



PARTNERSHIP

The Benefits of Working with Visit KC



ABOUT VISIT KC



WHO WE ARE

- Only organization in Kansas City, MO, directly accountable for driving visitation
- Chief sales and marketing agency elevating the brand image of Kansas City
- High-energy, high-impact team of more than 35 Kansas City ambassadors
- Supported by almost 1,000 businesses involved in the local hospitality community
- The “outside” sales force for the Kansas City Convention Center

Vision

To be the heart of the tourism industry in Kansas City

Mission

Create global passion for Kansas City

WHAT WE DO

Market Kansas City

- Destination branding to position Kansas City as a vibrant, creative community
- Convention sales efforts to attract conventions, meetings and sporting events to Kansas City
- Integrated marketing campaigns to drive visitors to KC through advertising, PR and social media
- Home of the KC Film Office, representing the region’s film community

Welcome & Connect Travelers

- Assist with the successful execution of close to 300 meetings and conventions each year
- Create maps, guides, content and other visitor resources to help guests discover all there is to offer in Kansas City

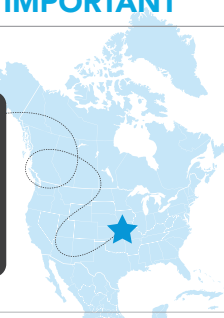
Promote Local Business

Drive traffic to local hotels, attractions, restaurants and almost 1,000 businesses involved in the local hospitality community

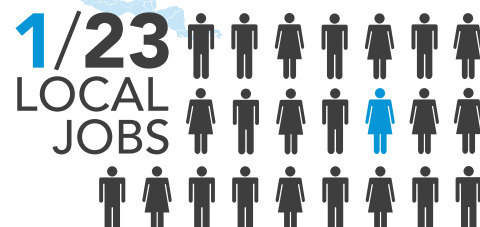
Support Local Events

Organize and support major events like Kansas City Restaurant Week and the Big 12 Basketball Championships, to name a few

WHY IT'S IMPORTANT



\$5.3
BILLION
IMPACT



Sources: Tourism Economics, Longwood International, U.S. Travel Association, 2021

POWER OF PARTNERSHIP

VISITKC.COM – 3.2 million site visits in 2022

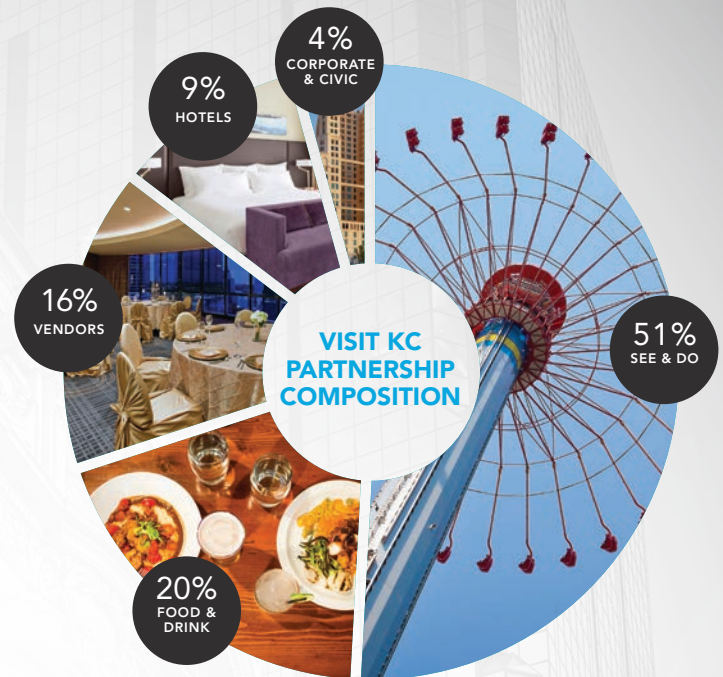
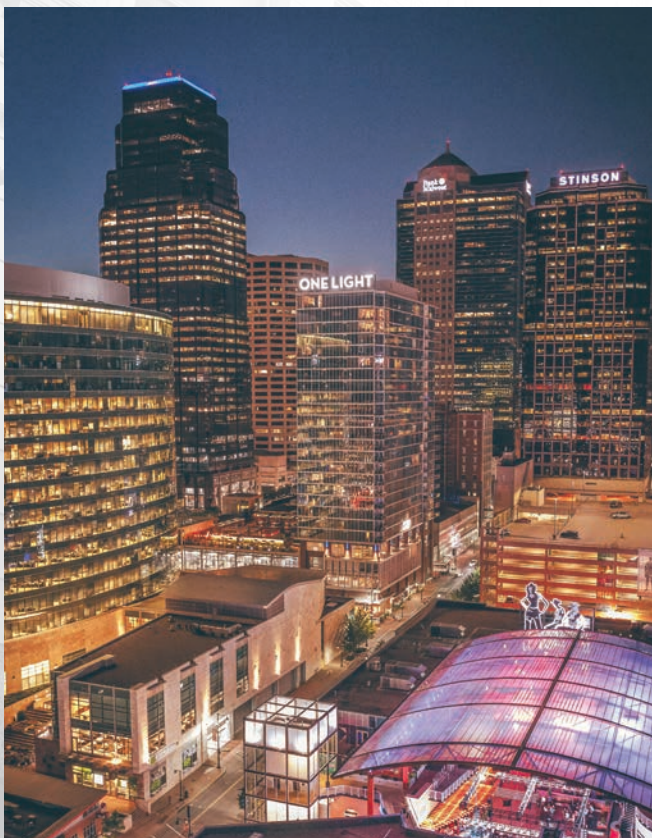
Monthly Averages

