

KANSAS CITY



D IN THE WORLD WAR
D OUR COUNTRY



WHAT THE WORLD IS SAYING

Noteworthy News from 2025

The 25 best places to travel in 2025

– *BBC Travel (UK)*

“It will win you over – with warmth, with soul,
with just the right amount of charm.”

– *Lonely Planet*

Best of the Best Top Trending Cities for 2025

– *TripAdvisor*

Premier League Mornings Live in Kansas City draws rave reviews

– *KCTV*

“This city’s having a moment ...
(and) it’s only going to get livelier in 2026.”

– *Midwest Living*

Inside America’s budget-friendly, BBQ-obsessed World Cup city

– *The Independent (UK)*

The 14 Best Midwest Family Vacations

– *U.S. News & World Report*

USA Rugby Sets Women’s Attendance Record in Kansas City

– *Just Women’s Sports*

Kansas City, where jazz meets football and American authenticity shines

– *Qual Viagem (Brazil)*

“KC’s passions – sports, food, music, and hometown pride –
intertwine in surprising ways.”

– *Matador Network*

ABOUT US

Attracting millions of visitors to the Kansas City area annually, Visit KC is the internationally accredited chief hospitality sales and marketing organization for the region.

With a mission to create global passion for Kansas City, Visit KC collaborates with nearly 900 community partners to drive marketing, sales and service of the destination's convention and tourism industry – a sector that supports more than 122,000 local jobs and generates millions of dollars in community spending and tax revenue each year.

WHO WE ARE

Structure

Visit KC is a nonprofit, 501(c)(6) organization contracted by the City of Kansas City, Missouri. Formerly the Kansas City Convention & Visitors Association, we began doing business as Visit KC in 2014.

People

Visit KC is supported by a full-time staff of 47 and directed by a board of 11 civic and business leaders. The organization is comprised of five teams in the areas of convention sales/services, marketing/communications, finance/administration, partnerships/events and tourism development.

Budget & Funding

Visit KC had an annual operating budget of \$22.3 million in 2025. We receive public funding from the hotel lodging tax and arena fees in Kansas City, Missouri, and private funding from nearly 900 community partners in the region.

Annual Total Attendance Driven by Tourism

% OF VISITORS TRAVELING 50+ MILES

31%



41%



47%



63%



KC cultural offerings, attractions, sports venues and restaurants listed illustrate the percentage of annual total attendance driven by tourism (leisure + business combined). These attractions/cultural institutions/stadiums/restaurants are immediately identifiable, impactful and relevant to our local residents.

Source: Placer.ai

WHAT WE DO

Sell 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 Kansas City through advertising, public relations and social media

Welcome & Connect Travelers

- Assist with the successful execution of nearly 500 meetings and conventions each year
- Creation of maps, guides, content and other visitor resources to help guests discover all there is to do in Kansas City

Support Local Businesses & Events

- Drive business to local hotels, attractions and restaurants of nearly 900 partner businesses involved in the local hospitality community
- Organize and support major events like KC Restaurant Week and the Big 12 Men's and Women's Basketball Championship, to name just a few.



WHY IT'S IMPORTANT

Tourism sustains so many of the things we love about Kansas City, including our iconic institutions, beloved attractions, sports venues and celebrated restaurants. With millions of people visiting Kansas City annually, tourism also supports thousands of local jobs and contributes millions to local tax revenue, helping to provide essential services.

Economic Impact

Tourism generates **\$6.7 billion** in economic impact for the region annually, including indirect and induced impact. Spending by visitors reduces the average tax burden by more than \$630 per household in Kansas City each year.

Local Jobs

More than **122,000 jobs** in the region are sustained by tourism either directly or indirectly, supporting billions in wages.

Visitors

Kansas City hosts **29.3 million visitors** each year. Of these, 46% of visitors stay overnight.



