



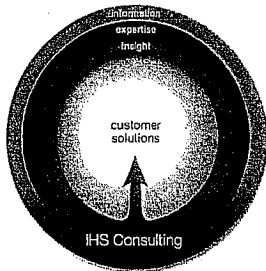

## 2011 – Kansas Tourism Satellite Account: Key Highlights

- In 2011, Kansas received **32 Million** visitors generating tourism expenditures of **\$8 Billion** in 2011. This represents an increase of 3.4% in visitation from 2010, and a 9.0% growth in visitor spending.
  - 2011 average per visitor spending: \$236
  - Each visitor adds approximately \$182 to the Gross State Product (GSP) and \$105 in wages paid to workers directly employed in tourism.
  - Kansas' share of total US tourism grew by 2.0% from 2010 to 2011.
- In terms of jobs, tourism is the **third largest industry** in the state employing approximately **10%** of the population.
  - Tourism is responsible for **148,228** jobs in the state, and **\$2.5B** in wages and salaries.
  - Only 217 visitors are required to create a new job in Kansas.
  - 320 visitors will pay for one year of education for a Kansas public school student.<sup>1</sup>
- Tourism is responsible for **4.4%** of the total Kansas GSP; yet, tourism activity provides **14.4%** of all state and local tax receipts.
  - Accordingly, tourism provides \$917 in tax relief to each Kansas Household.
  - State and local per visitor tax receipts: \$32
  - State and local tax receipts in 2011 were over **\$1B**, with \$850M coming from indirect business tax receipts.

Measurement	2011	2010	2009	Growth '10-'11	Growth '09-'10	Perspective
<b>Visitation and Expenditures</b>						
• Total Person-Stays*	32.11 M	31.05 M	30.21 M	3.4 %	2.8 %	• Since '09, spending growth has outpaced visitation growth, resulting in strong per/person spending increases
• Total Tourism Expenditures	\$8.03 B	\$7.79 B	\$7.06 B	3.1 %	10.4 %	
<b>Economic Value (GSP)</b>						
• Core Tourism (direct)	\$4.52 B	\$4.15 B	\$4.02 B	9.0%	3.0%	• In 2011, Kansas GSP grew by 3.8%
• Total Impact (direct+indirect)	\$5.83 B	\$5.60 B	\$5.17 B	4.0%	8.4%	
<b>Wages &amp; Salaries</b>						
• Core Tourism (direct)	\$2.55 B	\$2.34 B	\$2.31 B	9.2%	1.3%	• In 2011, average annual total tourism wages were nearly \$23,000
• Total Impact (direct+indirect)	\$3.36 B	\$3.27 B	\$3.01 B	2.7%	8.6%	
<b>Employment ('000)</b>						
• Core Tourism (direct)	128.65	119.99	119.92	7.2%	0.1%	• 1 out of every 10 workers in Kansas owes their job to the tourism industry
• Total Impact (direct+indirect)	148.23	143.04	117.53	3.6%	4.0%	

<sup>1</sup> Per student expenditure taken from the Federal Education Budget Project.


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# Kansas Tourism 2011

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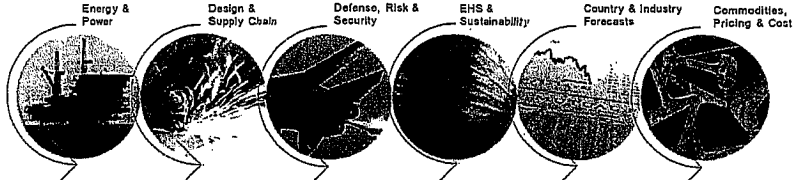
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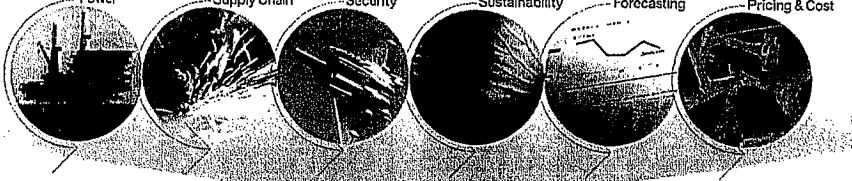
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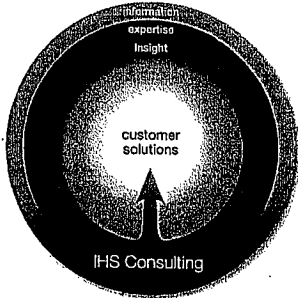
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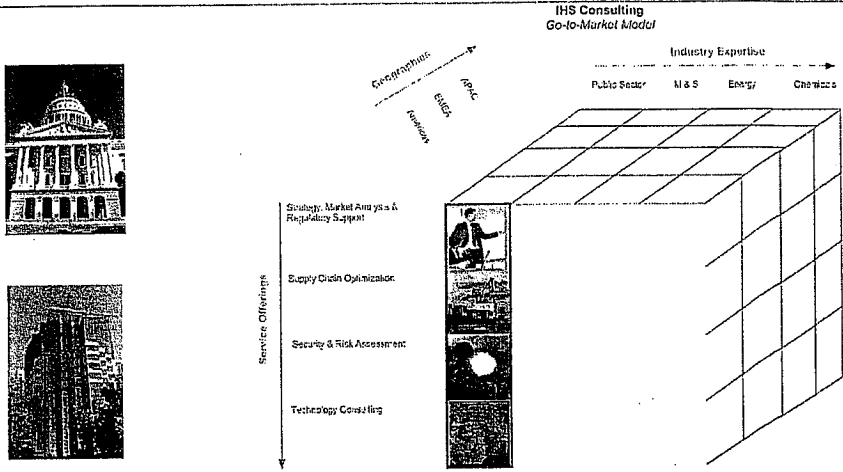
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## Serving public and private clients across global markets and in key industries



