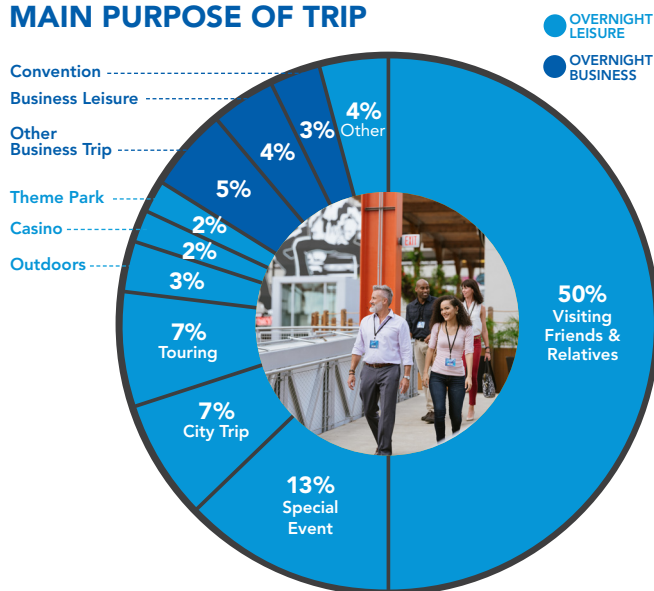


2023 ECONOMIC IMPACT & VISITOR PROFILE

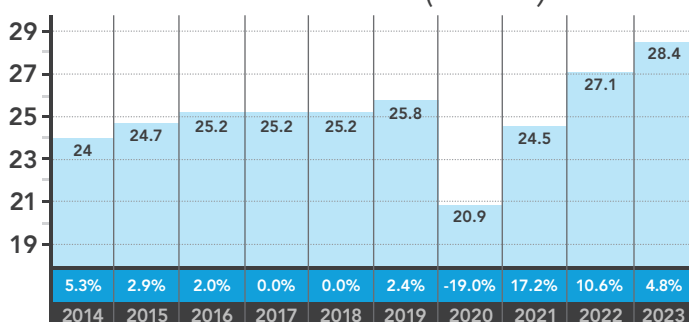


MAIN PURPOSE OF TRIP



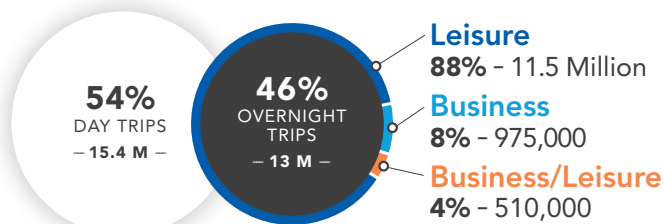
- The Kansas City region hosted 28.4 million visitors in 2023.
- The average number of nights spent in Kansas City on an overnight trip was 2.3 and the average travel party size was 2.8 persons.
- 68% of Kansas City travelers were very satisfied with their overall trip experience. The next highest ranking category for satisfaction was quality of food at 61%.

TOTAL VISITORS 2014-2023 (millions)



KC BUSINESS/LEISURE TRAVEL

TOTAL TRIPS = 28.4 MILLION



VISITORS BY DMA

DMA *	OVERNIGHT	DAY
Kansas City, KS-MO	14%	26%
Wichita-Hutchinson, KS	7%	8%
St. Louis, MO-IL	6%	9%
Omaha, NE-IA	5%	3%
Springfield, MO	4%	5%
Topeka, KS	4%	8%
Des Moines-Ames, IA	3%	3%
Houston, TX	3%	2%
Columbia-Jefferson City, MO	3%	4%
Denver, CO	2%	1%
Los Angeles, CA	2%	3%
New York, NY	2%	2%
Chicago, IL	2%	1%
Oklahoma City, OK	2%	2%
Lincoln & Hastings-Kearney, NE	2%	1%
Joplin-Pittsburg, KS-MO	2%	4%
Phoenix, AZ	2%	0%

LENGTH OF TRIP PLANNING



More than 1 year in advance	3%
6-12 months	13%
3-5 months	17%
2 months	19%
1 month or less	35%
Did not plan in advance	13%

TOURISM ECONOMIC IMPACT

Total Economic Impact
of Tourism ► **\$6.7 billion**

Visitor Spending ► **\$4 billion**

Visitor spending jumped 31% in 2023;
surpassing pre-pandemic levels by 12%

Jobs ► **47,758**

Wages ► **\$2.3 billion**

1 in 19 jobs in the region are sustained
by tourism either directly or indirectly.

Federal Tax Revenue ► **\$474.1 million**

State Tax Revenue ► **\$192.2 million**

Local Tax Revenue ► **\$280.5 million**

State and local taxes generated saved
each household approximately \$636 in taxes.

* 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.

