groups here.

Since the summer media blitz, groups are contacting sales for information. Some inquiries are coming in for 2028 and even 2029.

DEPARTMENT REPORTS

Because of limited time before Executive Session, Kim asked the board to read their reports to inform themselves of the department's work. Ruth and Jennie would only be touching on highlights.

Community Relations:

Ruth shared Summit information with the board. She talked through the agenda, and asked for sponsor help if possible. She also urged people to bring friends and register to attend.

She also urged board members to attend the Lawrence Transit film on Saturday Sept 19 about the bus driver, Eddy, and the vital role his route plays in the lives of the riders of the #6 bus. Transit poet laureates will read their poetry, art from the bus shelters and sides of the busses will be on display, and the 10 minute film will be followed by a Q&A lead by Lawrence film maker, Laura Kirk. Explore Lawrence is sponsoring a reception immediately following. Festivities start at 6 pm at the Lawrence Arts Center, Sept 19.

Sales:

Kim directed the board to go over the sales reports for activity.

Marketing:

Jennie provided a detailed marketing report in the board packet, including a summary of the results of the "Book Your Room in Lawrence" campaign.

According to Meltwater, the Lawrence-Algeria story generated nearly 12,000 impressions and 28.5 BILLION impressions globally. We also appeared in CNN's top 10 towns to visit and had a write up in Travel and Leisure. Mayor Finkeldei added he did 18 interviews on national and international platforms.

In addition to the volume of mentions and impressions, the sentiment was overwhelmingly positive and emotions registering "joy", "love", and "sadness" (to not be there or be leaving).

Score Lawrence swag included unique QR codes Jennie was able to track. We saw over 600 scans between the hotel banners, the table tents, and the information in the clear bags. Given that response, we have started talking about seasonal banners for hotels in their lobbies and information that directs them to the eXplore Lawrence events page.
The board had a discussion about how valuable this level of media attention is to Lawrence and what will happen moving forward, particularly in sales.

We will continue to gather data and track what is available to us regionally and through KC 2026. The staff is working on an after-action report that will be available perhaps in November, and the Score Lawrence group is also compiling a report that will include safety and security costs and other county-wide impacts.

BOARD BUSINESS:

The board went into executive session at 1:43 (per the open meetings act). The board resumed its open meeting business at 2:00 pm and adjourned.

ADJOURNMENT:

The meeting adjourned at 2:00 PM (MSP Heather, Emily)

The next meeting of the board is scheduled for September 25 at 1:00 PM at the Carnegie Building.

Respectfully submitted,

Ruth DeWitt

EXPLORE LAWRENCE INC
Statement of Financial Position
As of August 31, 2026

	Aug 31, 26	
ASSETS		
Current Assets		
Checking/Savings		
1020 · US Bank Checking		246,852.67
1030 · US Bank Money Market		230,586.57
1050 · Reserve Fund		344,187.85
1060 · Petty Cash		40.00
Total Checking/Savings		821,667.09
Other Current Assets		
1420 · Prepaid Expenses		6,197.15
Total Other Current Assets		6,197.15
Total Current Assets		827,864.24
Fixed Assets		
2150 · Vehicles		123,435.94
2200 · Leasehold Improvement		107,174.01
2500 · Accumulated Depreciation		-51,216.98
Total Fixed Assets		179,392.97
Other Assets		
1225 · Deposits		3,100.00
Total Other Assets		3,100.00
TOTAL ASSETS		**1,010,357.21**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
3000 · Accounts Payable		11,957.78
Total Accounts Payable		11,957.78
Credit Cards		
2109 · Credit Card - US Bank 2981		69.88
Total Credit Cards		69.88
Other Current Liabilities		
3100 · Payroll Liabilities		
3105 · Accrued Payroll	20,547.51	
3110 · Federal & FICA Payable	1,571.89	
3111 · KS Withholding Payable	871.00	
3112 · FUTA Payable	326.88	
3113 · KS SUTA Payable	6.10	
3114 · Health Insurance Payable	-379.51	
Total 3100 · Payroll Liabilities		22,943.87
3300 · Sales Tax Payable		19.89
Total Other Current Liabilities		22,963.76
Total Current Liabilities		34,991.42
Total Liabilities		34,991.42
Equity		
4100 · Beginning Fund Balance		1,302,417.14
Net Income		-327,051.35
Total Equity		975,365.79

