



2020 ANNUAL REPORT

**#RISE
LAWRENCE**



**explore
LAWRENCE**

WHEN WE SAID UNMISTAKABLE WE DIDN'T MEAN THIS!

Over the years the hospitality industry has successfully navigated many challenges, from 9-11 to the great recession of 2008 and we have always come back stronger.

But we have never experienced anything like the COVID-19 Pandemic. Overnight everything related to travel shut down. Virtual meetings replaced face-to-face meetings and all the work our Sales Department put in to bring what would have been a record year for Lawrence meetings and conventions vanished. There is no way to sugarcoat this. It is going to take years for this segment of the tourism industry to recover and it will look very different.

We are very proud of how our organization pivoted to deal with the new reality we were presented with. A few of our key accomplishments:

- Retooling our website to stay relevant and best serve our local hospitality partners
 - Keeping our partner listings up-to-date with their current operation status
 - Providing fun at-home content including Lawrence coloring pages and Zoom backgrounds
 - COVID-19 Visitor Dashboard
 - Road to Reopening resources for the hospitality industry
- Hosting Zoom meetings for community partners
- Creating and sharing the Lawrence Promise
- Writing and Administering Grants for the local tourism industry

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

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

Mike Logan
Board Chair

Michael Davidson
Executive Director

MESSAGE FROM THE BOARD

2020 BOARD OF DIRECTORS

Mike Logan
The Granada

Derek Felch
Hampton Inn

Rachel Black
Americana Music Academy

Charlie Persinger
University of Kansas

Mallory Gilliland
Kansas Athletics

Danny Caine
The Raven Bookstore

Ivan Simac
Country Inn & Suites

Porter Arneill
Ex Officio, City of Lawrence

Sally Zogry
Ex Officio, Downtown
Lawrence Inc.

Hugh Carter
Ex Officio, Lawrence Chamber

STAFF

Michael Davidson
Executive Director

Kim Anspach
Director of Community Relations

Andrea Johnson
Director of Marketing &
Communications

Kendra Brayfield
Director of Sales

Caleb Deines
Visitor Services Manager





\$565,650 TOTAL INCOME

- TRANSIENT GUEST TAX \$498,000
- STATE GRANT \$40,000
- DMI \$12,000
- MISCELLANEOUS INCOME \$6,474
- MEETING MAX \$5,312
- GIFT CARD INCOME \$2,128
- MERCHANDISE INCOME \$1,736

\$815,306 TOTAL EXPENSES

- PAYROLL \$380,700
- ADMINISTRATION \$175,308
- SALES AND MARKETING \$154,542
- ADVERTISING \$95,667
- RETIREMENT \$9,089



INCOME & EXPENSES

COMMUNITY ENGAGEMENT

801 EXTRANET LOGINS
BY **96** PARTNERS

1,257
EVENTS ADDED TO CALENDAR

6
PARKING ENFORCEMENT OFFICERS
TRAINED AS TOURISM AMBASSADORS

VISITOR SERVICES

112
VOLUNTEER HOURS

4,296
WALK-IN
VISITORS SERVED

\$3,304
IN SALES

4,619
BROCHURES AND
MAPS DISTRIBUTED



VISITOR SPENDING

In 2019, visitors spent **\$272 million** in Douglas County.

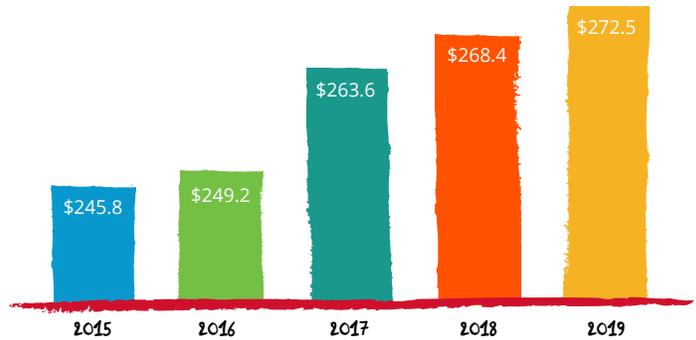
Visitor spending has increased by **\$27 million** since 2015, an increase of **11%**.

Douglas County's visitor spending ranks **5th** among all counties in the state.

Spending at restaurants, bars, and grocery stores captures **29%** of each visitor dollar.

Visitor spending on recreational activities increased by **5.5%** in 2019.