The diagram illustrates the IHS Consulting Go-to-Market Model. It features a 3D grid structure. The vertical axis is labeled 'Service Offerings' and includes: Strategy, Market Analysis & Regulatory Support; Supply Chain Optimization; Security & Risk Assessment; and Technology Consulting. The horizontal axis is labeled 'Industry Expertise' and includes: Public Sector, M & S, Energy, and Chemicals. A diagonal axis is labeled 'Geography' and includes: Americas, EMEA, and APAC. The IHS logo is in the top right corner.

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## Government/Public Sector Consulting – Client Segments



- **Federal Government** – US Departments of Energy, Transportation, Defense
- **State & Local Government** – State of Texas, City of Philadelphia, Memphis Regional Planning Commission
- **Trade Associations** – Int'l. Franchise Assoc., America's Natural Gas Alliance, American Gear Manufacturers Assoc.
- **International Government** – European Commission, NATO, Agencia Brasileira de Desenvolvimento Industrial

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## Core Capabilities for Government Consulting



- **Economic Impact Analysis**

- Key themes: effects of public policy on the economy, jobs, incomes, tax revenues

- **Economic Development Strategy**

- Key themes: national investment, industrial development, cluster analysis, tourism analysis

- **Security & Military Intelligence**

- Key themes: threat assessment, open source intelligence methods and analysis, weapons systems analysis

- **Fraud, Waste & Abuse Analytics**

- Key themes: predictive modeling, data mining, fraud detection

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## Core Capabilities for Government Consulting, continued



- **Market Sizing & Forecasting**

- Key themes: Product line forecasting, market size, market segmentation

- **Trade & Freight-flow Analysis**

- Key themes: point-to-point flow of goods by transportation mode, import/export volumes by commodity and mode, fleet assessment, CO2 emissions analysis

- **Cost Forecasting**

- Key themes: measuring inflation in goods and services, purchasing guidance

- **Healthcare**

- Key themes: supply/demand of medical services by specialty, workforce requirements, healthcare policy analysis and simulation

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## Core Capabilities for Government Consulting, continued



- **Energy Resource Strategy**

- Key themes: establishing regulatory regimes, tender support, resource assessment, licensing strategy

- **Fiscal Analysis**

- Key themes: revenue forecasting, dynamic scoring, tax policy

- **Automotive Analysis**

- Key themes: CO2 emissions analysis, vehicle safety issues, alt. vehicles

- **Chemicals Analysis**

- Key themes: Key themes: technology viability, risk management and mitigation, potential economic competitiveness, capital project feasibility

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## Travel and Tourism Expertise



- *Visitation & Spending Forecasts* –by category and by country, region, state, or U.S. city. Market size, growth, and share.
- *Market Feasibility & Investment Facilitation* market analysis & research, demand/supply review, policy evaluation, development cost analysis.
- *Destination Impact & Concession Support* economic impact of the construction and operations of individual facilities –resort, convention center, entertainment venue, event...
- *Tourism Economic Impact & Tourism Satellite Accounting* conforming to the UN/WTO standards. What does travel & tourism contribute in jobs, wages, spending, and taxes to a national or local economy?
- *Tourism Policy Analysis* travel & tourism policy evaluation and rationalization.

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## Tourism Satellite Accounting



- The **Tourism Satellite Account** is the international (UN/WTO, OECD) standard for measuring the contribution of tourism to an economy
- Measuring the industry “tourism” is difficult:
  - Tourism industry is not measured in standard economic accounting systems.
  - Most industries are accounted via the *supply-side*; firms are categorized into NAICS codes and asked about jobs, revenue, and costs.
  - But tourism is a *demand-side* activity; the focus is on what the traveler buys before and during a trip. As a result, tourism touches many industries
- 4Cs: Credibility, Comprehensiveness, Comparability, Consistency

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## Benefits of a TSA: Benchmarking & Analysis



- ✓ Are we spending enough on tourism promotion and infrastructure? *Compares government support of the tourism sector with government revenue generated by tourism.*
- ✓ Which are our best economic development targets and are candidate-requested concessions worth it? *Allows policy-makers to compare the size & growth of tourism to other industrial sectors.*
- ✓ What is the ROI of public tourism investment? *Enables analysts to assess long-term health of the tourism sector vis-a-vis capital investment and government support.*
- ✓ How can we benchmark ourselves against our destination competition? *Provides an accepted international standard for benchmarking.*
- ✓ How can we communicate the full value of tourism to policy makers, businesses, and citizens? *Quantifies how other industries benefit from tourism.*

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## TSA and Tourism Economic Impact: Client Examples



### Tourism Satellite Account

- KANSAS
- North Dakota
- New Jersey
- Bahamas
- Delaware
- Maryland
- Israel
- Dubai
- Abu Dhabi
- South Dakota
- Rhode Island
- Guam
- North Carolina
- Alaska
- South Carolina
- Virginia
- Utah

