

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 47 Kansas City ambassadors
- Supported by about 900 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 over 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

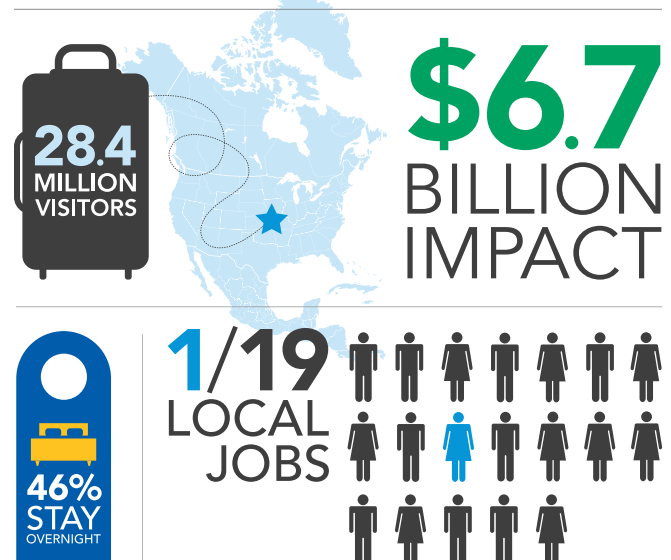
Promote Local Business

Drive traffic to local hotels, attractions, restaurants and about 900 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

WHY IT'S IMPORTANT



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

POWER OF PARTNERSHIP

VISITKC.COM / 3.6 million site visits

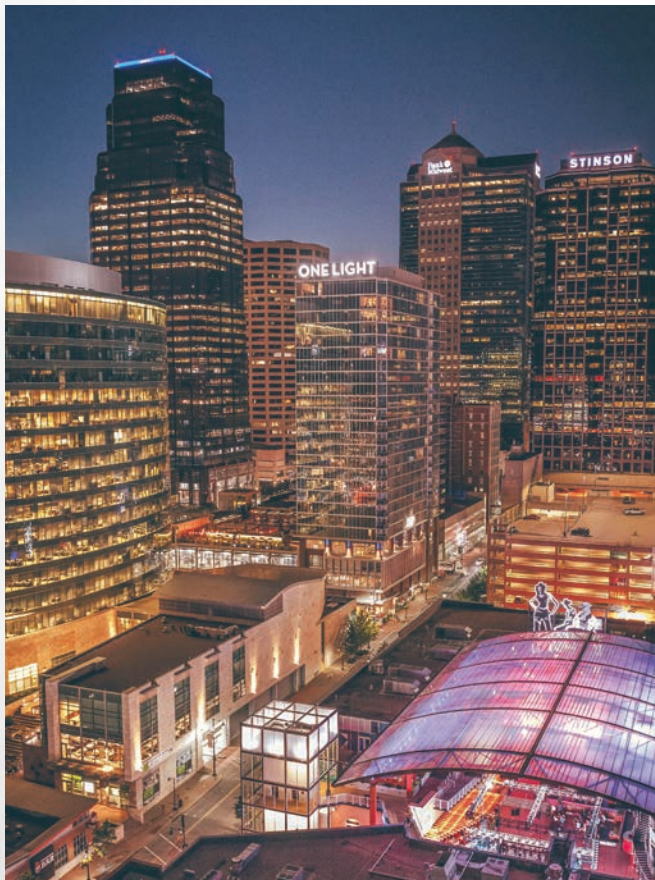
Monthly Averages

- Events Page Views: **210,042**
- Sessions: **301,820**
- Active Users: **218,595**
- Page Views: **558,928**
- Pages/Session: **2.56**
- Partner Referrals: **89,621**
- Average Time on Site: **1 min. 09 sec.**
- Digital Pass Sign-ups: **359**

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

Sales & Services Actualized

- Total Meetings: **472**
- Room Nights: **422,042**
- Attendance: **565,278**
- Avg. Attendance: **1,198**
- Economic Impact: **\$420.3 million**

