



VISIT KC

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 40 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

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

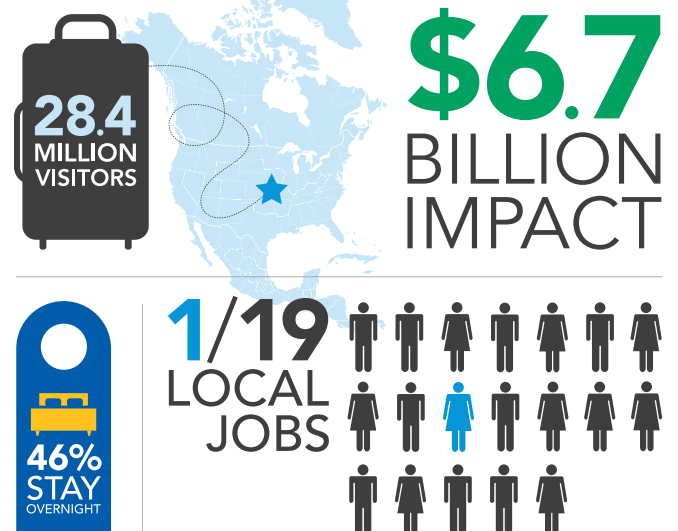
Promote Local Business

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, NFL Draft, FIFA World Cup, to name a few

WHY IT'S IMPORTANT



Sources: Tourism Economics, Longwood International, U.S. Travel Association, 2023

POWER OF PARTNERSHIP

VISITKC.COM / 3.9 million site visits in 2023

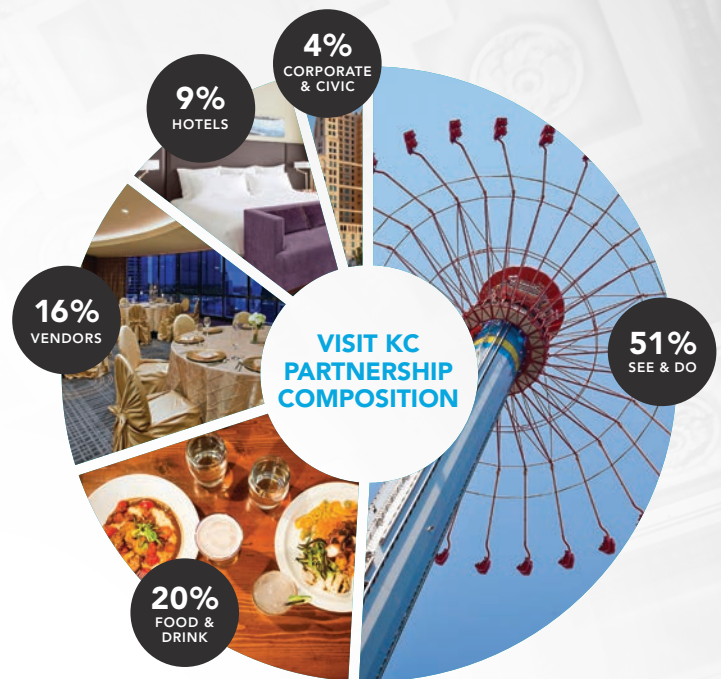
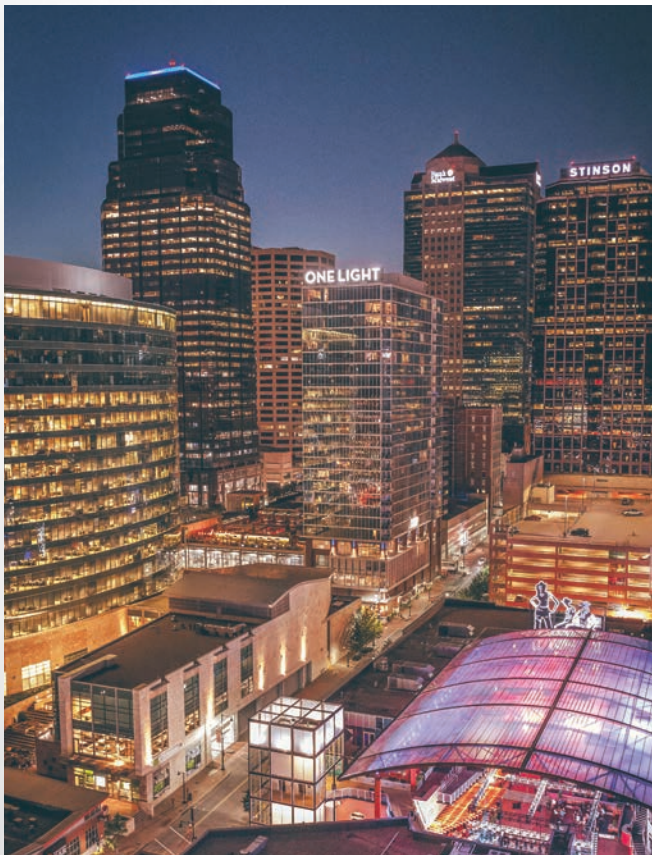
Monthly Averages