- Events Page Views: 120,000
- Sessions: 262,000
- Users: 202,000
- Page Views: 512,000
- Pages/Session: 2.0
- Partner Referrals: 8,100
- KC Savings Sign-ups: 220
- Average Time on Site: 1 min. 39 sec.

EXPOSURE TO VISITORS

Visitor Center Annual Figures

- 150,000 Visitors Guides distributed annually
- Visit KC Visitor Center Visits: 1,050
- Direct Partner Referrals: 1,800
- National & International Visitors: London, Kuwait, Spain, Canada, Texas, California
- Top Visits by Metro: Kansas City Kansas, Wichita/Hutchison, St. Louis, Omaha and Springfield



ACCESS TO CONVENTIONS & MEETING PLANNERS

2022 Sales & Services Production

- Total Meetings: 317
- Room Nights: 369,074
- Attendance: 391,362
- Avg. Attendance: 1,235
- Economic Impact: \$305.4 million

PARTNER EXCLUSIVES

- Partner 2 Partner Networking Events
- Educational Events
- Advertising Effectiveness & Visitor Profile Research Reports

Note: 2020 data is not available to date due to the anomalies and travel/visitation impacts of COVID-19.
A new Visitor Profile and Economic Impact study will be launched in 2021 and shared in 2022

PARTNERSHIP LEVELS & BENEFITS

*All partnership dues are annual,
with renewals in January*

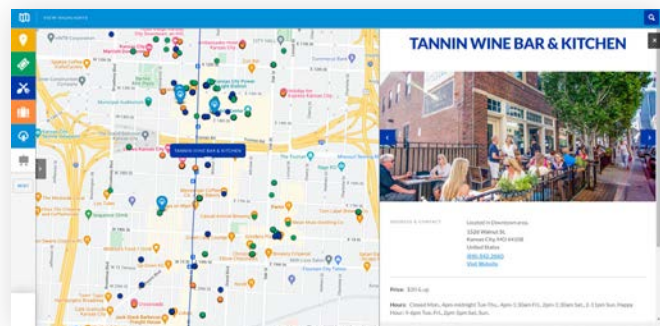
LISTING PARTNERSHIP • \$200

Limited, entry-level partnership with guaranteed placement across Visit KC digital outlets

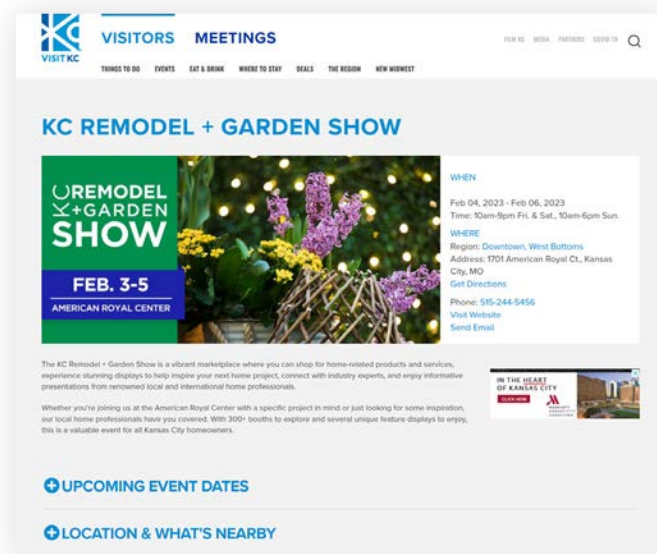
- Business Listing on Visit KC website and Interactive Map
- Ability to receive requests for proposals (RFPs) and referrals from meeting planners and KC Film Office
- Partner Benefit Review invitations