Douglas County visitor spending (\$ millions)



EMPLOYMENT GENERATOR

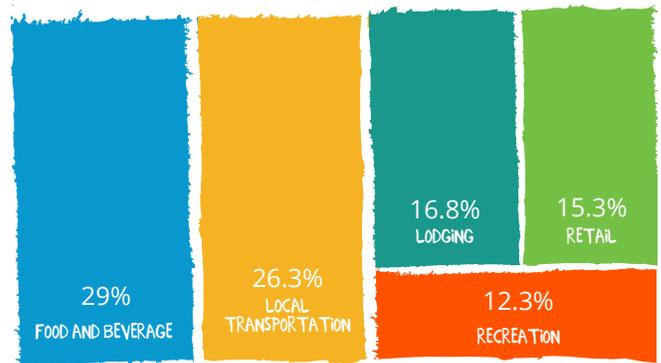
Tourism supports **3,764** jobs in Douglas County.

Employment supported by visitor spending supports **7.6%** of all Douglas County jobs.

FISCAL CONTRIBUTIONS

Visitor activity supported **\$24.5** million in state and local tax revenues in 2019.

2019 visitor spending categories and shares



ECONOMIC IMPACT

SALES

59
LEADS GENERATED

59,937
ROOMS REQUESTED

\$7,140,000
ESTIMATED ECONOMIC IMPACT

*EVENTS HIGHLIGHTED IN RED HAVE BEEN CANCELLED DUE TO COVID-19

BOOKED LEADS	MONTH & YEAR OF EVENT	NUMBER OF ROOMS	ESTIMATED ECONOMIC IMPACT
Kansas Academy of Nutrition & Dietetics	April 2020	80	\$78,000
2020 Paper Plains Literary Festival	April 2020	40	\$8,675
Stadium Blitz-Complex Sports	April 2020	100	\$20,000
KCCM Conference 2020	April 2020	30	\$6,560
APA KS 2020 Spring Symposium	April 2020	40	\$8,675
Heart of America Volleyball	June 2020	150	\$103,054
League of Kansas Municipalities Board Meeting	June 2020	40	\$8,675
MAYB Basketball Tournaments	June 2020	150	\$103,054
Reebok World Championship Tournament	July 2020	2500	\$887,928
Kansas Society of Radiologic Technologist	September 2020	30	\$5,560
150 MS Race	September 2020	200	\$117,059
Gravel Grinders	October 2020	80	\$78,000
2020 Restorative Justice Conference	October 2020	200	\$40,000
Shorts Travel University of South Dakota	October 2020	25	\$3,975
ACEC Membership Meeting	November 2020	40	\$8,675
KC Rising Stars Basketball Tournament	November 2020	150	\$103,054
Miss Kansas & Miss Teen Kansas Pageant	January 2021	100	\$20,000
Hardwood Alliance	February 2021	150	\$103,054
Tulsa-Kansas in the Zone Travel	March 2021	42	\$6,678
Kansas Society of Radiologic Technologist	April 2021	30	\$5,565
April Fool's Futbol Festival	April 2021	300	\$221,304
Kansas Assoc. of Chiefs of Police Valor Banquet	April 2021	50	\$46,788
Heartland Of America Challenge Basketball	April 2021	50	\$46,788
KC Pre-Nationals Tournament	May 2021	375	\$253,462
Kansas Fastpitch Softball	May 2021	375	\$166,950
Reebok World Championship Tournament	June 2021	1,050	\$166,950
MSP 2020 14B National Championships	June 2021	175	\$157,890
KPHA 2021 Conference	June 2021	175	\$157,890
INAFSA Region II	July 2021	2500	\$887,928
Triple Crown Volleyball multi year	July 2021	2,010	\$319,590
	July 2021	2,010	\$319,590
	September 2021	350	\$55,650
	September 2021	350	\$55,650
	October 2021	500	\$90,010
	February 2022, 2023, 2024	1300	\$378,700

WEBSITE

125,587 individuals visited
UnmistakablyLawrence.com 166,210 times

SOCIAL MEDIA

125,587 fans
1,181 posts
1.59 million impressions
56,676 engagements
22,140 YouTube video views

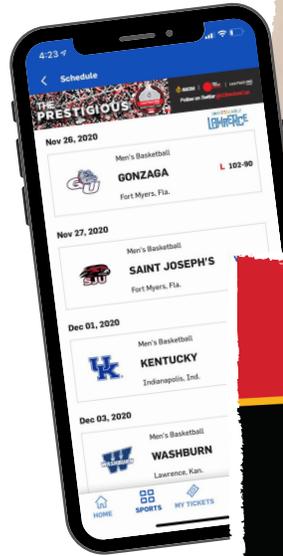
DIGITAL ADS

Search Engine Marketing
E-Newsletters
Digital Display
Social Media
IMG-Learfield/Kansas Athletics
The Pitch KC