### Economic Impact

- Idaho
- Pennsylvania
- Indiana

### City Tourism Impact

- Washington, DC
- NYC
- Dallas
- Boston
- Arlington, TX
- Sacramento
- Baltimore
- Philadelphia
- Orlando
- Camden & SNJ
- Tulsa
- St. Louis
- Kansas City
- Battle Creek
- Durham, NC
- Savannah
- Pittsburgh
- Austin
- Indianapolis
- Omaha

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## TSA: Definitions of Key Terms



- Visitor: GT 50 miles, non-commuting day trips, or all overnight stays
- Person Stays: stays times the number in the party
- Resident Outbound Tourism: Only outbound purchases made in advance of a trip are included. No resident usage of KS tourism assets.\*
- Tourism Expenditures: A TSA concept, includes all spending by all constituents on travel made in the jurisdiction (KS), as well as all investment
- Visitor Spending: Spending in the jurisdiction by visitors (accommodations, food & beverage, shopping, transportation, entertainment, other)
- Total Economic Impact: "GDP" definition...spending less value of supply chain purchases made elsewhere. The amount truly retained in jurisdiction.
- Import Leakages: The value of supply chain purchases made outside of the jurisdiction.
- Direct Spending/Jobs/Wages: Industries that "touch" the visitor (e.g. hotels, restaurants, museums,...)
- Indirect Spending/Jobs/Wages: Industries that supply those that touch the visitor

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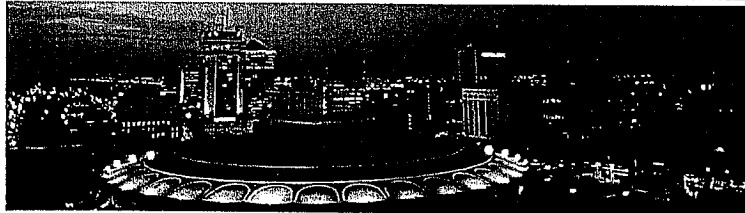


## 2011 Travel Year TSA Results

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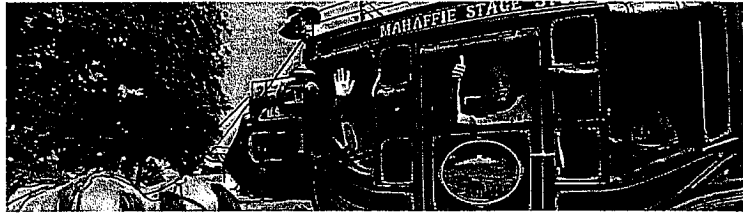
## Kansas Tourism in 2011: A Top Line View



- ✓ 32 million visitors generated tourism expenditures of \$8.0B in 2011
- ✓ In '11, visitation increased by 3.4% and visitor spending grew by 9.0%
- ✓ Avg. spend-per-visitor was \$236 in '11
- ✓ 1 of every 10 Kansas Citizens owes his/her job to tourism
- ✓ Avg. Annual Tourism Wages were nearly \$23,000 in '11
- ✓ Every 217 visitor/travelers creates a new job in KS

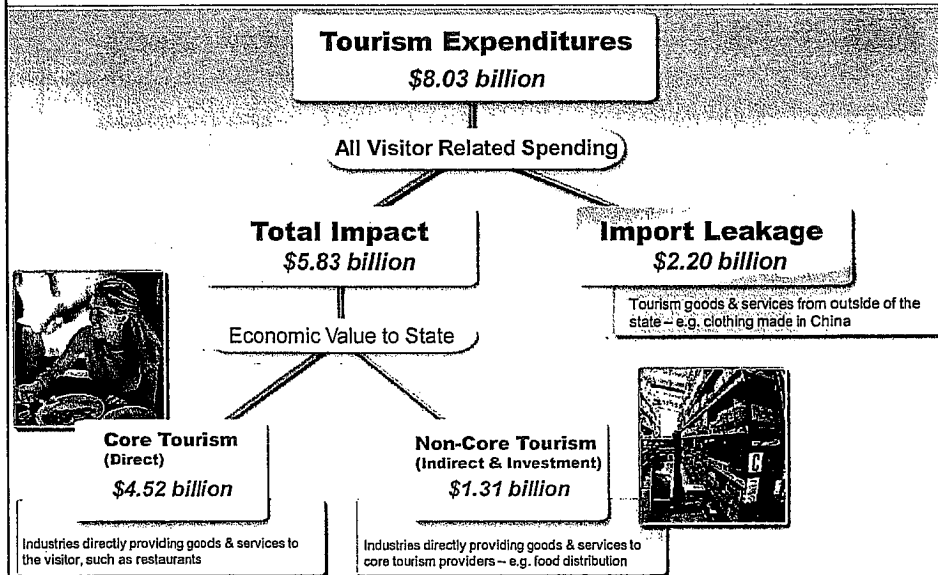
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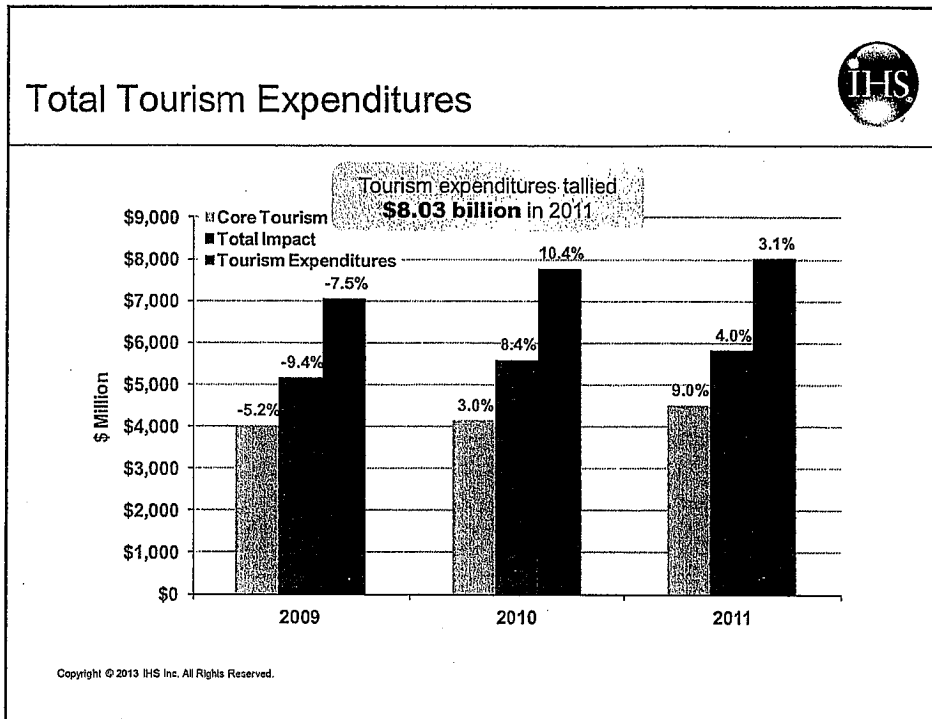
## Kansas Tourism: The Impact on KS & the US