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



Annual Economic Impact

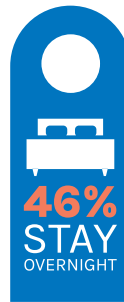
- Annual Visitor Spending / **\$4.0 Billion**
- Local Sales Tax Revenues / **\$280.5 Million**
- Hotel Rooms Sold / **8.14 Million**

Source: Tourism Economics; CoStar

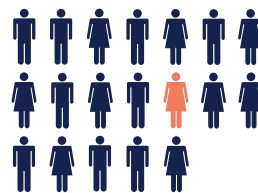
Kansas City Tourism's Daily Economic Impact

- Daily Spending / **\$10.8 Million**
- Daily Visitation / **80,000**

\$6.7 BILLION IMPACT



1/19 LOCAL JOBS



Sources: 2023 Economic Impact Study - Tourism Economics, an Oxford Economics Company & Visitor Profile - Longwoods International



CONVENTION SALES & SERVICES

2025 Key Accomplishments

Exceeded the annual room night goal at 100.6%, **securing 466 bookings and 553,446 future definite room nights** and generating an estimated economic impact of over \$475 million.

Supported 472 meetings and events in Kansas City, **welcoming more than 565,000 attendees** and generating an estimated economic impact of over \$420 million.

Hosted Connect North, a **premier regional hosted buyer event**, welcoming over 75 corporate, association and third-party clients and generating new lead opportunities and converted definite bookings.

Hosted the Nursing Organizations Alliance Annual Meeting and Leadership Academy, welcoming **more than 60 association decision-makers** and generating over 20 new leads, converting (to date) into 12,000+ future room nights and \$8.4 million in estimated future economic impact.

Executed **three targeted sales missions** to Washington, D.C, Chicago and Denver, engaging hundreds of key decision-makers and influencing clients.

Coordinated and supported **138 individual and small-group site visits** throughout 2025.

Maintained strong customer experience and engagement across convention and event services by achieving a **97% client satisfaction score**.

Successfully outsourced housing services to Orchid Events, enabling Visit KC staff to provide enhanced, in-market convention service support with increased staff availability.

Established a **strategic partnership** with the National Coalition of Black Meeting Professionals, elevating Visit KC's brand presence at key industry events, including their Annual Convention and the State of Black Tourism event held in conjunction with the Congressional Black Caucus Foundation Annual Legislative Summit.

Activated **enhanced tradeshow booth experiences** to deliver a consistent, brand-aligned presence at major industry events, including PCMA, ASAE and IMEX America.





MEETINGS HELD IN KC	2023	2024	2025
Conventions	384	476	472
Room Nights	459,730	454,543	522,042
Attendance	780,081*	450,013	565,278
Economic Impact	\$428,529,449*	\$351,227,833	\$420,298,602

*Elevated due to hosting NFL Draft in April 2023

CONVENTION SALES ACTIVITY	2023	2024	2025
Meetings Booked	447	523	466
Definite Room Nights	526,774	527,917	553,446
Leads Generated	1,441	1,589	1,528
Tentative Room Nights	2,046,397	2,341,185	2,249,416
Site Visits	125	142	138
Convention Center Bookings	57	50	65
Convention Center Room Nights	340,233	285,750	339,260

MAJOR BOOKINGS IN 2025 BY ROOM NIGHTS

<i>Organization</i>	<i>Dates</i>	<i>Attendance</i>	<i>Total Room Nights</i>
USA Volleyball	April 2028	24,000	27,502
Triple Crown Sports	February 2028	30,000	27,491
College Board AP Reading	June 2028	4,000	27,400
Big 12 Conference	March 2028	17,965	19,615
National Association for College Admission Counseling	September 2027	8,000	14,347
American Society of Civil Engineers	May 2029	6,500	13,055
Jack Henry & Associates Inc.	October 2026	3,500	12,065
National Collegiate Volleyball Federation	April 2030	14,000	10,150
Heart of America Volleyball	January 2028 & 2029	22,000	9,695
PayrollOrg	May 2032	3,000	9,562
Destination Imagination, Inc.	June 2026	10,000	8,640
American Association for Laboratory Animal Science	October 2029	3,500	8,170
Auto Care Association	January 2032	3,000	7,550
Railway Supply Institute	May 2030	5,000	7,040
American Society For Engineering Education	June 2031	4,000	6,975
TradesFutures	October 2027	7,000	6,543

MARKETING & COMMUNICATIONS

2025 Key Accomplishments

Achieved 107.2% of the organization's goal, **generating 668,800 incremental room nights** through marketing programs and delivering a return on investment of \$130 in visitor spending for every dollar spent on advertising.

