

The First City of
Kansas

1854

2019 YE REVIEW & SEMI ANNUAL REPORT

LEAVENWORTH CONVENTION AND VISITORS BUREAU

April 21, 2020

Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU



Discussion points

Travel Industry Update
State of Kansas Update
Leavenworth Update



State of the Industry



COVID-19

The CDC recommendations are changing daily. For now the CDC recommends for the next 8 weeks, (March 16-May 16) organizers cancel or postpone in-person events that consist of 10 people or more throughout the U.S. and use social distancing of 6 ft or more.



National Travel and Tourism Week May 3-9, '20

This year the CVB is partnering with the local hotels to sponsor the MAC Social on May 6, 5 to 7 pm at the RFCC. Please Join us.
**This may be affected by the COVID-19 closings.



REAL ID Act

October 1, 2020 the US Dept of Homeland Security will implement the last phase of the Real ID Act which will require all Americans to present REAL ID compliant driver's licenses or another form of acceptable ID to go through airport security.

Total Travel Industry Impact

Projected downturn of the U.S. travel industry in 2020 as a result of the coronavirus:

↓ **\$809 BILLION**

Total economic loss
(Loss of \$355 billion in direct
travel spending)



↓ **4.6 MILLION**

Total employment loss
(Loss of 3.6 million direct travel
jobs)

↓ **\$55
BILLION**
in federal, state
and local taxes

Travel industry
losses alone will
be great enough
to push the U.S.
economy into a
RECESSION

6.3%
unemployment
rate will result
from travel-
related job losses
alone

Job losses will
spike in April and
May, shedding
40% of all travel
employment

———— **MORE THAN 6X** THE IMPACT OF 9/11 ————

Source: Tourism Economics

KANSAS Tourism Industry

Purpose

63.4% Leisure 36.6% Business

Day / Overnight

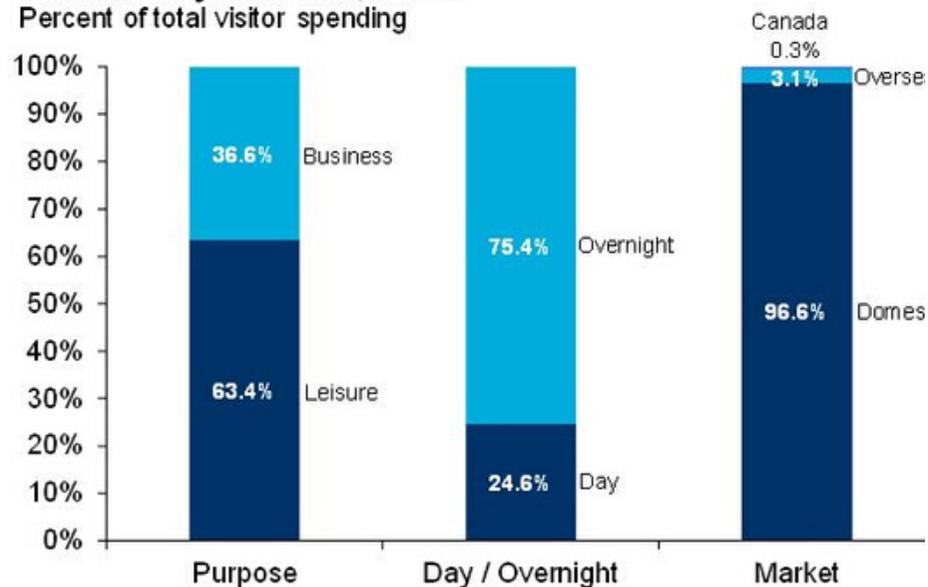
24.6% Day Trips 75.4% Overnight

Visitors by Market

96.6% Domestic 3.1% International

Visitors by market, 2018

Percent of total visitor spending



Source: Tourism Economics

Statistics

- 35.6 Million travelers visited Kansas in 2018
- 10+ Million Print Impressions
- 50.8 Million Digital Ad Impressions
- 1.5 Million pages views on website
- 776,020 publications distributed
- Top 10 States requesting information: KS, TX, MO, IL, OK, CA, FL, OH, WI, and IA
- 1.2 Million paid social media impressions
- 199,212 total visitors at State Travel Information Centers

