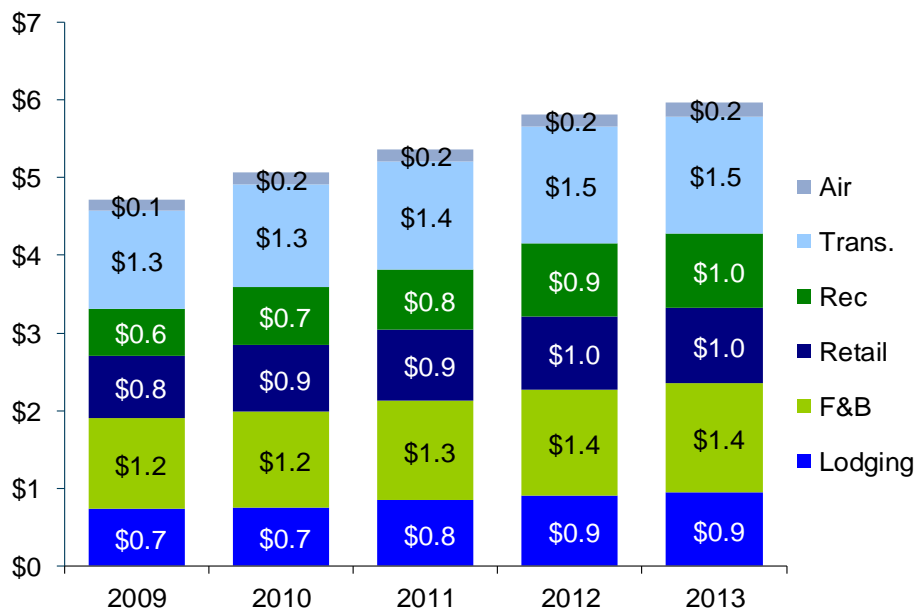


2014 – Kansas Tourism Economic Impact: Key Highlights

- In 2013, Kansas received **33.7 Million** visitors
(That's as if everyone from Texas, Nebraska and Colorado visited Kansas in one year)
- Tourism expenditures generated **\$9.5 Billion** in total economic impact.
(\$9.5B in business sales is equal to about \$1,000 for every acre of wheat planted in Kansas)
- Traveller spending growth has averaged 6.0% per annum over the past four years.
- 2013 average per overnight visitor spending: \$332 per trip
- In terms of jobs, tourism supports 92,265 jobs in the state; this represents 5.2% of all employment in the state. (More than all jobs in Wyandotte County -4th largest county by employment in Kansas)
- Total travel related personal compensation in Kansas was over **\$2.7 Billion**
- Tourism employment grew 1.0% in 2013, making three straight years of employment growth.
- Tourism activity brings in **\$556 Million** in state and local government revenues
- Accordingly, tourism provides \$500 in tax relief to each Kansas Household.
(About what the average household spends on pets each year)

Kansas Traveler Spending

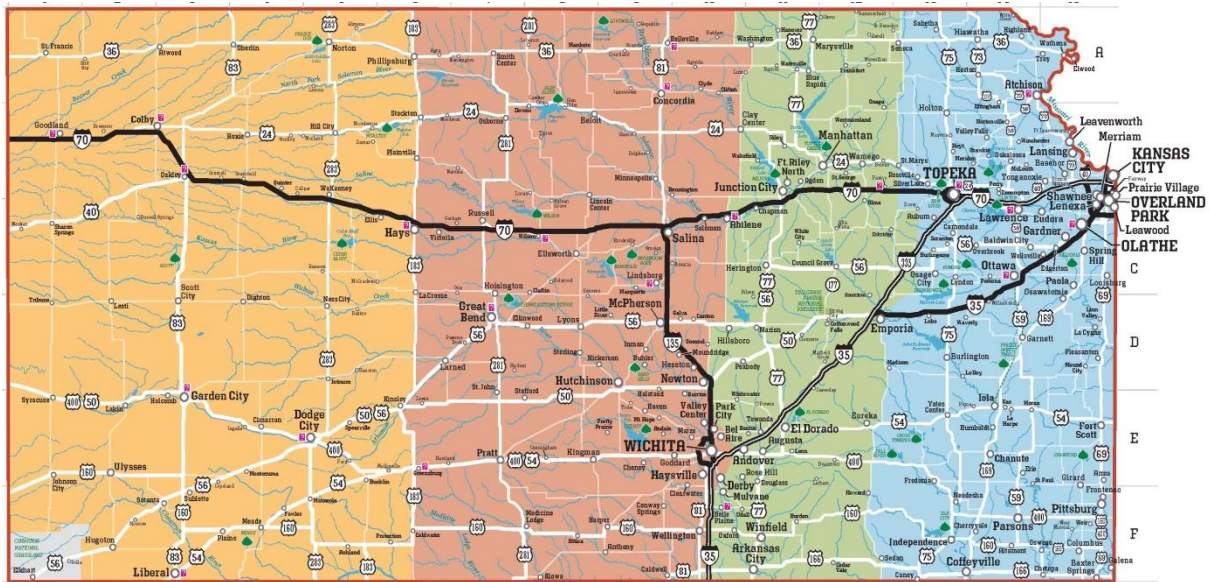
by Year, Billions of \$



Sources: DK Shifflet, NTTO, Tourism Economics

- Spending grew by \$149 million in 2013 and more than a third of that increase was in the food & beverage category.

Traveler Direct Spending by Region (in millions)



\$474

\$2,116

\$517

\$2,858

These numbers represent the total direct traveller spending in lodging, food and beverage, retail, recreation and entertainment (includes casino wagering) and transportation in each of the four regions of the state totalling **\$6 Billion** dollars of direct spending. With indirect and induced spending, tourism has a total economic impact of **\$9 Billion** in Kansas.

View the complete reports:

The complete Kansas Tourism Economic Impact Report and Regional and County details are available at TravelKS.com/Industry.