Generated an estimated **241,600 incremental trips to the Kansas City area**, driving \$187 million in incremental spending, through Visit KC's marketing campaign to 18 markets in 10 states.

Drove **4.2 million visits to the destination website**, VisitKC.com, representing 105.5% of the organization's annual goal for website visits.

Developed and launched a **new VisitKC.com website** in partnership with EnvisionIt, prioritizing a seamless user experience, accessibility and multilingual functionality. Incorporated a dedicated tourism web resource for FIFA World Cup™ travelers.

Created and launched the **domestic and international FIFA World Cup™ marketing campaign**, "For the World. From the Heart." Built awareness of Kansas City as a premier 2026 FIFA World Cup™ host city among soccer fans in key markets across five countries and 16 cities with advertising in five languages: English, Spanish, Portuguese, German and Dutch.

Designed a new **From the Heart-branded sales booth** as an interactive experience that engages meeting planners and other clients with enhanced storytelling opportunities.

Hosted a marketing activation in London, reaching key travel trade decision makers and influential media to drive UK-based interest in Kansas City in advance of the FIFA World Cup™ 2026.

Deployed a **multichannel marketing campaign reaching meeting planners** with tailored messaging and creative assets in support of Kansas City's convention, conference, meetings and events sector.

Generated over **1,400 articles and television/radio mentions** about Kansas City through public relations, delivering 5.1 billion impressions and a record 930 million impressions for conventions/meetings coverage.

Continued to **expand the effectiveness of Visit KC's social media platforms**, generating more than 1.1 million engagements while facilitating influencer partnerships in support of the Big 12 Conference, USA Rugby, FIFA World Cup™ 2026 and other significant organizations.





ADVERTISING CAMPAIGNS

2023

2024

2025

Leisure

Media Budget	\$1,903,455*	\$2,083,745**	\$2,841,761***
Local Media Partner Investment	\$289,400	\$270,900	\$205,458
State of Missouri Investment	\$455,000	\$540,000	\$654,689
Paid Media Impressions	368,073,679	295,212,391	265,724,224

*Includes Super Bowl and NFL Draft paid media buys

**Includes Super Bowl, Hallmark national ad and paid search buys

***Includes Super Bowl, World Cup, MDT VKC match, Hallmark VKC match, Frankfurt VKC match

Convention

2023

2024

2025

Media Budget	\$250,422	\$258,943	\$525,697
Paid Media Impressions	13,779,831	15,064,041	17,987,391

INTERACTIVE MARKETING

2023

2024

2025

Website Visits	4,509,859	4,532,154	4,239,461
Email Lead Generation	21,695	7,909	18,916

COMMUNICATIONS

2023

2024

2025

Social Media Engagements	1,113,895	884,490	1,123,114
Earned Media Impressions	491,765,078	1,886,661,641	5,133,239,134

TOURISM DEVELOPMENT

2025 Key Accomplishments

International tradeshow and trade engagement resulted in **281 direct appointments** and client interactions.

Conducted five sales missions, resulting in **350 client interactions** through appointments and trainings.

Worked with contracted representation to **introduce Kansas City in key Latin American markets**, including Argentina and Brazil.

Hosted a Kansas City familiarization tour after IPW for **eight qualified international tour operators** over three days.

Hosted **over 200 international tour operators and 200 tourism partners** for Travel South International in Kansas City.

Welcomed **15 qualified international tour operators** for a familiarization tour of Kansas City after Travel South International.

Hosted specific **online training for 275 travel agents** across three different organizations and multiple markets.