8 million+ digital impressions

PRINT & OUTDOOR

KANSAS! Magazine
Kansas Travel Guide
University of Kansas Visitors Guide
KSAE Member Directory
KCSAE Member Directory
I-70 Billboards



We promise to be safe

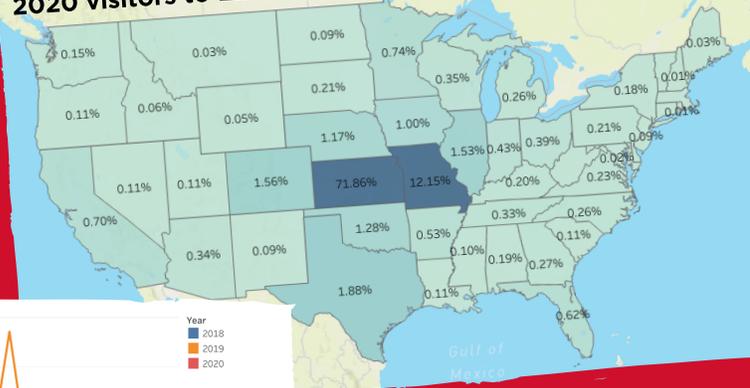


MARKETING & COMMUNICATIONS

VISITOR DATA

Data provided by SeeSource. SeeSource is a data tool that uses cell phone geolocation data, household demographic and behavioral data, and consumer spending data to help us understand our visitors better.

2020 visitors to Lawrence by state



LAWRENCE PROMISE

The Lawrence Promise is a partnership between eXplore Lawrence, Lawrence Chamber, Downtown Lawrence Inc, and the Lawrence Restaurant Association and has the support of the City of Lawrence and Lawrence-Douglas County Public Health. The Lawrence Promise is a commitment to keep employees, Lawrence residents, and visitors to Lawrence healthy and safe.

228

BUSINESSES HAVE SIGNED THE
LAWRENCE PROMISE

194

INDIVIDUALS HAVE SIGNED THE
LAWRENCE PROMISE

eXplore Lawrence administered a digital and social marketing campaign to amplify the Lawrence Promise message and stimulate spending in Lawrence. Two videos were created for the Lawrence Promise, a PSA by Midco and a music video by local artist Nick Carswell.



7.68 million

AD IMPRESSIONS

32,555

CLICKS TO LAWRENCEPROMISE.COM

70,000+

VIDEO VIEWS

COVID RESPONSE

GRANTS

HOTEL COVID-19 RESPONSE AID GRANT

eXplore Lawrence was awarded a Douglas County CARES Act grant to reimburse Douglas County hotels and lodging facilities for expenses related to COVID-19 including PPE, cleaning supplies, increased labor expenses, and business interruption. **\$300,000** in aid was awarded to **14** properties.

RESPONSIBLE TOURISM PROGRAM GRANT

eXplore Lawrence was awarded **\$84,000** in Douglas County CARES Act funding for a Responsible Tourism program. This program funded technology, PPE, and marketing programs that ensure safe and responsible business and leisure tourism to Lawrence, Kansas resulting in a positive economic impact for the community.

LAWRENCE RESTAURANT ASSOCIATION GRANT ADMINISTRATION

eXplore Lawrence staff helped the Lawrence Restaurant Association administer a Douglas County CARES Act grant to reimburse Douglas County restaurants and non-hotel hospitality businesses for expenses related to COVID-19. **\$1.94 million** in aid was awarded to **105** businesses.

ABOUT EXPLORE LAWRENCE

eXplore Lawrence develops and coordinates resources to create an exceptional visitor experience for both leisure and business travelers, resulting in increased overnight stays, direct visitor spending, and repeat visits.

MISSION

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.

MISSION & VISION

VISION FOR THE DESTINATION

- Be recognized as the premier visitor and convention destination in the State of Kansas
- Foster partnerships amongst area tourism facilities and businesses contributing positively to area economy and environment
- Be the catalyst that helps create an ample and available workforce comprised of motivated, well-trained, and customer-focused individuals
- Generate enthusiastic public and private sector support and investment in the tourism industry and its activities
- Create an atmosphere where the area's tourism industry is cohesive and works collaboratively on all efforts and issues

200 W 9TH ST, LAWRENCE, KS 66044
UNMISTAKABLYLAWRENCE.COM