Top pages on the website:

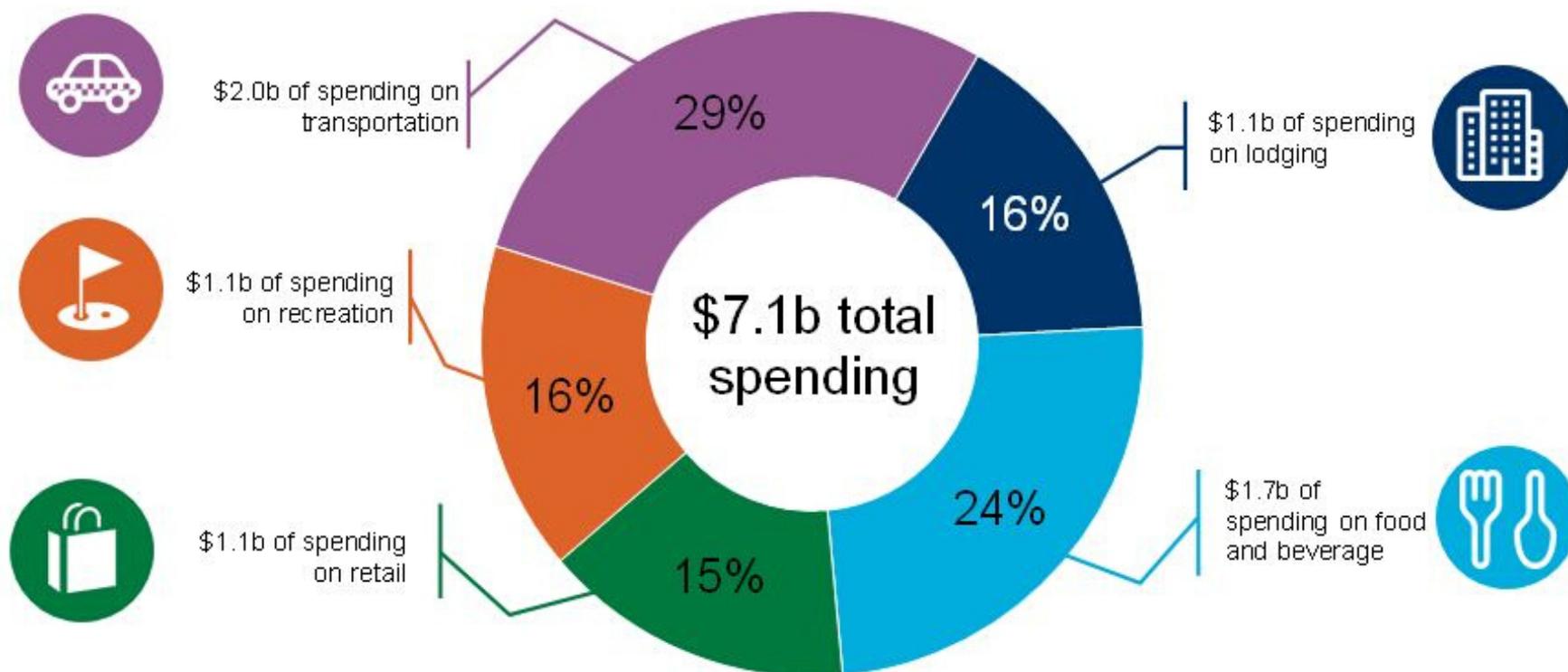
1. Events
2. Travel Guide
3. KS Bucketlist
4. Things to do
5. Tour
6. Outdoor Adventure
7. Bird Watching
8. History & Heritage
9. Cabins & Lodges
10. Wanderlust -Road Trips

Visitor spending in Kansas

Visitors to Kansas spent \$7.1 billion in 2018 with 71% spent on non-transportation activities. Just under a quarter of the visitor dollar is spent on restaurants and grocery stores.