KC CURRENT

KC CURRENT

HISTORY MARCH

PROPERTY OF KC BLUE CURR

KANSAS

MEMBER

CURRENT

PARTNERSHIPS & EVENTS

2025 Key Accomplishments

Worked closely with a network of 871 total active industry partners, including **89 new partners and 57 advertisers**.

Produced the 16th annual Kansas City Restaurant Week, featuring 10 days of special, multi-course menus at a **record 247 participating restaurants**. This raised more than \$450,000 for local charities, including featured beneficiary House of Hope. Since its inception, the program has raised over \$4.3 million for KC causes.

Welcomed more than 400 industry partners to our 2025 Annual Tourism Outlook, hosted at the LEX in the Kansas City Convention Center, featuring a presentation from Visit KC leadership and engaging networking reception with local vendors.

Organized **four Partner 2 Partner events** at partner venues – Larks, SERV, Margaritaville Hotel and T-Mobile Center – with a total of 849 registered attendees.

Hosted **two Spotlight Series educational events** with partner venues – a Museum of BBQ tour and judging demonstration at Burnt Ends BBQ, and a meeting planner panel featuring local industry experts at Crowne Plaza Kansas City Downtown – with 148 total registered attendees.

Launched the Hotel Partnership Program, replacing the lead share model, and **exceeded the new revenue goal** in its first year.

Facilitated **consumer and small business involvement** through Visit KC experiences: generated 732 KC Attractions Pass redemptions, featured 38 local businesses through KC Savings and included 19 breweries in KC Tap Tour Season 9, culminating in a celebration hosted at No Other Pub with 174 registered attendees.

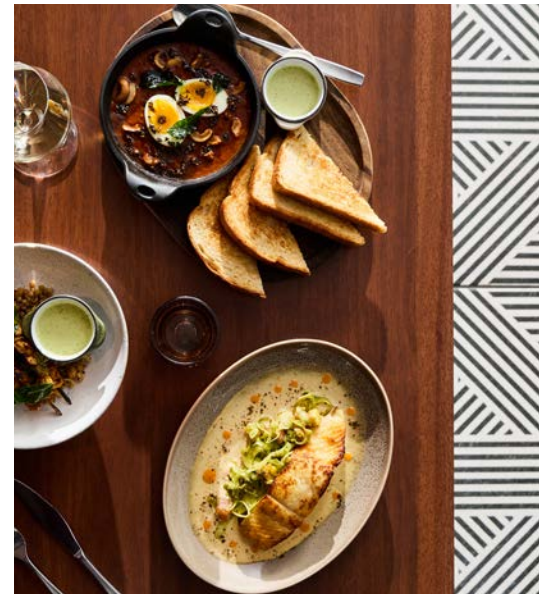
Made **more than 4,000 referrals** to partner businesses through the Visitor Information Center.





PARTNERSHIP CATEGORIES	2023	2024	2025
Accommodations	104	110	62*
Arts and Culture	131	141	137
Attractions	39	40	35
Breweries	32	29	27
Casinos	1	1	1
Convention Services	98	107	120
Dining	152	170	188
Entertainment	26	32	30
Organizations	34	36	34
Shopping	51	41	45
Sports & Recreation	118	119	123
Tours & Sightseeing	31	33	37
Transportation	24	29	32
TOTAL	841	888	871

*Hotel Partnership decreased in 2025 following the introduction of partnership fees for hotels.



PARTNER REVENUE	2023	2024	2025
Partnership Dues	\$450,870	\$422,754	\$696,020*
Hotel Lead Share	\$504,793	\$516,082	N/A
Website Advertising	\$73,925	\$86,984	\$80,291
Marketing Campaign Partners	\$314,750	\$299,298	\$281,700

*Hotel Partnership moved into Partnership Dues and Hotel Lead Share discontinued in 2025.

FINANCE & ADMINISTRATION

2025 Key Accomplishments



Completed a contractually required **update to Visit KC's 2026-2028 Strategic Plan**, ensuring all phases were executed smoothly and on schedule.

Recertified Visit KC under **Destination International's Destination Marketing Accreditation Program (DMAP)**. The visible industry distinction defines quality and performance standards.