- Events Page Views: **131,562**
- Sessions: **329,114**
- Users: **249,716**
- Page Views: **584,676**
- Pages/Session: **2.34**
- Partner Referrals: **11,638**
- KC Savings Sign-ups: **172**
- Average Time on Site: **1 min. 09 sec.**

EXPOSURE TO VISITORS

Visitor Center Annual Figures

- **150,000** Visitors Guides distributed annually
- Visit KC Visitor Center Visits: **3,000**
- Direct Partner Referrals: **3,210**
- National & International Visitors: Australia, Canada, Germany, England, France, Ireland, Netherlands
- Top Visits by Metro: Omaha, Iowa, Chicago, St. Louis, Denver, Wichita



ACCESS TO CONVENTIONS & MEETING PLANNERS

2023 Sales & Services Actualized

- Total Meetings: **384**
- Room Nights: **459,730**
- Attendance: **780,081**
- Avg. Attendance: **2,031**
- Economic Impact: **\$428.5 million**

PARTNER EXCLUSIVES

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

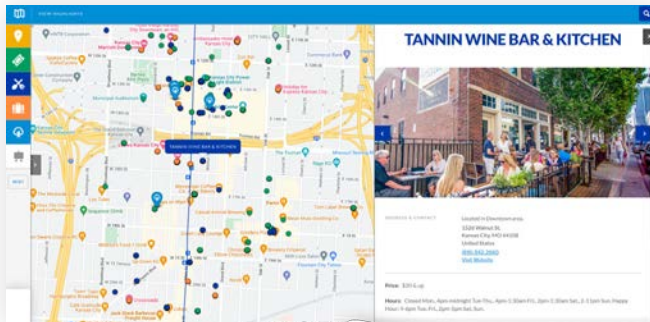
PARTNERSHIP LEVELS & BENEFITS

All partnership dues are annual, with renewals in January

LISTING PARTNER • \$200

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

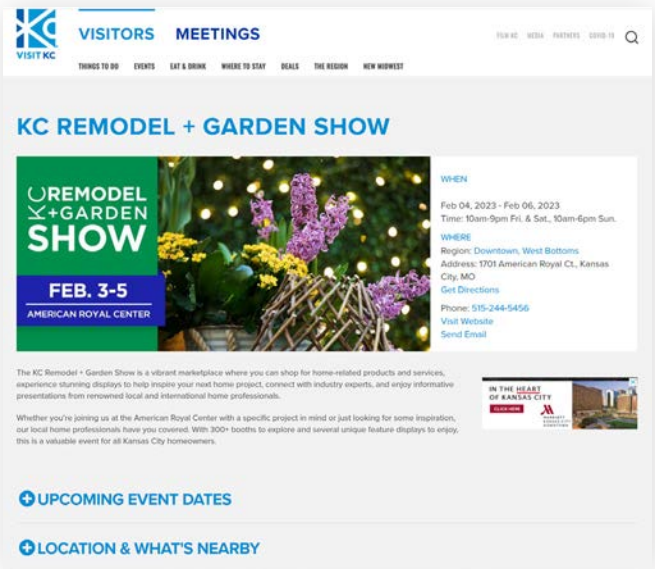
- Business Listing on Visit KC website and Interactive Map
- Invitations to Visit KC networking events
- Partner Benefit Review invitations



Interactive Map



Visitor Guide



Event Listing

LEISURE PARTNER • \$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
- A discounted KC Restaurant Week registration fee
- Visitor Center and Convention Center Brochure Distribution
- 10% discount on Visit KC advertising



Networking Events

CONVENTION & HOTEL PARTNER • \$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 Partnership, 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

EVENT ALERT

Fetch dvm360®

AUG. 23 – 25, 2024

dvm360® events aim to empower veterinary professionals to lead fulfilling lives both inside and outside the practice while also enhancing the quality of life for animals. Each dvm360® event provides high-quality CE from leading experts in veterinary medicine, specifically designed to address the significant challenges encountered at all levels of veterinary practice.

FACTS & FIGURES

- Location of Event: Kansas City Convention Center
- Attendance (estimated): 3,000
- Peak arrival Date: Friday, Aug. 23
- Peak Departure Date: Sunday, Aug. 25
- Airfares: 40% to 60% off peak rates
- Airport Transportation: Arrivals on their own
- Last Time Held in KC: 2023
- Economic Impact (estimated): \$2.8 million

INFORMATION FOR AREA VENUES

HOST HOTEL

To house its attendees, the group will utilize the Kansas City Marriott Downtown.