See Accountant's Compilation Report

EXPLORE LAWRENCE INC
Statement of Financial Position
As of August 31, 2026

	Aug 31, 26
TOTAL LIABILITIES & EQUITY	1,010,357.21

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
August 2026

	Aug 26	Budget	Jan - Aug 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0.00	119,500.00	588,750.00	956,000.00	1,434,000.00
5200 · Merchandise Sales	10.00		3,325.00		
5600 · Co-Op Marketing	0.00	833.33	1,342.80	6,666.64	10,000.00
5660 · DTN	2,179.20	500.00	2,179.20	4,000.00	6,000.00
5665 · Kansas Tourism Grant	0.00	3,333.33	0.00	26,666.64	40,000.00
5670 · Bid Fund	0.00	4,583.33	14,866.80	36,666.64	55,000.00
5700 · Miscellaneous Income	0.00	250.00	500.00	2,000.00	3,000.00
Total Income	2,189.20	128,999.99	610,963.80	1,031,999.92	1,548,000.00
Gross Profit	2,189.20	128,999.99	610,963.80	1,031,999.92	1,548,000.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	37,178.20	46,325.50	316,649.70	370,604.00	555,906.00
7083 · Accrued Payroll Expense	-8,295.77		5,680.23		
7260 · Retirement Plan	2,392.64	1,916.67	14,273.60	15,333.36	23,000.00
7065 · Health Insurance	4,290.36	4,166.67	36,285.83	33,333.36	50,000.00
7070 · Incentive Program	0.00	1,500.00	4,720.99	12,000.00	18,000.00
Total 7000 · Payroll Expense	35,565.43	53,908.84	377,610.35	431,270.72	646,906.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	3,548.25		26,358.13		
7100.2 · FUTA Expense	3.42		326.89		
7100.3 · SUTA Expense	3.48		678.20		
Total 7100 · Payroll Tax Expense	3,555.15		27,363.22		
7600 · Programs					
7601 · Advertising					
7601.4 · Public Relations	0.00	5,000.00	770.72	40,000.00	60,000.00
7601.8 · Digital	10,870.45	21,631.67	95,066.84	173,053.36	259,580.00
7601.10 · Magazine	0.00	618.75	5,495.00	4,950.00	7,425.00
7601.12 · Content	422.16	1,612.08	20,226.65	12,896.64	19,345.00
7601.14 · Outdoor	0.00	625.00	0.00	5,000.00	7,500.00
7601.19 · Publications	0.00	833.33	3,926.89	6,666.64	10,000.00
7601.2 · Design	76.53	2,605.00	4,456.82	20,840.00	31,260.00
7601.21 · Opportunity Fund	1,550.00	1,369.50	5,210.00	10,956.00	16,434.00
7601.22 · Tracking	0.00	1,000.00	0.00	8,000.00	12,000.00
Total 7601 · Advertising	12,919.14	35,295.33	135,152.92	282,362.64	423,544.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	166.67	0.00	1,333.36	2,000.00
7619.1 · Committed Incentives	3,500.00	416.67	3,500.00	3,333.36	5,000.00
7619.2 · New Business	0.00	833.33	0.00	6,666.64	10,000.00
7619 · Incentive Travel - Other	0.00		928.72		
Total 7619 · Incentive Travel	3,500.00	1,416.67	4,428.72	11,333.36	17,000.00
7625 · Simpleview Data Base	0.00	1,666.67	19,205.00	13,333.36	20,000.00
7641 · Promotional Materials	0.00	2,500.00	12,733.59	20,000.00	30,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	583.33	0.00	4,666.64	7,000.00
7642.1 · Trade Show Travel	0.00	250.00	0.00	2,000.00	3,000.00
Total 7642 · Trade Shows	0.00	833.33	0.00	6,666.64	10,000.00
7643 · Website Hosting	0.00	2,916.67	23,981.80	23,333.36	35,000.00
7644 · Printing and Reproduction	0.00	500.00	1,260.15	4,000.00	6,000.00
7645 · Special Projects					
7648 · Bids	0.00	4,583.33	4,722.60	36,666.64	55,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
August 2026