Visitor Guide



Interactive Map



Event Listing

LEISURE PARTNERSHIP • \$650

Standard partnership that enables your business to target the region's more than 25 million annual visitors, with digital, print and in-market promotions

► All benefits of a Listing Partnership, PLUS:

- Ability to add Events to Visit KC website and Special Offers to KC Savings
- Invitations to Visit KC networking events
- A discounted KC Restaurant Week registration fee
- Visitor Center and Convention Center Brochure Distribution
- 10% discount on Visit KC advertising



Networking Events

CONVENTION & HOTEL PARTNERSHIP • \$1,000

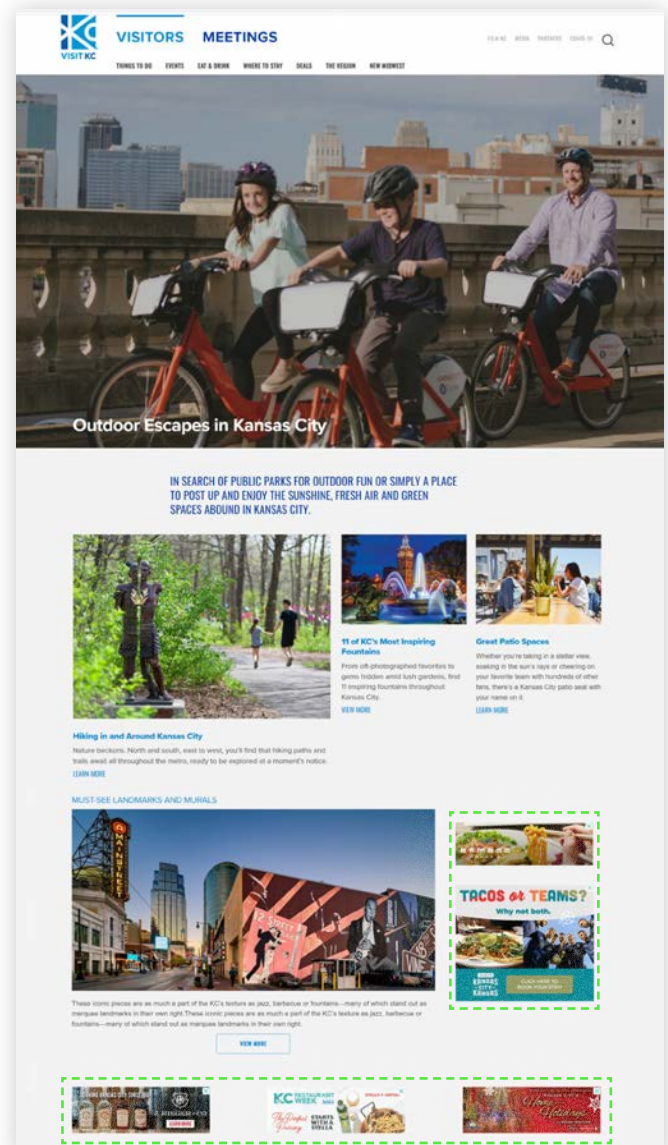
Upgraded tier that provides all the leisure promotional marketing benefits, plus access to incoming conventions and meeting planners for future sales opportunities

► All benefits of a Leisure Partner, PLUS:

- Access to Convention Digest; a listing of all booked conventions and meetings with the next 18-months including direct contact information
- Access to statistics and travel trend data, Convention Alert e-mails, the Convention Calendar and Downtown events calendar



Convention/Event Email Alert



Online Advertising

ENHANCED AND COMMUNITY PARTNERSHIP • \$1,500

Upgraded tier that provides the opportunity to bulk-package partnership for any subsidiaries or additional locations of one ownership group

► All benefits of a Convention Partner, PLUS:

- Opportunity to add subsidiaries or additional locations for a discounted rate of \$150 (annually, per account)

Fee per child account does not apply to city/county owned and operated businesses

- 15% discount on Visit KC Web & Email advertising Opportunities

SUPPORTING & CASINO PARTNERSHIP • \$3,500

Upgraded partnership that provides additional opportunities to connect with fellow partners through events and programs

► All benefits of an Enhanced Partner, PLUS:

- Inclusion as an Entry-Level sponsor for (1) Visit KC Partner Event
- Name recognition on Visit KC Partner Page