AVERAGE EXPENDITURES PER PERSON *by Sector*

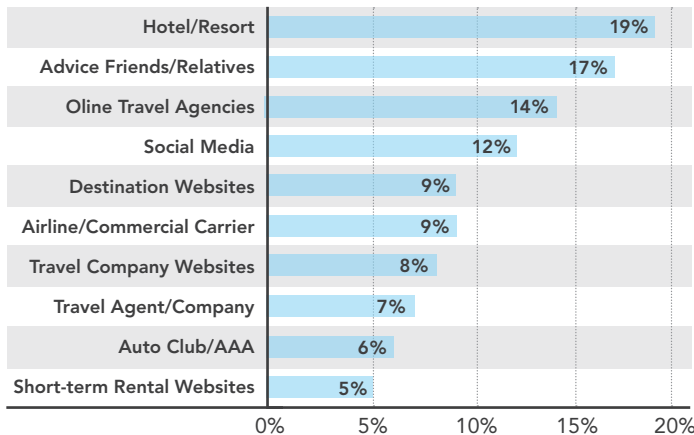
EXPENDITURE	OVERNIGHT	DAY
Lodging *	\$83	---
Food & Beverage	\$43	\$20
Retail	\$26	\$23
Recreation/Sightseeing/Entertainment	\$26	\$13
Transportation **	\$44	\$14
Total Per Visitor Spending	\$222	\$69

* Lodging includes hotels and the value of second homes

** Transportation includes both ground and air transportation

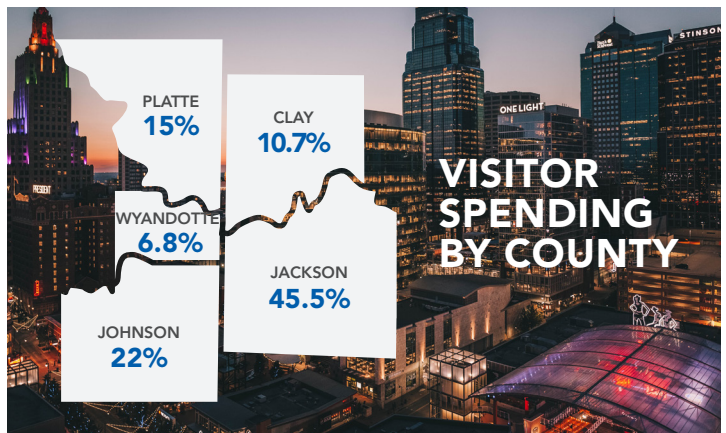
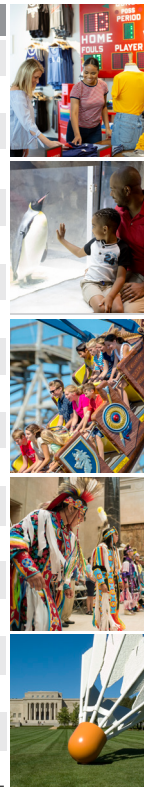


OVERNIGHT TRIP PLANNING INFORMATION SOURCE



TOP ACTIVITIES

ACTIVITY	OVERNIGHT	DAY
Shopping	30%	26%
Sightseeing	19%	12%
Bar/nightclub	18%	9%
Celebration	17%	11%
Youth/Amateur Sports	16%	14%
Landmark/Historic Site	14%	8%
Convention/Conference	14%	7%
Museum	14%	10%
Local Parks/Playgrounds	13%	10%
Casino	12%	9%
Swimming	11%	6%
Live performances	11%	6%
Pro/College Sports	11%	7%
Winery/Brewery/Distillery	9%	4%
Business Meeting	8%	5%
Zoo	8%	10%
Art Gallery	8%	7%
Theme Park	7%	6%
Hiking/Backpacking	7%	3%
Waterpark	7%	6%



TOURISM SPENDING BY CATEGORY (millions)

Expenditure Category	% of Total	Total Spending	Jackson (MO)	Platte (MO)	Clay (MO)	Missouri Total	Johnson (KS)	Wyandotte (KS)	Kansas Total
Lodging	27.4%	\$1,083.1	\$482.7	\$97.8	\$91.2	\$671.7	\$301.8	\$109.6	\$411.4
Food/Beverage	22.0%	\$869.7	\$433.8	\$48.0	\$115.8	\$597.6	\$216.3	\$55.8	\$272.1
Retail	17.5%	\$690.3	\$352.7	\$39.1	\$94.5	\$486.3	\$159.9	\$44.1	\$204.0
Recreation	13.3%	\$527.9	\$308.0	\$22.3	\$85.6	\$415.9	\$77.7	\$34.3	\$112.0
Transportation	19.8%	\$784.4	\$223.7	\$385.7	\$35.5	\$644.9	\$113.6	\$25.9	\$139.5
Total Direct Spending	---	\$3,955.4	\$1,800.8	\$592.9	\$422.6	\$2,816.3	\$869.4	\$269.7	\$1,139.1
Indirect/Induced	---	\$2,776.3	\$1,346.5	\$393.0	\$265.0	\$2,004.5	\$611.6	\$160.2	\$771.8
Total Economic Impact	---	\$6,731.7	\$3,147.3	\$985.9	\$687.6	\$4,820.9	\$1,481.0	\$429.9	\$1,910.9
Share of KC	---	---	46.8%	14.6%	10.2%	71.6%	22%	6.4%	28.4%

Sources: 2023 Economic Impact Study – Tourism Economics, an Oxford Economics Company & Visitor Profile – Longwoods International
Visit KC typically commissions both studies every two years. The studies were not conducted in 2020 due to the COVID-19 Pandemic.