	Aug 26	Budget	Jan - Aug 26	YTD Budget	Annual Budget
7649 · Visitors Guide	2,179.94	1,666.67	3,219.94	13,333.36	20,000.00
Total 7645 · Special Projects	2,179.94	6,250.00	7,942.54	50,000.00	75,000.00
Total 7600 · Programs	18,599.08	51,378.67	204,704.72	411,029.36	616,544.00
7620 · Meeting programs	0.00	2,500.00	52,502.36	20,000.00	30,000.00
7650 · Mobile Visitors Center					
7650.11 · Vehicle Reg and Licensing	0.00	266.67	229.79	2,133.36	3,200.00
7650.12 · Vehicle Insurance	0.00	166.67	0.00	1,333.36	2,000.00
7650.13 · Event Registrations	0.00	2,500.00	0.00	20,000.00	30,000.00
7650.14 · Travel Expenses	0.00	2,166.67	508.88	17,333.36	26,000.00
7650.15 · Vehicle Maintenance	0.00	333.33	141.79	2,666.64	4,000.00
7650.16 · Merchandise	0.00	416.67	0.00	3,333.36	5,000.00
7650.2 · Van Build and Purchase Expenses	0.00	833.33	21,072.59	6,666.64	10,000.00
7650.17 · WIP Van Build out Expense	0.00		-20,483.51		
Total 7650 · Mobile Visitors Center	0.00	6,683.34	1,469.54	53,466.72	80,200.00
7660 · World Cup Fund					
7660.1 · Marketing and Communication	447.13	6,250.00	48,089.67	50,000.00	75,000.00
7660.2 · Wayfinding, Signage, Collatoral	0.00	3,333.33	34,292.98	26,666.64	40,000.00
7660.3 · Volunteer Coordination	0.00	2,916.67	831.19	23,333.36	35,000.00
7660.4 · Logo Development, Branding	108.80	2,083.33	18,242.89	16,666.64	25,000.00
7660.5 · Operational Support	18,500.00	4,583.33	40,572.37	36,666.64	55,000.00
Total 7660 · World Cup Fund	19,055.93	19,166.66	142,029.10	153,333.28	230,000.00
8200 · Admin and General					
8202 · Accounting	600.00	1,250.00	14,300.00	10,000.00	15,000.00
8203 · Rent	2,500.00	2,500.00	20,000.00	20,000.00	30,000.00
8204 · Software	3,340.26	541.67	7,539.05	4,333.36	6,500.00
8206 · Hardware	0.00	291.67	2,311.35	2,333.36	3,500.00
8210 · Technology Repair & Maintenance	0.00	833.33	8,933.58	6,666.64	10,000.00
8214 · Bank Service Charges	28.95	83.33	230.60	666.64	1,000.00
8214.1 · Bank Fees - Square	0.43		120.76		
8225 · Board Expenses	3,165.94	333.33	4,691.79	2,666.64	4,000.00
8226 · Leased Equipment	0.00	350.00	2,375.81	2,800.00	4,200.00
8230 · Dues/Subscriptions/Memberships	6,388.77	2,500.00	26,830.53	20,000.00	30,000.00
8234 · Insurance	238.93	666.67	11,212.05	5,333.36	8,000.00
8242 · Legal	0.00	416.67	420.00	3,333.36	5,000.00
8244 · Janitorial/Cleaning	155.65	362.50	1,191.65	2,900.00	4,350.00
8245 · Retirement Plan Fees/Admin	0.00	183.33	475.00	1,466.64	2,200.00
8247 · Office Supplies	108.65	416.67	1,473.35	3,333.36	5,000.00
8248 · Postage and Delivery	137.70	258.33	1,131.55	2,066.64	3,100.00
8250 · Storage	196.84	208.33	1,574.72	1,666.64	2,500.00
8251 · Misc. Office General	0.00	416.67	469.50	3,333.36	5,000.00
8282 · Travel & Meetings					
8282.10 · Professional Development	0.00	666.67	4,410.00	5,333.36	8,000.00
8282.11 · EL Hosted Events	0.00	416.67	8.81	3,333.36	5,000.00
8282.12 · Staff Travel	3,667.27	750.00	8,800.16	6,000.00	9,000.00
8282.13 · Meetings	80.21	291.67	545.68	2,333.36	3,500.00
8282.14 · Staff Employee Benefits	0.00	208.33	3,502.97	1,666.64	2,500.00
Total 8282 · Travel & Meetings	3,747.48	2,333.34	17,267.62	18,666.72	28,000.00
8283 · Telephone/Internet	751.67	583.33	5,317.36	4,666.64	7,000.00
Total 8200 · Admin and General	21,361.27	14,529.17	127,866.27	116,233.36	174,350.00
Total Expense	98,136.86	148,166.68	933,545.56	1,185,333.44	1,778,000.00
Net Ordinary Income	-95,947.66	-19,166.69	-322,581.76	-153,333.52	-230,000.00
Other Income/Expense					

