

The Economic Impact of Tourism in Overland Park

Sources:

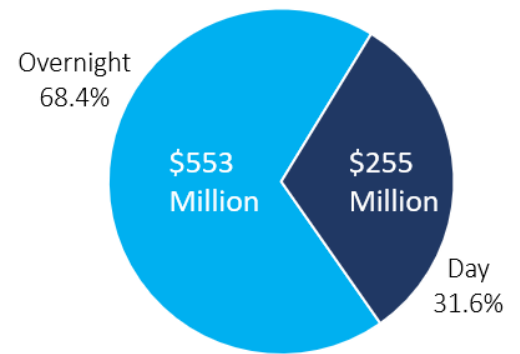
Hotel Data

- 1,106,975 rooms occupied in 2018
- \$115,824,630 room revenue in 2018

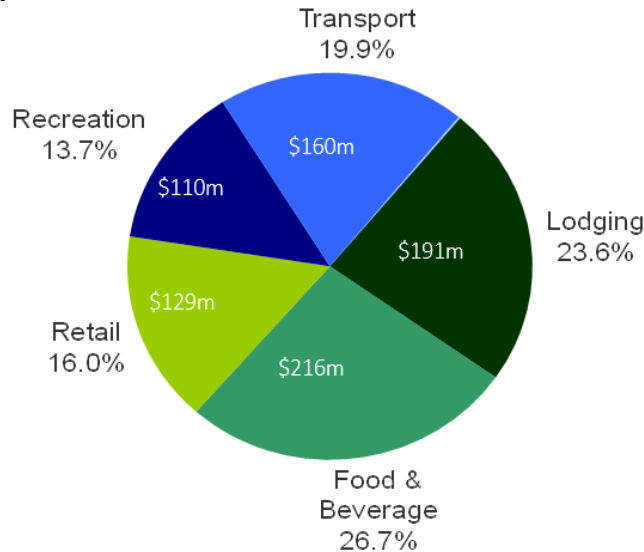
Visitor Spending

- Visitor spending reached \$808 million in Overland Park in 2018
 - 5 million visitors, spending an average of \$160 per trip
 - More than \$92,200 spent by visitors every hour in Overland Park
- Key spending categories for day visitors are food & beverage and retail
- Food and beverage spending grew by \$3 million in 2018
- Recreational spending has grown over \$8 million since 2016, reaching \$110 million in total

Overnight vs. Day Visitor Spending



Visitor Spending by Sector



Tourism Impacts

Visitor spending in 2018 in Overland Park:

- Directly supported 8,539 jobs, with overall visitor-supported economic activity supporting 11,981 jobs
- Generated \$455 million in labor income
- Created \$95 million in state and local tax revenues – an average of \$19 per visitor

Tourism in Context

- Tourism saves each OP household \$1,200 per year in local taxes
- 12% of all visitor spending in Kansas occurs in Overland Park