Managed all steps necessary to **reset the Visit KC Foundation**, including new bylaws, a temporary board, updates to Kansas City Restaurant Week and administrative services agreements, and completion of strategic plan initiatives in conjunction with Visit KC's approved plan.

Conducted a **comprehensive market evaluation** of Visit KC's health insurance program, **achieving an 11% premium reduction** while maintaining equivalent plan design and employee coverage levels. This transition stabilized costs without diminishing benefit quality.

Carried out a **comprehensive review of Visit KC's commercial insurance portfolio** to ensure adequate coverage limits, risk alignment and protection of organizational assets.

Completed Fired Up! Culture Index, distilled results and developed an action plan for rollout in FY 2026. The index is comprised of 55 individual elements, divided into six cultural categories with 8-11 elements under each.

Evaluated and selected a **replacement provider for Visit KC's corporate card program** with an integrated solution, which replaced both the corporate credit cards program and expense management platform. The combined initiative streamlined the monthly close process, improved financial reporting and delivered cost and time savings.

Prepared, issued and reviewed a **request for proposal (RFP) for a financial audit** and selected a vendor. Ultimately, the incumbent firm was selected as it provided the lowest and best bid.

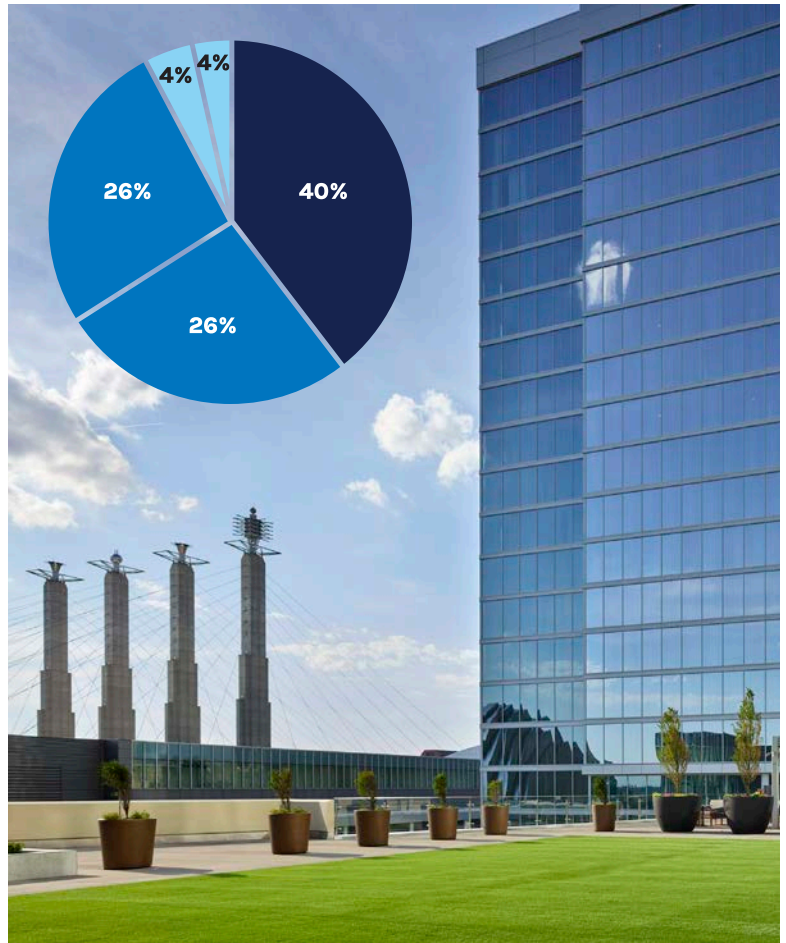
In the face of a significant, last-minute challenge, staff **prepared three distinct budget proposals** for FY 2026, each featuring unique forecasts, KPIs and potential service outcomes. The draft budget, including an additional \$1 million for World Cup, was delivered to the Finance Committee after only a brief delay and subsequently advanced to the Board for approval in December.