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
August 2026

	Aug 26	Budget	Jan - Aug 26	YTD Budget	Annual Budget
Other Income					
9020 · Interest Income	1,172.32		9,236.41		
Total Other Income	1,172.32		9,236.41		
Other Expense					
9510 · Depreciation	1,713.25		13,706.00		
Total Other Expense	1,713.25		13,706.00		
Net Other Income	-540.93		-4,469.59		
Net Income	**-96,488.59**	**-19,166.69**	**-327,051.35**	**-153,333.52**	**-230,000.00**

AUGUST 2026 MARKETING REPORT

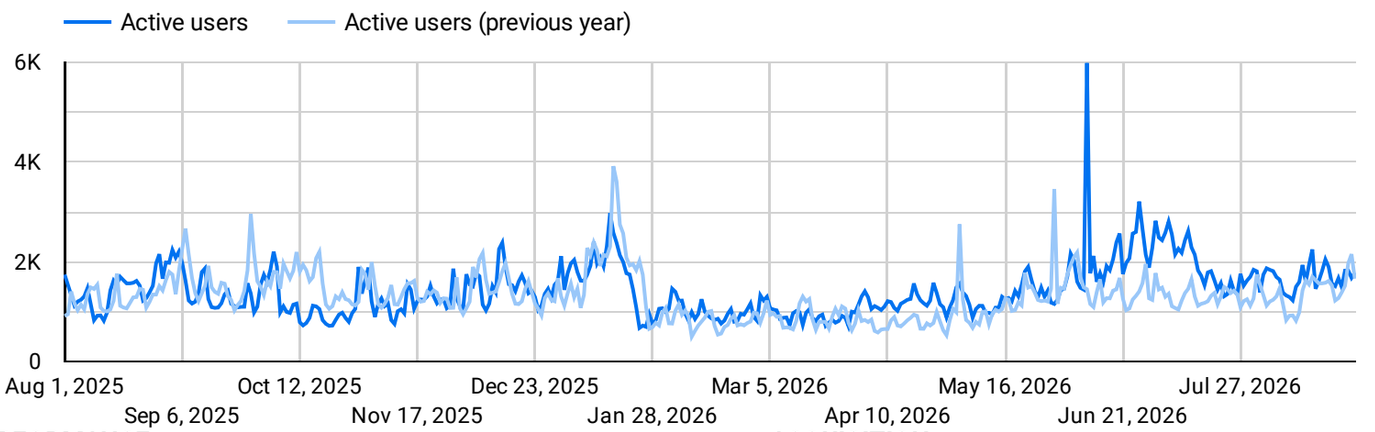
AUGUST MARKETING SUMMARY

In August, the eXplore Lawrence marketing team celebrated the success of our Summer of Soccer, with the digital passport still driving strong participation. We also began preparing campaigns for the upcoming Fall season in Lawrence. Engagement with our weekly *7 Things to Do This Week* social series remains consistently high, underscoring strong interest from both locals and visitors in community-centered events.