- ✓ Tourism is responsible for 4.4% of total KS Gross State Product
- ✓ Tourism is the 3rd largest industry in KS (based upon jobs)
- ✓ Tourism generated 14.4% of all state & local tax revenue in '11
- ✓ Tourism's tax contribution reached \$917 per KS Household
- ✓ In '11, KS's share of US total tourism jobs grew by 2.0% from '10
- ✓ In '11, KS's share of US direct tourism jobs grew by 5.3% from '10
- ✓ In '11, KS's share of US direct tourism output grew by 0.5% from '10

## Industry Structure – 2011





### Kansas TSA: Top Line Results

Measurement	2011 (billion)	2010 (billion)	2009 (billion)	Growth Rate '10-'11	Growth Rate '09-'10
Total Tourism Expenditures	\$8.03	\$7.79	\$7.06	3.1%	10.4%
Total Impact	\$5.83	\$5.60	\$5.17	4.0%	8.4%
Core Tourism (direct)	\$4.52	\$4.15	\$4.02	9.0%	3.0%
Non-Core Tourism	\$1.31	\$1.46	\$1.14	-10.3%	27.4%
Import Leakage	\$2.20	\$2.19	\$1.89	0.6%	15.7%

- Tourism in Kansas has made a steady recovery since the two-year recessionary driven downturn during 2008 and 2009.
- While non-core investment eased up in 2011, strong core industry growth led to an overall increase in expenditures.

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## KS Tourism: Visitation and Spending

Measurement	2011	2010	2009	Growth '10-'11	Growth '09-'10	Perspective
<b>Visitation and Expenditures</b> • Total Person-Stays* • Total Tourism Expenditures	32.11 M \$8.03 B	31.05 M \$7.79 B	30.21 M \$7.06 B	3.4 % 3.1 %	2.8 % 10.4 %	• Since '09, spending growth has outpaced visitation growth, resulting in strong per/person spending increases
<b>Economic Value (GSP)</b> • Core Tourism (direct) • Total Impact (direct+indirect)	\$4.52 B \$5.83 B	\$4.15 B \$5.60 B	\$4.02 B \$5.17 B	9.0% 4.0%	3.0% 8.4%	• In 2011, Kansas GSP grew by 3.8%
<b>Wages &amp; Salaries</b> • Core Tourism (direct) • Total Impact (direct+indirect)	\$2.55 B \$3.36 B	\$2.34 B \$3.27 B	\$2.31 B \$3.01 B	9.2% 2.7%	1.3% 8.6%	• In 2011, average annual total tourism wages were nearly \$23,000
<b>Employment ('000)</b> • Core Tourism (direct) • Total Impact (direct+indirect)	128.65 148.23	119.99 143.04	119.92 1.7.53	7.2% 3.6%	0.1% 4.0%	• 1 out of every 10 workers in Kansas owes their job to the tourism industry

\* Domestic total only, data provided by D.K. Shifflet & Associates  
Numbers may differ due to rounding


Source: IHS Global Insight


## Total Impact of Tourism

- In 2011, the total impact of travel & tourism (direct and indirect) was **\$5.83 billion**.
- The ratio of the total impact to total expenditures reveals that **73% of each tourism dollar spent in Kansas** is retained in the state. The remainder represents import leakages.
- Over **128,000 direct jobs** were supported by core travel & tourism economy activity. This accounts for **9.7% of total non-farm employment** in the state.
- Another **19,580** indirect jobs were supported by core tourism activity.
- Approximately **\$2.55 billion in wages & salaries (direct impact)** was generated by core travel & tourism in 2011.
- Tourism generated **\$931 million** in federal government taxes and **\$1,025 million** in state & local government taxes in 2011.