Tourism industry sales in Kansas, 2018

Dollars, billions and percent of total

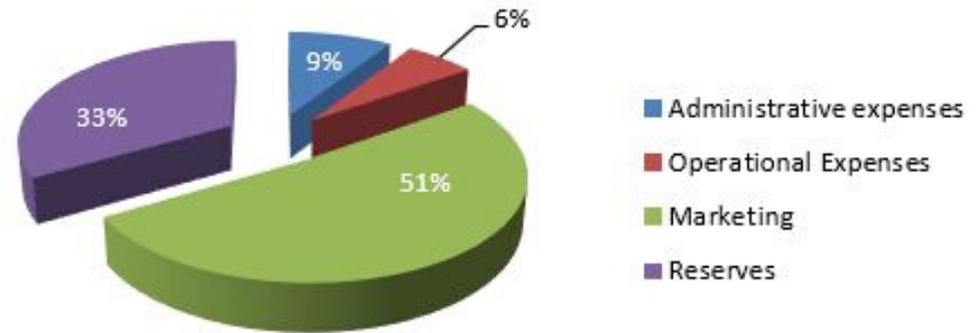


Source: Tourism Economics

Tourism in Kansas generated \$638 million in state and local taxes in 2018

LEAVENWORTH STATISTICS 2019

2019 Budgeted Expenditures by Function



Estimated visitors to Leavenworth

2014	191,344	2017	214,688
2015	193,520	2018	240,900
2016	177,472	2019	214,075

- 1.2 M print distribution
- 4.2 M digital ad impressions & Billboards
- 122k website views
- 331k social media impressions
- 14+k visitor guidebooks distributed
- 9,644 Individual requests filled
- 5.5k visitors guidebooks distributed for 2020

Top Referral Sites

travelks.com, On-Line Campaign, LeavenworthKS.org

Top 5 pages on the Website

- Events
- Home Pg
- USP
- Attractions
- USDB

Top 5 States Visiting Website

- Kansas
- Missouri
- Illinois
- D.C.
- Texas



Occupancy

Occupancy		Supply	
2017	66.6%	2017	98,915
2018	56.6%	2018	135,381
2019	64.5%	2019	131,765



ADR

Average Daily Rate		Revenue per available Room	
2017	\$106.90	2017	\$71.15
2018	\$109.17	2018	\$62.89
2019	\$108.30	2019	\$69.81



Revenue

Revenue		
2017	\$7 M	65,835 room nights
2018	\$8.5 M	77,985 room nights
2019	\$9.2 M	84,933 room nights



TGT Collected

Collected		
2017	\$347K	40,657 room nights
2018	\$423K	48,401 room nights
2019	\$531K	61,326 room nights

Approx. 28% of room nights sold are TGT exempt

2019 Figures based on:
Fairfield Inn, Hampton Inn, Home2 Suites and TownePlace

2019 REVIEW



Attended 9 Trade Shows

1. American Bus Association - group
2. Select Traveler - group
3. PAIR Day - Leisure
4. Spring Media Tradeshow - Leisure
5. Missouri Bank Travel - group
6. PAIR Day - Leisure
7. Tour Kansas Showcase - group
8. Small Market Meetings - Meeting
9. KSAE Conference - meetings

Tours to Leavenworth

25 Group Tours

7 Meetings

2 Sports

Direct economic impact = \$66,084.26

Economic Impact of Tours/meetings reunions and Sports

2,394 people

x \$75 per day

\$179,550

est. visitors to Leavenworth

214,075 x \$75 per day

\$16,055,625

2019 Marketing Campaigns



VisitLeavenworthKS.com

happy holidays

 **Holiday Open House**
Nov. 2

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Shop **Small Business Saturday**
November 30TH

VisitLeavenworthKS.com

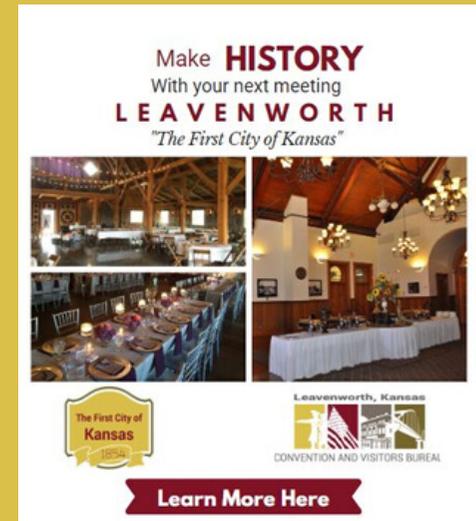
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Vintage Homes Tour
Dec. 8