EXPLORELAWRENCE.COM

In August, explorelawrence.com saw 49,478 total users, an increase of nearly 20% from August 2025. Each user averaged approximately 9 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views saw a 7.4% increase from August of last year for a total of 113,510. The Events Calendar page continues to be the most visited with 19,089 views, accounting for 17% of total views, followed by the 2026 Summer of Soccer passport page and the Finding Freedom passport page. Organic search traffic remains the leading source of site traffic followed by organic social, direct, and paid display ads.

Total users	Event count	Event count per user	Views
49,478	444,711	9.12	113,510
▲ 19.8%	▲ 7.1%	▼ -11.5%	▲ 7.4%



PAGE PERFORMANCE

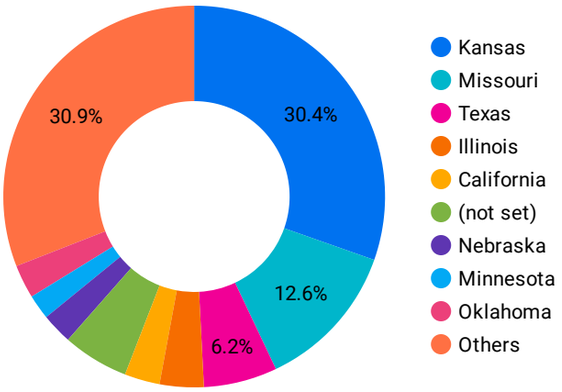
Page path	Views ▼	% Δ
/events/	19,089	-6.2%
/passports/summer-of-fun/	11,242	130.7%...
/passports/finding-freedom-a-douglas-county-250...	8,968	-
/restaurants/	5,028	13.1%
/	4,273	17.7%
/things-to-do/arts-entertainment/	2,862	12.9%
/things-to-do/self-guided-tours/	2,761	2,007.6...
/blog/post/close-out-the-summer-with-augusts-liv...	2,613	-
/events/concerts-live-music/	2,359	-12.0%
/events/annual-events/art-in-the-park/	2,274	-11.3%

ACQUISITION

Session default channel group	Sessions ▼	% Δ
Organic Search	18,165	-14.0%
Organic Social	14,627	38.4%
Direct	8,484	153.9%
Display	8,071	165.5%
Paid Search	6,152	6.6%
Paid Social	2,576	-50.4%
Referral	950	-19.5%
Email	476	-18.8%
Unassigned	185	36.0%
Cross-network	132	207.0%

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions ▾	% Δ
google	30,803	7.5%
facebook	15,144	61.3%
(direct)	8,484	153.9%
fb	863	-83.1%
ig	798	910.1%
bing	501	-26.2%
Unmistakably Lawrence E-News	449	9.5%
stackadapt	293	-61.2%
duckduckgo	270	-10.9%
facebook.com	243	-12.6%

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients
9,733

Opens
2,137

Clicks
315

TOP 5 LINKS

	Link	Clicks ▾
1.	Listing: Grinter's Sunflower Farm	134
2.	Blog: August Live Music	123
3.	Events Calendar	63
4.	Jayhawk Football Game Day Guide	52
5.	Lawrence Summer of Soccer Pass…	21

DIGITAL PASSPORT PERFORMANCE

Current digital passports, 2026 Summer of Soccer and Finding Freedom: A Douglas County 250 Experience, continued to see steady activity through August. August saw an additional 25 sign ups for Summer of Soccer and 23 sign ups for Finding Freedom. Both passports will be active through September 30.

Pass	Pass Sign-ups ▾	Check-ins	Offer Redemptions	Email Opt-ins
2026 Summer of Soccer	396	1,304	43	310
Finding Freedom: A Douglas County 250 Experi…	193	130	0	146

SOCIAL MEDIA

August's social media activity on Facebook, Instagram, and TikTok brought us 1,340 new fans, earning nearly 2 million total impressions, 90,149 post engagements, and 91,037 video views.