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## Breaking Down Tourism Expenditures





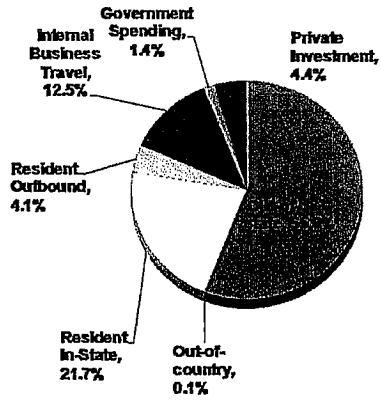
- **Resident In-State** – In-state travel expenditures of Kansas residents
- **In-state Business Travel** – Kansas businesses' spending within the state economy on travel
- **Government Spending** – Kansas Tourism Office Budget, transportation functions related to tourism, publicly funded attractions and funding for security in tourism-intensive areas
- **Investment** – Construction of hotels, attractions, tourism infrastructure, operating and transportation equipment
- **Domestic Out-of-State** – Spending of all visitors to Kansas coming from other parts of the country (Key Category)
- **International** – Spending of international visitors to Kansas
- **Resident Outbound** – Resident spending preparing for an out-of-state trip

## Breaking Down Tourism Expenditures – 2011



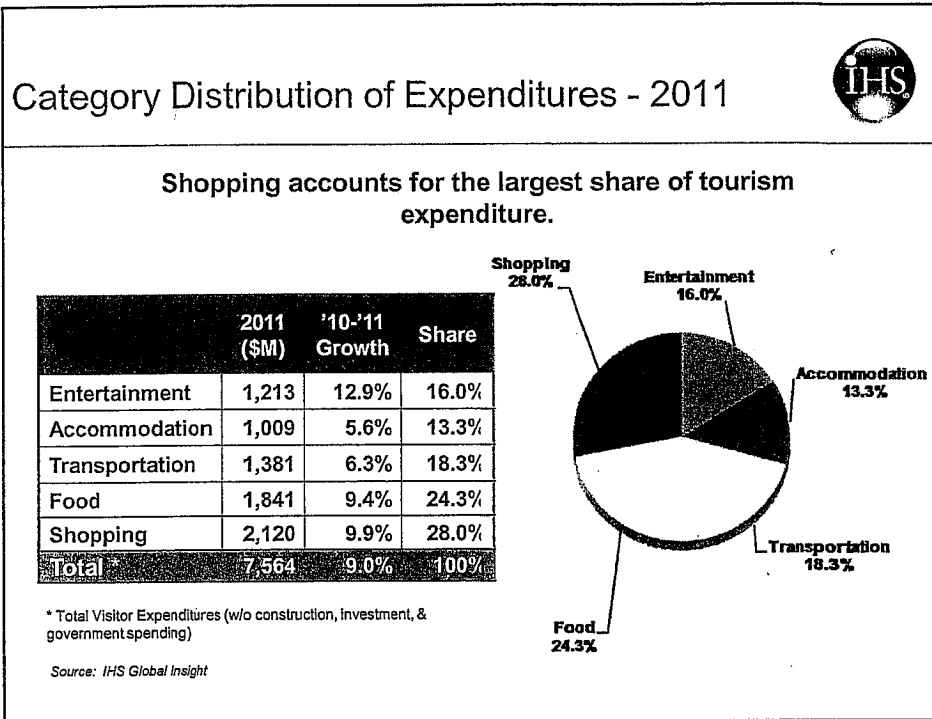
**Visitors from other states represent the largest portion of tourism expenditures in KS**

By Origin	Millions \$\$	Share
In State	3,543	44%
Other U.S.	4,482	56%
International	8	0%
<b>Total</b>	<b>8,034</b>	<b>100%</b>




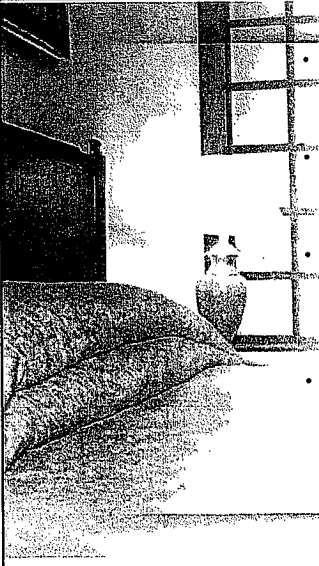
By Source	Millions \$\$	Share
Visitor Spending	7,235	90%
Resident Outbound	327	4%
Government Spending	116	1%
Construction & Investment	355	4%
<b>Total</b>	<b>8,034</b>	<b>100%</b>

Source: IHS Global Insight



## Core Tourism





- Answers the question "How does tourism compare with other industries?"
- Core Tourism measures the size of the industry directly providing goods & services to the visitor.
- Therefore, all indirect effects are excluded – these are part of other supplier industries such as wholesalers. The impact of capital investment is also excluded.
- Core Tourism generated **\$4.52 billion** in economic value in **2011**. This ranks core tourism as the **11th** largest private industry in Kansas in terms of gross state product (GSP).