CONVENTION SCHEDULE

The convention is closed to the public. To view a copy of the agenda, click here.

DINING

Breakfast and lunch are provided by the event.

Peak dining times include: dinner and late night

Dining preferences include: Health conscious, vegetarian/vegan, quick and casual options, happy hours and networking opportunities, fine dining, group dinners.

INFORMATION FOR MEDIA

KEY FACTS

The conference is only open to veterinarians and those in the vet field.

MEDIA INQUIRIES

Media requests can be submitted at kulash@fetchdvm.com.

SOCIAL MEDIA

Fetch dvm360® relies on social media to communicate with its attendees. Join the conversation on Facebook, Instagram or LinkedIn and welcome the group to Kansas City.

EVENT CONTACTS

Convention/Event Email Alert

VISITORS

MEETINGS

THINGS TO DO

EVENTS

EAT & DRINK

WHERE TO STAY

RENTALS

THE REGION

NEW HIGHLIGHTS

HOME

ABOUT

CONTACT

SEARCH

Outdoor Escapes in Kansas City

IN SEARCH OF PUBLIC PARKS FOR OUTDOOR FUN OR SIMPLY A PLACE TO POST UP AND ENJOY THE SUNSHINE, FRESH AIR AND GREEN SPACES ABOUND IN KANSAS CITY.

Hiking in and Around Kansas City

Nature preserves, trails and scenic views, you'll find that hiking paths and trails await all throughout the metro, ready to be explored at a moment's notice.

LEARN MORE

11 of KC's Most Inspiring Fountains

From off-photographed favorites to gems hidden amid lush gardens, find 11 inspiring fountains throughout Kansas City.

VIEW MORE

Great Patio Spaces

Whether you're dining in a stellar view, working in the sun's rays or cheering on your favorite team with hundreds of other fans, there's a Kansas City patio seat with your name on it.

LEARN MORE

MUST-SEE LANDMARKS AND MURALS

These iconic places are as much a part of the KC's heritage as jazz, barbecue or fountains—many of which stand out as unique landmarks in their own right. These iconic places are as much a part of the KC's heritage as jazz, barbecue or fountains—many of which stand out as unique landmarks in their own right.

VIEW MORE

TACOS & TEAMS?

Why not both.

More Events, Events

KC BEER & WINE

Discover the best of KC's craft beer and wine scene.

Halloween in KC

Spooky fun for all ages.

Online Advertising

ENHANCED & COMMUNITY PARTNER • \$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 \$200 (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 PARTNER • \$3,500

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

► All benefits of an Enhanced Partner, PLUS:

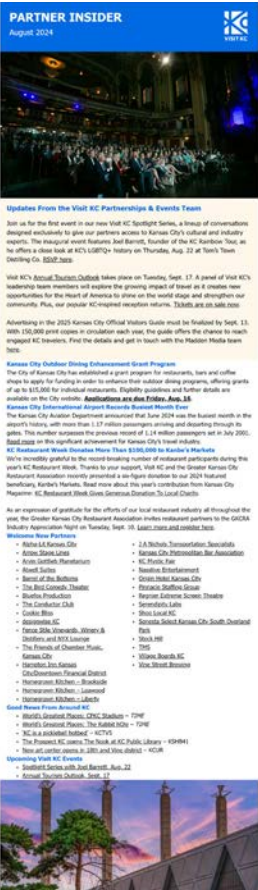
- Inclusion as an Entry-Level sponsor for (1) Visit KC Partner Event
- Name recognition on Visit KC Partner Page