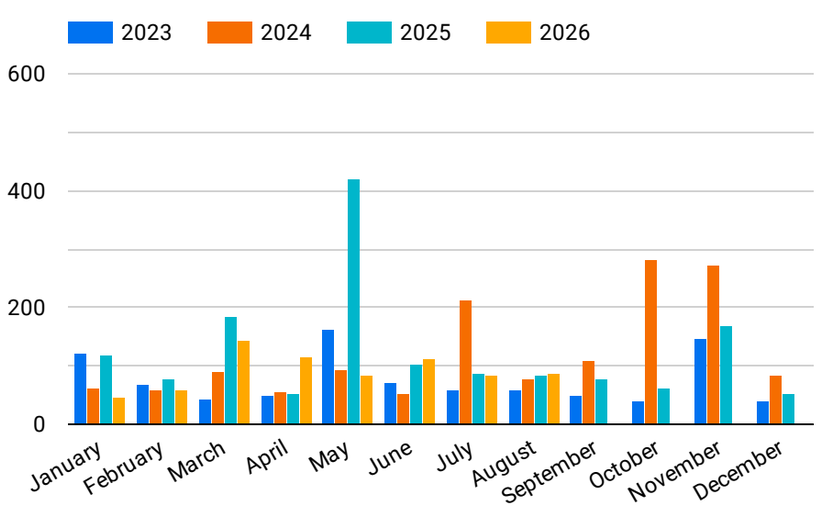
Impressions	Engagement	Video Views	New Followers
1,928,082	90,149	91,037	1,340

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	1,502,942	75,750	1,845	844
Instagram	395,015	7,830	18,936	228
TikTok	30,125	6,569	70,256	268

WEBSITE INQUIRIES

We continue to fulfill requests for Visitors Guides through the website. In August there were 88 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	29
2.	Universities	27
3.	Shopping	38
4.	Recreation	41
5.	Other	15
6.	History	51
7.	Haunted	30
8.	Food	56
9.	Festivals/Events	60
10.	Family	32
11.	Birding	21
12.	Basketball	24
13.	Arts/Culture	59
14.	Agri-Tourism	24

EXECUTIVE SUMMARY

Community Relations
Sept, 2026
ruth@explorelawrence.com

Notable Meetings/Events

Ruth served on a panel about World Cup for the KC 2026 recap board meeting. There is a lot of discussion about where the region takes this energy and it's great those conversations involve Lawrence.

Ruth and Kim have an upcoming meeting with Majed Al-Ghafry about tourism/econ devo.

Dept. Shout-Outs

Sara is busy gathering data from the World Cup summer activities. She sent Granicus (Simpleview) information about our world cup activities per their request. We'll see if a national case study comes from it.

Richard has continued to fulfill requests for our new visitor guides. We are waiting to determine his level of involvement with the mobile van deployment.

News from Community Relations

01. The Score Lawrence steering committee and unified command sections were invited to the Chancellor's suite and on the field for the LIU game.

02. Ruth and Sara are doing a CR retreat to develop a plan for the World Cup after-action impact report. This will be a part of the larger, county-wide report.

03. Ruth and Heather have been meeting with various people involved in the Friends of Algeria group to move forward investigating the possibility of forming a sister city in Algeria.

Summit

- Approximately 70 people attended, on an incredibly busy afternoon. Program had great feedback.
- The press release about the award winners has been sent. Winners were: Red Lyon, Saj Andalasi, Patty and Tommee, Buskerfest and the Granada, the DoubleTree staff, and Ruth
- We raised $1,750 in sponsorships to help defray costs of hosting. Tom Harper was a new sponsor!

Community Partnerships

- The transit movie premier event with the city and the Arts Center was fantastic. Nearly 300 people came for another incredibly uplifting and inspiring Lawrence story.
- The Parks and Recreation Advisory Board will now be evaluating TGT event grant requests. eXplore Lawrence will be a helpful partner in this process.
- Several hospitality industry partners are in this year's Leadership Lawrence class.
- Ruth will be attending the Destinations International Advocacy Summit in Ottawa in October
- Ruth is working with Josiah Brown to schedule a workshop about the visitor economy and future work of eXplore Lawrence around the first of the year. Kim won a bid for this at the DI silent auction in Portland in July!
- Partnered with the KU Office of Family Engagement to distribute guides, pads, pens, stickers for parent wknd.