INVESTOR PARTNERSHIP • \$5,000

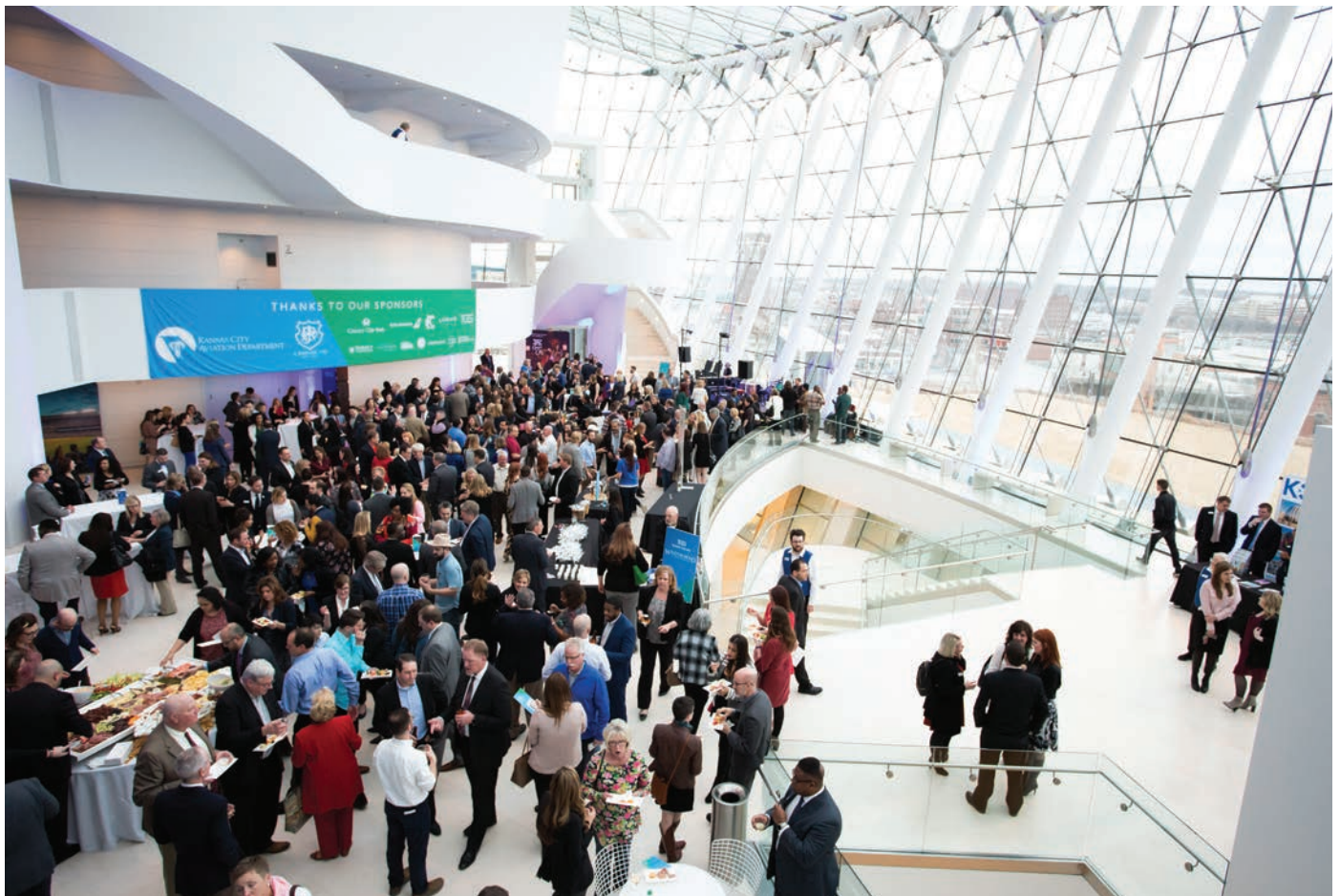
Top-tier partnership that emphasizes your businesses investment in the local hospitality community and Visit KC's mission of increasing visitation. This level also allows your business the opportunity to market to Visit KC's partnership base.