## Core Tourism – Gross State Product



Core Tourism contributed \$4.52 billion in economic value in 2011.

Tourism ranked as the 11<sup>th</sup> largest private industry in the state.

Rank	Industry (NAICS Definitions)	Millions \$	% of State
1	Real Estate and Rental and Leasing	12,421	10.7%
2	Durables Manufacturing	11,006	9.5%
3	Health Care and Social Assistance	9,997	8.6%
4	Wholesale Trade	8,414	7.3%
5	Retail Trade	8,271	7.2%
6	Finance and Insurance	8,012	6.9%
7	Non-Durables Manufacturing	7,806	6.8%
8	Professional, Scientific, and Technical Services	6,836	5.9%
9	Information	5,886	5.1%
10	Transportation & Warehousing	4,554	3.9%
11	Construction	4,018	3.5%
12	Admin., Support and Waste Management	3,892	3.4%
13	Other Services	3,212	2.8%
14	Accommodation and Food Services	3,145	2.7%
15	Utilities	2,815	2.4%
	Other Industries	15,289	13.2%
	<b>Total Private GSP</b>	<b>115,573</b>	<b>100.0%</b>

Core Tourism provides 3.9% of KS GSP



<b>Core Tourism</b>	<b>\$4,522</b>	<b>3.9%</b>
<b>Total Travel &amp; Tourism</b>	<b>\$5,830</b>	<b>5.0%</b>

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## Core Tourism Impact – Composition – 2011



### Composition of Core Tourism

Rank	Industry	\$ Value '11 (Millions)	'11-'10 Growth	% of Total
1	Food services and drinking places	974	9.1%	21.5%
2	Amusement, Gambling and Recreation industries	684	11.4%	15.1%
3	Automotive equipment rental and leasing	589	8.5%	13.0%
4	Hotels and motels	482	4.8%	10.7%
5	Gasoline stations	444	21.4%	9.8%
6	Food and beverage stores	405	8.5%	9.0%
7	Miscellaneous store retailers	320	6.9%	7.1%
8	General merchandise stores	156	3.2%	3.4%
9	Travel arrangement and reservation services	140	-0.4%	3.1%
10	Clothing and clothing accessories stores	97	9.5%	2.1%
11	Real estate	79	2.0%	1.7%
12	Sporting goods, hobby, book and music stores	52	10.0%	1.2%
13	Rail transportation	49	1.1%	1.1%
14	Air transportation	20	9.6%	0.5%
15	Performing arts companies	17	14.9%	0.4%
	All Others	15	11.9%	0.3%
	<b>Total</b>	<b>4,522</b>	<b>9.0%</b>	<b>100.0%</b>

## Core Tourism – Kansas Jobs & Wages



- Core Tourism is the **third largest** private sector employer in the state with **128,648 direct jobs** in 2011.
- Core Tourism generated **12.1% of non-farm private state employment** in 2011.
- Core Tourism jobs provided **\$2.55 billion in wages & salaries** in 2011.
- Core Tourism's average **annual wage was \$19,831** in 2011.