INVESTOR PARTNER • \$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

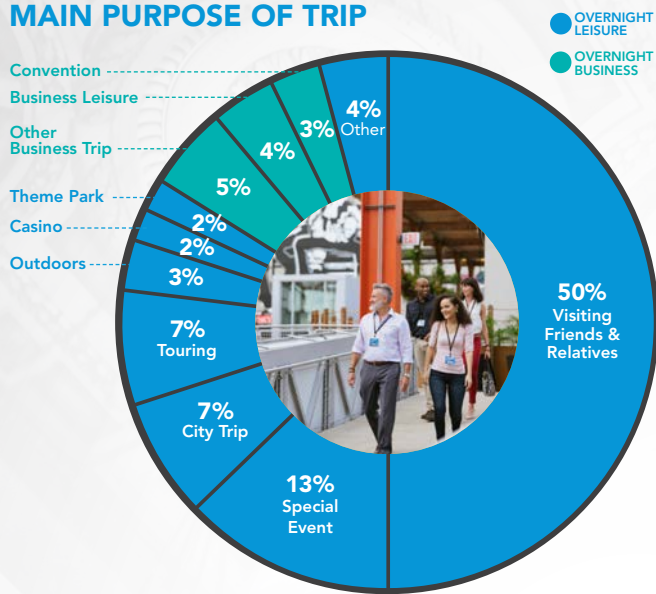


Partner Insider Email

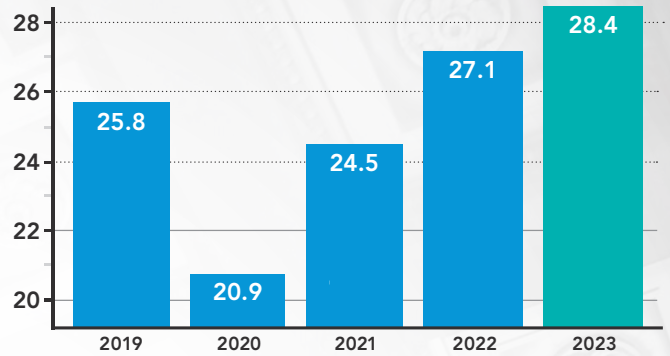


VISITOR MARKET

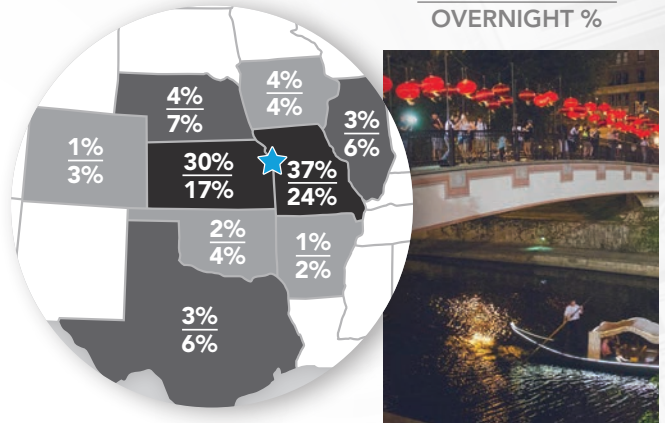
MAIN PURPOSE OF TRIP



TOTAL VISITORS • 2019-2023 (MILLIONS)

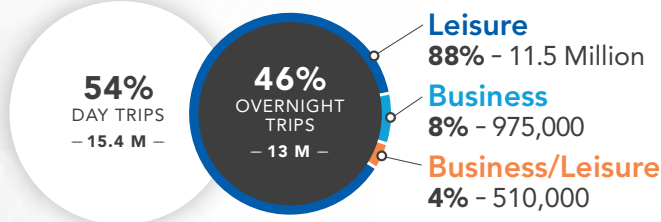


VISITORS BY STATE

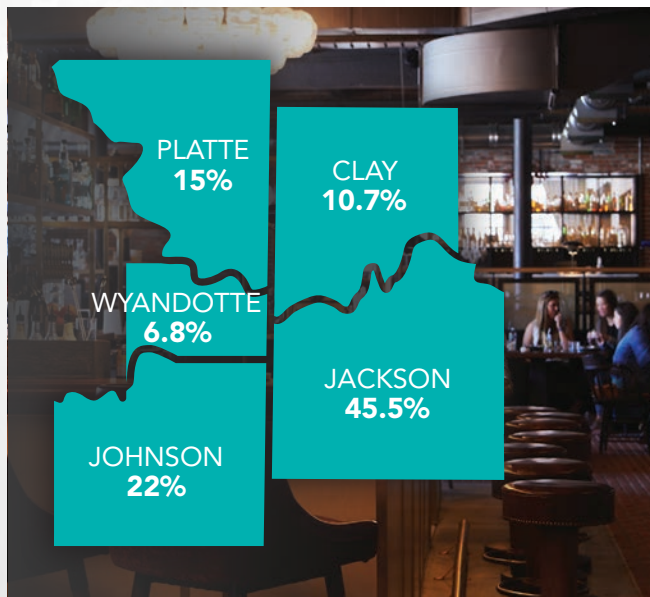


KC BUSINESS/LEISURE TRAVEL

TOTAL TRIPS = 28.4 MILLION



VISITOR SPENDING BY COUNTY



VISITORS BY DMA

DMA *	OVERNIGHT	DAY
Kansas City, KS/MO	14%	26%
Wichita-Hutchinson Plus, KS	7%	8%
St. Louis, IL/MO	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 Plus, NE	2%	1%
Joplin-Pittsburg, KS/MO	2%	4%
Phoenix, AZ	2%	<1%

KANSAS CITY



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