► All benefits of a Supporting Partner, PLUS:

- Entry-Level sponsor for Visit KC's Annual Tourism Outlook
- Logo inclusion on monthly Partner Insider E-newsletter
- (1) Shared e-mail to partner database

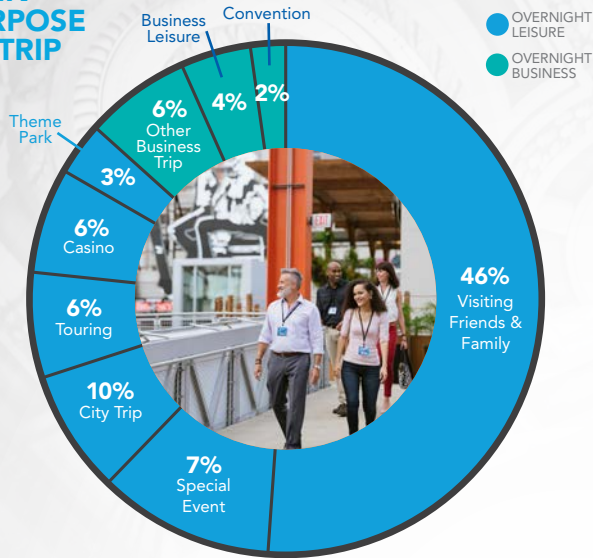


Partner Insider Email

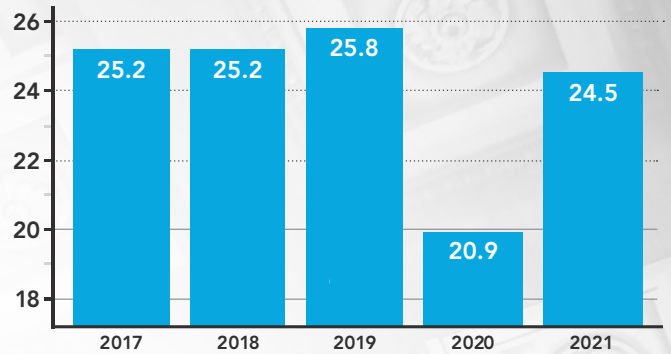


VISITOR MARKET

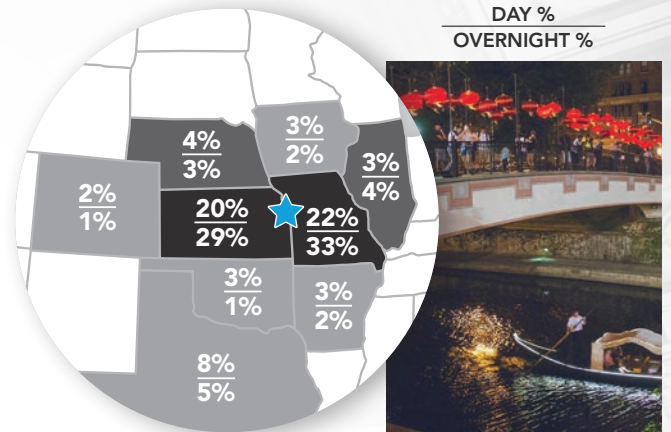
MAIN PURPOSE OF TRIP



TOTAL VISITORS • 2017-2021 (Millions)

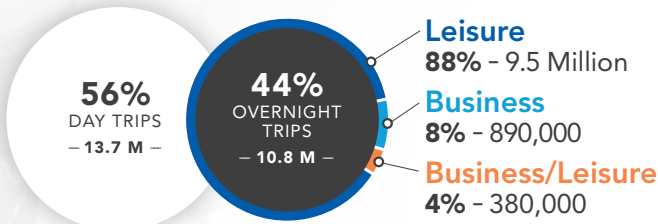


VISITORS BY STATE



KC BUSINESS/LEISURE TRAVEL

TOTAL TRIPS = 24.5 MILLION



VISITOR SPENDING BY COUNTY



VISITORS BY DMA

DMA *	OVERNIGHT	DAY
Kansas City, KS-MO	18%	29%
Wichita-Hutchinson, KS	7%	8%
Topeka, KS	2%	7%
St. Louis, MO-IL	5%	5%
St. Joseph, MO-KS	2%	4%
Springfield, MO	4%	3%
Dallas-Ft. Worth, TX	3%	3%
Columbia-Jefferson City, MO	2%	2%
Chicago, IL	2%	2%
Los Angeles, CA	3%	2%
Omaha, NE-IA	4%	2%
Sacramento-Stockton-Modesto, CA	<1%	2%
Little Rock-Pine Bluff, AR	1%	2%
New York, NY	2%	2%
Joplin-Pittsburgh, Mo-KS	1%	2%

* **DMA** (Designated Market Area) regions are the geographic areas in the United States in which local television viewing is measured by The Nielsen Company. The DMA data are essential for any marketer, researcher, or organization seeking to utilize standardized geographic areas within their business.

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Kansas
City



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