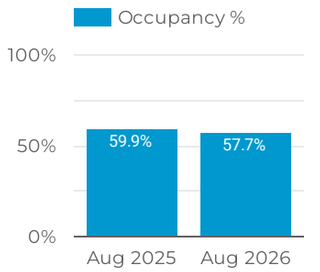
Mobile Visitor Center

- The interior should be complete this week. We are finalizing storage schematics for the back.
- The tech pieces are coming in this week for synching with the lights, entrance, and videos
- We have contracted to shoot the outdoor video (biking, marina, and disc golf) on October 7/8
- Bryan went to the Haskell 100th Anniversary festivities to get some footage for the festivals video
- Ruth, Sara, and Richard will work together in forming a rubric for van engagement. They'll also start a process (and means) by which the public can request the van, and determine priorities when events are in conflict.

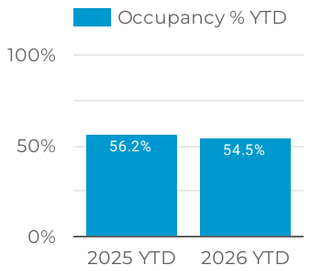
August 2026 LODGING REPORT

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.

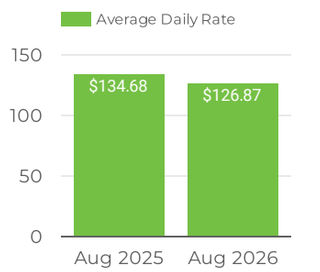
There are six major areas of analysis contained in this report:
1) Occupancy Percent: Reflects the percentage of rooms occupied
2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
3) RevPAR: Reflects the revenue per available room
4) Room Supply: Reflects the number of rooms available
5) Room Demand: Reflects the number of rooms sold
6) Room Revenue: Reflects the amount of revenue collected