VisitLeavenworthKS.com

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Make **HISTORY**
With your next meeting
LEAVENWORTH
"The First City of Kansas"



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Leavenworth, Kansas
CONVENTION AND VISITORS BUREAU

[Learn More Here](#)



1854 **LEAVENWORTH** USA
Experience "The First City of Kansas"

VISTING LEAVENWORTH?

[Click Here For More Info](#)

4 different billboards ran a spring campaign and a winter campaign May thru Aug. and Nov. thru Dec. They were placed along I-29 SB and I-70 E and WB on either side of Hwy 7.

On-line display ads campaign with On-Target metrics with NPG and On-Target with the Times

- GOODLAND
- COLBY
- OAKLEY
- WAKEENEY
- HAYS
- RUSSELL
- SALINA
- LAURENCE
- LEAVENWORTH
- BONNER SPRINGS
- SHAWNEE
- KANSAS CITY



2019 MARKETING CO-OPS



I-70 Association is continuing the 2 campaigns from early 2018 into this year and beyond. The Goodland Travel Information Center and hosting travel bloggers each year.

The Kansas City Regional Destination Alliance is rolling out a new app and it will include three different themes for the traveler to enjoy while they visiting our cities. Coffee, History and Unique Finds and you will be able to check in via your mobile phone to register for fun gifts.

Northeast Kansas Tourism and the Big Kansas Roadtrip 2020. Dozens of communities intersect and offer unique events, popular attractions and plenty of places to shop, dine and rest your head. Spanning the upper right quadrant of the Sunflower State, Northeast Kansas Tourism features two Kansas Byways, dozens of small towns and a few big cities, rolling hills, vast prairie and a mix of urban sophistication just waiting to be explored. From museums to marbles, colleges to carousels and lots more in between, Northeast Kansas invites you to navigate your way through our region on May 7-10, 2020.



select
TRAVELER



Travel Industry
Association of Kansas

2020 TRADE SHOWS and CONFERENCES ATTENDED

ABA, American Bus Association

Jan. 25-29, in Louisville, KY

TIAK Day on the Hill

Feb. 5-6, in Topeka KS

PAIR Day, Ft Leavenworth (canceled)

April 4

2020 TRADE SHOWS and CONFERENCES COMING UP

African American Travel Council, Topeka, KS (postponed)

April 14-16

Missouri Bank Travel, Cape Girardeau, MO

April 27-29

Midwest Travel Network, St. Cloud, MN

June 18-20

PAIR Day, Ft Leavenworth

Aug. 17

Going on Faith and Select Traveler, Wichita, KS

August 19-22

Small Market Meetings, French Lick, IN

Oct. 4-7

TIAK Tourism Conference, Liberal, KS

Oct. 18-22

KSAE Meeting Show, Topeka KS

Dec. 9-10



Feb 1, 2020: TGT Grants

The Tourism Grant review committee met on Feb 13th and determined the amounts for the grant applications for the Feb. 1, 2020 round. We were able to roll over \$2,500 from previous unused grant funds and awarded seven organizations with funding for 2020. They are as follows: First City Film for \$1500, Arin Yoon Photography for \$1500, LCHS for \$3000, LMS for \$3000, RACC for \$3000, CW Parker for \$2500 and Santa Fe Trails for \$3000.

Upcoming Dates to remember

- 165th Anniversary of the Davis Funeral Chapel**
May 2020
- 160th Anniversary of the Pony Express**
June 2020
- 55th Anniversary of the Carroll mansion Museum**
June 19, 2020
- 100th Anniversary of the ratification of the 19th Amendment** August 18th, 2020
- 160th Anniversary of the State of Kansas**
January 29, 2021
- 175th Anniversary of Buffalo Bill Cody**
February 2021
- 200th Anniversary Santa Fe Trail**
2021

***SOME OF LEAVENWORTH
CVB'S PARTNERS:***



Thank you!