EXPENDITURES BY AUDIENCE

Operations	\$8,753,687 - 40%
Destination Marketing	\$5,885,648 - 26%
Sales & Services	\$5,893,221 - 26%
Partnerships & Events	\$945,163 - 4%
Tourism	\$790,970 - 4%
Total Expenditures	\$22,268,689

REVENUE

Convention/Tourism Tax	\$12,227,928
Arena Business Fees	\$1,330,685
Short Term Rental	\$2,189,658
State Co-op Funding	\$816,048
Partnership Dues	\$1,008,692
Convention Services Revenue	\$543,078
Web/Collateral Advertising	\$225,859
Other	\$752,846
TOTAL	\$19,094,794
TIF EXPENDITURES	\$5,304,554
REVENUE (NET OF TIF)	\$13,790,240



2025 BOARD OF DIRECTORS

Leadership

Chair / **Stacey Paine**, President, Crown Center Redevelopment Corp.

Vice Chair / **Brian Johnson**, Managing Director, Loews Kansas City Hotel

Secretary / **George Guastello**, President & CEO, Union Station Kansas City

Treasurer / **Mike Cappo**, Partner, Shook, Hardy & Bacon, LLP

At-Large / **Adam Miller**, Founder, Bespoke Consulting

Members

Dr. DeAngela Burns Wallace, CEO, Ewing Marion Kauffman Foundation

Regina Croucher, Partner, U.S. Department, Head of International Activities, KPMG, LLP

Tyler Enders, Co-Owner, Made in KC

Quinton Lucas, Mayor, City of Kansas City, Mo.

Mario Vasquez, City Manager, City of Kansas City, Mo.

Anne Scharf, Vice President, Community Impact and Civic Affairs, Kansas City Chiefs

Ex-Officios

Mike Burris, Executive Director, Greater Kansas City Restaurant Association

Cindy Circo, Director, Contact & Business Care, Evergy

Melissa Cooper, Aviation Director, City of Kansas City, Mo.

Kimiko Gilmore, Deputy City Manager, Convention & Entertainment Facilities, City of Kansas City, Mo.

Amy Jordan-Wooden, President & CEO, AJW Consulting

Pat Macdonald, Director, Strategic Ventures & Operations, Healthcare Institute for Innovations in Quality

Derek McCann, Managing Director, Kansas City Marriott Downtown

Andrea O'Hara, Executive Director, Hotel & Lodging Association of Greater Kansas City

Kevin Pistilli, President, Raphael Hotel Group

Jeanette Prenger, Founder & CEO, ECCO Select Corporation

CiCi Rojas, President, Tico Productions & Tico Sports

2025 HONORS & AWARDS

Cvent – **Top 50 Meeting Destinations in North America**

KATHY NELSON, President and CEO

2025 Kansas Citian of the Year, Greater Kansas City Chamber of Commerce

Hospitality Sales & Marketing Association International, 2025 Adrian Awards:

Gold Adrian Award, Broadcast Television, “Holiday Touchdown: A Chiefs Love Story”

Bronze Adrian Award, Experiential Marketing, “London Activation: KC SpeaKCeasy”

Bronze Adrian Award, Consumer Brand Campaign, “From the Heart” campaign

Meetings Made Easy – **Top 5 Booked Destination in 2025**

DENISE DEJULIO, National Account Manager

2025 Maritz CVB Supplier of the Year

BECKY HARSCH, National Account Manager

Sports Events & Tourism Association Board & Women’s Community Co-Leader

Nonprofit Connect, 2025 Philly Awards:

Silver, Marketing Campaign, “From the Heart” campaign

Silver, Short Video, “Holiday Touchdown: A Chiefs Love Story”

Silver, Special Event Campaign, “London Activation: KC SpeaKCeasy”

NATHAN HERMISTON, Senior Vice President of Sales & Services

2025 Centurions Leadership Development Graduate

Greater Kansas City Chamber of Commerce

TRACI MOON, Senior Vice President of Marketing & Communications

2025 Certified Destination Management Executive (CDME) Graduate

Destinations International

KANSAS CITY

FROM THE HEART