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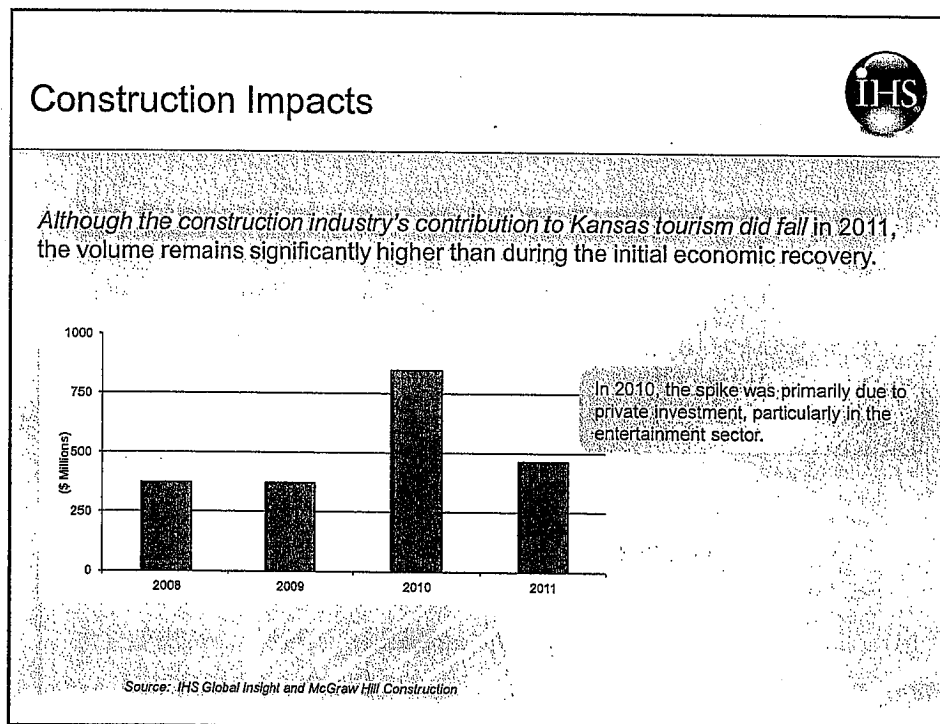
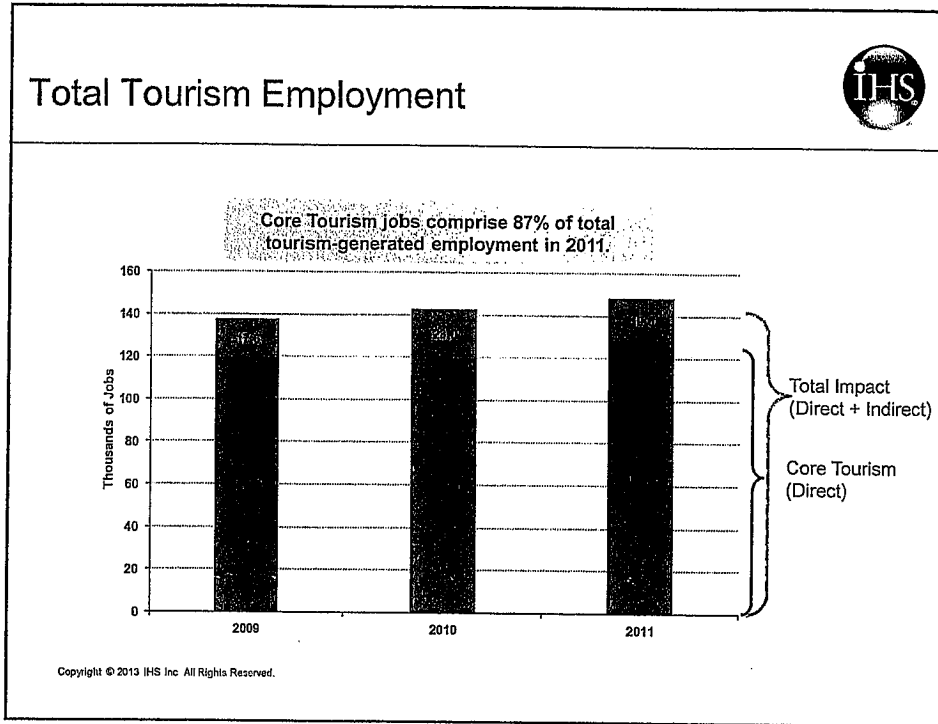
## Core Tourism – Employment Ranking - 2011



Rank	Kansas Industry	Reported Employment (Thousands)	% of State	Core Tourism Extracted Employment
1	Health Care and Social Assistance	164.3	15.5%	164.3
2	Retail Trade	139.4	13.1%	95.0
3	Accommodation and Food Services	99.7	9.4%	52.4
4	Manufacturing, Durables	97.8	9.2%	97.8
5	Admin., Support and Waste Management	71.1	6.7%	71.1
6	Manufacturing, Nondurables	63.5	6.0%	63.5
7	Professional, Scientific, and Technical Services	58.5	5.5%	56.3
8	Wholesale Trade	58.0	5.5%	58.0
9	Finance and Insurance	54.5	5.1%	53.6
10	Construction	53.3	5.0%	53.3
11	Other Services	51.4	4.8%	51.4
12	Transportation and Warehousing	45.6	4.3%	39.9
13	Information	28.4	2.7%	28.4
14	Educational Services	20.2	1.9%	20.2
15	Real Estate and Rental and Leasing	13.8	1.3%	13.0
	Other Industries	43.0	4.1%	15.7
<b>Total Private Nonfarm</b>		<b>1,062.5</b>	<b>100.0%</b>	<b>493.8</b>
<b>Core Tourism</b>		<b>128.7</b>	<b>12.1%</b>	
<b>Total Travel &amp; Tourism</b>		<b>148.2</b>	<b>14.0%</b>	

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## Indirect Benefits in 2011: Tourism Supplier Industries



Despite not directly interacting with the 32 million visitors in 2011, many sectors still benefit greatly from tourism.

<b>Indirect Benefits of Tourism</b>				
Rank	Industry	\$ Value '11 (Millions)	'10-'11 Growth	% of Total
1	Real estate	\$119.9	4.8%	9.2%
2	Power generation and supply	\$76.3	4.7%	5.8%
3	Telecommunications	\$67.6	0.7%	5.2%
4	Wholesale trade	\$61.8	-2.1%	4.7%
5	Management of companies and enterprises	\$49.5	5.1%	3.8%
6	Insurance Carriers	\$49.4	6.8%	3.8%
7	Monetary authorities and depository activities	\$42.9	0.6%	3.3%
8	Non-depository credit intermediation	\$40.0	3.6%	3.1%
9	Food services and drinking places	\$39.4	4.1%	3.0%
10	Services to buildings and dwellings	\$33.5	4.3%	2.6%
11	US Postal Service	\$31.3	5.1%	2.4%
12	Advertising and related services	\$31.1	4.2%	2.4%
13	Accounting and bookkeeping services	\$25.5	3.3%	1.9%
14	Employment services	\$22.6	3.8%	1.7%
15	Maintenance of nonresidential structures	\$21.1	4.0%	1.6%
	Other Industries	\$394.8	-0.9%	30.2%
	Investment and Government	\$201.3	-45.7%	15.4%
<b>Total</b>		<b>\$1,308.0</b>	<b>-10.3%</b>	<b>100.0%</b>

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## Tourism's Contribution to Tax Revenues in 2011



- Tourism activity generated \$1,025 million in state and local government revenue in 2011, an increase of 9.0% from 2010.
- Indirect business tax contributed \$850 million to state government revenues in 2011.
- Total tourism contributes about 4.4% of total Kansas gross state product, yet it is responsible for about 14.4% of state government revenue in 2011.\*
- If tourism didn't exist, each household would have to pay about \$917 more in taxes in order to maintain the current level of state and local tax receipts.