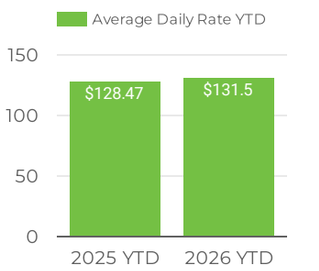
Occupancy Change
-3.60%



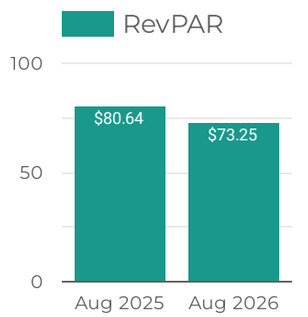
Occupancy Change
-3.00%



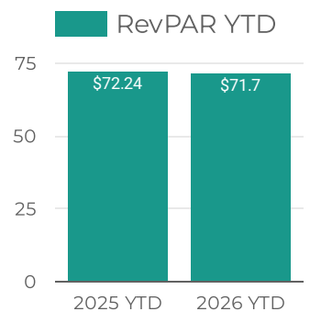
ADR Change
-5.80%



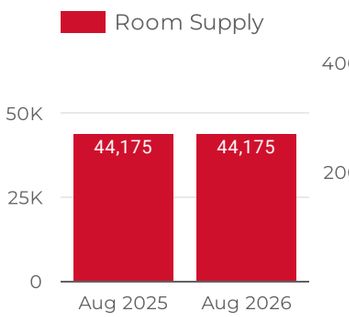
ADR Change
2.40%



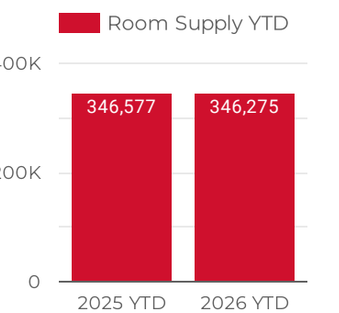
RevPAR Change
-9.20%



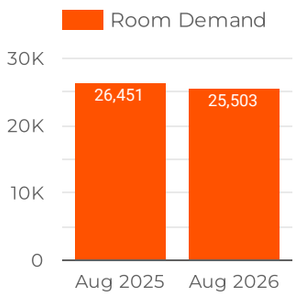
RevPAR Change
-0.80%



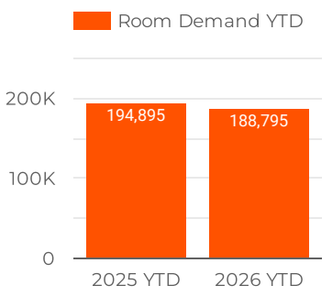
Room Supply Change
0.00%



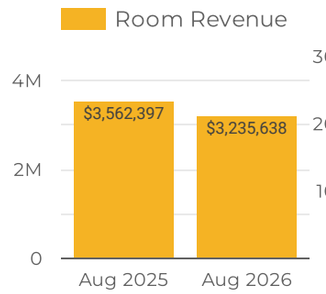
Room Supply Change
-0.10%



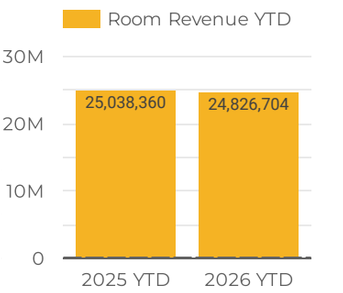
Room Demand Change
-3.60%



Room Demand Change
-3.10%



Room Revenue Change
-9.20%



Room Revenue Change
-0.80%

SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED

Short-term Rental Data August 2026

Aug 2026						
Month	**Available Listings**	**Booked Listings**	**Occupancy Rate**	**ADR**	**Rev PAR**	**Revenue**
Aug 2026	349	335	61%	$190.39	$115.73	$1,089,021
Jul 2026	363	336	60%	$167.47	$99.86	$933,853
Pct. Change	-3.86%	-0.30%	2.01%	$13.62%	$15.90%	16.62%

Month	**Available Listing Nights (Supply)**	**Booked Listing Nights (Demand)**	**Room Nights Available**	**Room Nights Booked**
Aug 2026	9,410	5,720	20,319	12,082
Jul 2026	9,352	5,573	20,239	11,788
Pct. Change	0.62%	2.64%	0.39%	2.49%

Month	**Length of Stay (Days)**	**Booking Lead Time (Days)**
Aug 2026	4.6	42.5
Jul 2026	4.5	43.4
Pct. Change	1.16%	-1.92%



Monthly Pace - Douglas County Short Term Rentals

The chart displays monthly performance for the current year, including forecasted data for upcoming months, alongside the corresponding months from the previous year. This allows you to compare current performance with the same period last year and understand how the market is expected to trend. For example, if you view Sept 2026, the chart will display through Feb 2027 alongside the corresponding months from 2025.

Available Listings

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	388	386	364	336	321	312
Previous Year	296	293	286	287	280	276
Current vs Previous %	31%	32%	27%	17%	15%	13%

Booked Listings

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	370	366	284	92	34	20
Previous Year	289	278	208	79	37	20
Current vs Previous %	28%	32%	37%	16%	-8%	0%

Occupancy Rate

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	38%	32%	18%	8%	3%	2%
Previous Year	39%	35%	16%	6%	3%	2%
Current vs Previous %	-3%	-9%	12%	33%	0%	0%

Average Daily Rate

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	244	267	266	316	180	133
Previous Year	196	209	206	190	184	203
Current vs Previous %	24%	28%	29%	66%	-2%	-34%

RevPAR

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	92	85	49	27	5	3
Previous Year	77	73	33	12	6	5
Current vs Previous %	19%	16%	48%	125%	-17%	-40%

Supply (Nights)

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	10,725	11,331	10,578	10,017	9,584	8,519
Previous Year	7,903	8,561	8,045	8,147	8,018	7,151
Current vs Previous %	36%	32%	31%	23%	20%	19%

Demand (Nights)

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	4036	3626	1949	843	291	189
Previous Year	3100	2976	1289	522	244	164
Current vs Previous %	30%	22%	51%	61%	19%	15%

Revenue (USD)

	Sep	Oct	Nov	Dec	Jan	Feb
Current Year	985709	968298	517889	266596	52377	25193
Previous Year	606094	622767	265375	99100	44835	33270
Current vs Previous %	63%	55%	95%	169%	17%	-24%