\* State tax collections taken from the U.S. Census Bureau's Summary of State and Local Government Tax Revenue

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## Tourism Generated Government Revenue

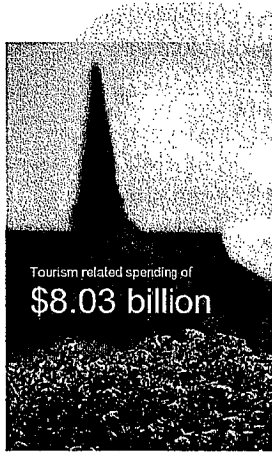


Tourism is a major contributor of government revenue at all levels.

	2011 Total (million\$)	2010 Total (million\$)	'10 - '11 Growth
<b>Federal Government</b>			
Corporate Profits Tax	\$145.48	\$134.24	8.4%
Indirect Business Tax	\$129.46	\$118.14	9.6%
Personal Tax	\$229.79	\$210.87	9.0%
Social Insurance Tax	\$426.05	\$391.08	8.9%
<b>Subtotal</b>	<b>\$930.79</b>	<b>\$854.32</b>	<b>9.0%</b>
<b>State/Local Government</b>			
Corporate Profits Tax	\$25.61	\$23.63	8.4%
Hotel Tax	\$26.40	\$28.44	-7.2%
Indirect Business Tax	\$849.59	\$775.33	9.6%
Personal Tax	\$118.13	\$108.40	9.0%
Social Insurance Tax	\$4.98	\$4.57	8.9%
<b>Subtotal</b>	<b>\$1,024.71</b>	<b>\$940.37</b>	<b>9.0%</b>
<b>Grand Total</b>	<b>\$1,955.50</b>	<b>\$1,794.69</b>	<b>9.0%</b>

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## The 2011 Impact: By the Numbers



### TOTAL

Tourism Total Impact: **\$5.83 billion**

4.4% of Total Gross State Product

Total Employment: **148,228 jobs**

11.2% of Total Non-Farm Employment

### CORE

Core Tourism Value Added: **\$4.52 billion**

3.4% of Total Gross State Product

Core Employment: **128,648 jobs**

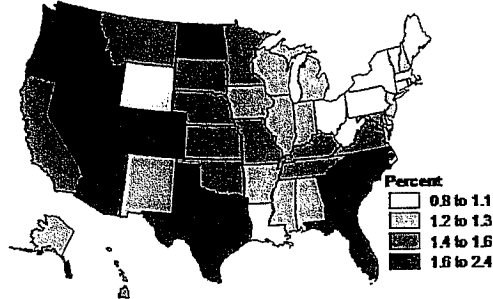
9.7% of Total Non-Farm Employment

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 %'s shown above relate to total GSP and total non-farm employment, rankings shown previously were done on Private Sector only.

Looking Forward, Employment Growth in the Region Is Expected to Be Strong



Employment Growth 2012-2018 Annual Rate



Source: IHS Global Insight

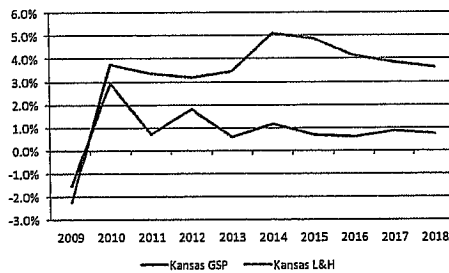
- Employment in Kansas and the surrounding states are expected to show above average annual growth over the next five years.
- Employment in Leisure and Hospitality in Kansas had been trending down over a three-year period, but grew in 2012 and is forecasted to continue growing in 2013.

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Looking Forward, the Leisure and Hospitality Industry is an **Actionable Opportunity** for Increased GSP Growth in Kansas



Annual Economic Growth in Kansas



Source: IHS Global Insight; based on nominal dollars

- Left alone, the Leisure and Hospitality industry within Kansas should see slow but steady growth going forward.
- However, strong economic growth within Kansas could potentially underpin a renewed focus on in-state tourism while continuing to draw visitor from outside the borders.

## What Do Visitors\* Mean to Kansas?



- ✓ Each KS visitor generates about \$250 in expenditures, \$69 of which goes to businesses that do not directly "touch" that visitor
- ✓ Every 217 visitors create a new job in Kansas
- ✓ Each visitor contributes about \$61 in tax receipts, \$32 of which goes to state & local authorities
- ✓ It takes only 320 visitors to pay for one KS public school student for one year\*\*
- ✓ Each visitor generates \$105 in wages paid to workers directly employed in tourism
- ✓ Each visitor adds about \$182 to Gross State Product

\*Person stays

\*\*Per student expenditure taken from the Federal Education Budget Project

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