PARTNER EXCLUSIVES

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

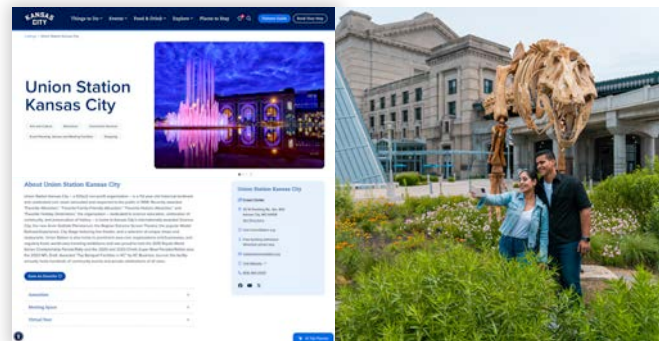
PARTNERSHIP LEVELS & BENEFITS

All partnership dues are annual, with renewals in January

LISTING PARTNER • \$200

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

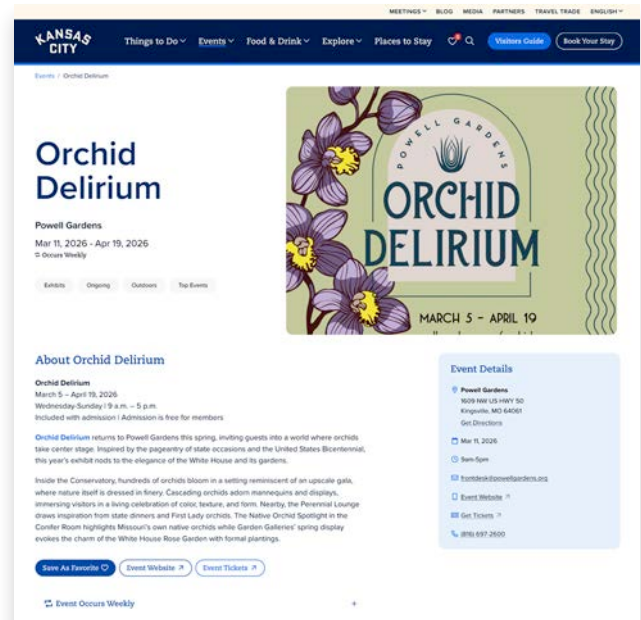
- Business Listing on Visit KC website and Interactive Map
- Invitations to Visit KC events
- Content and Marketing opportunities



Business Listing



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



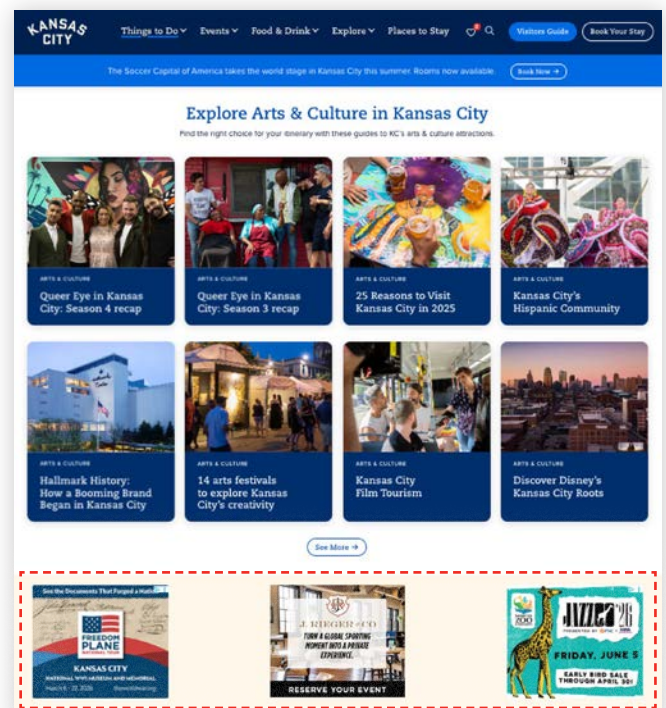
Networking Events

CONVENTION 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
- Featured as a Premium Partner on MindTrip AI planning tool



Online Advertising



Convention/Event Email Alert



ENHANCED 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:

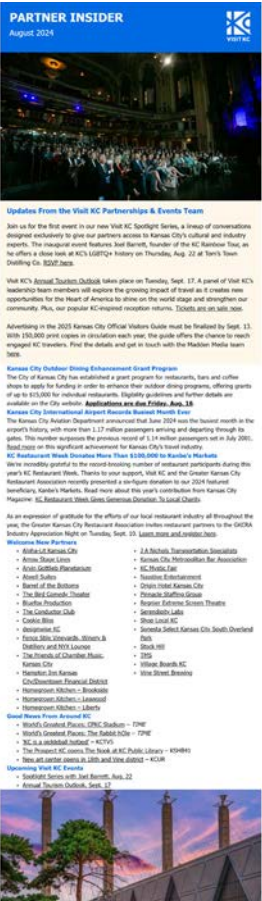
- Inclusion as an Entry-Level sponsor for (1) Visit KC Partner Event
- Name recognition on Visit KC Partner Page
- 2 tickets to Annual Tourism Outlook

INVESTOR PARTNER • \$5,000

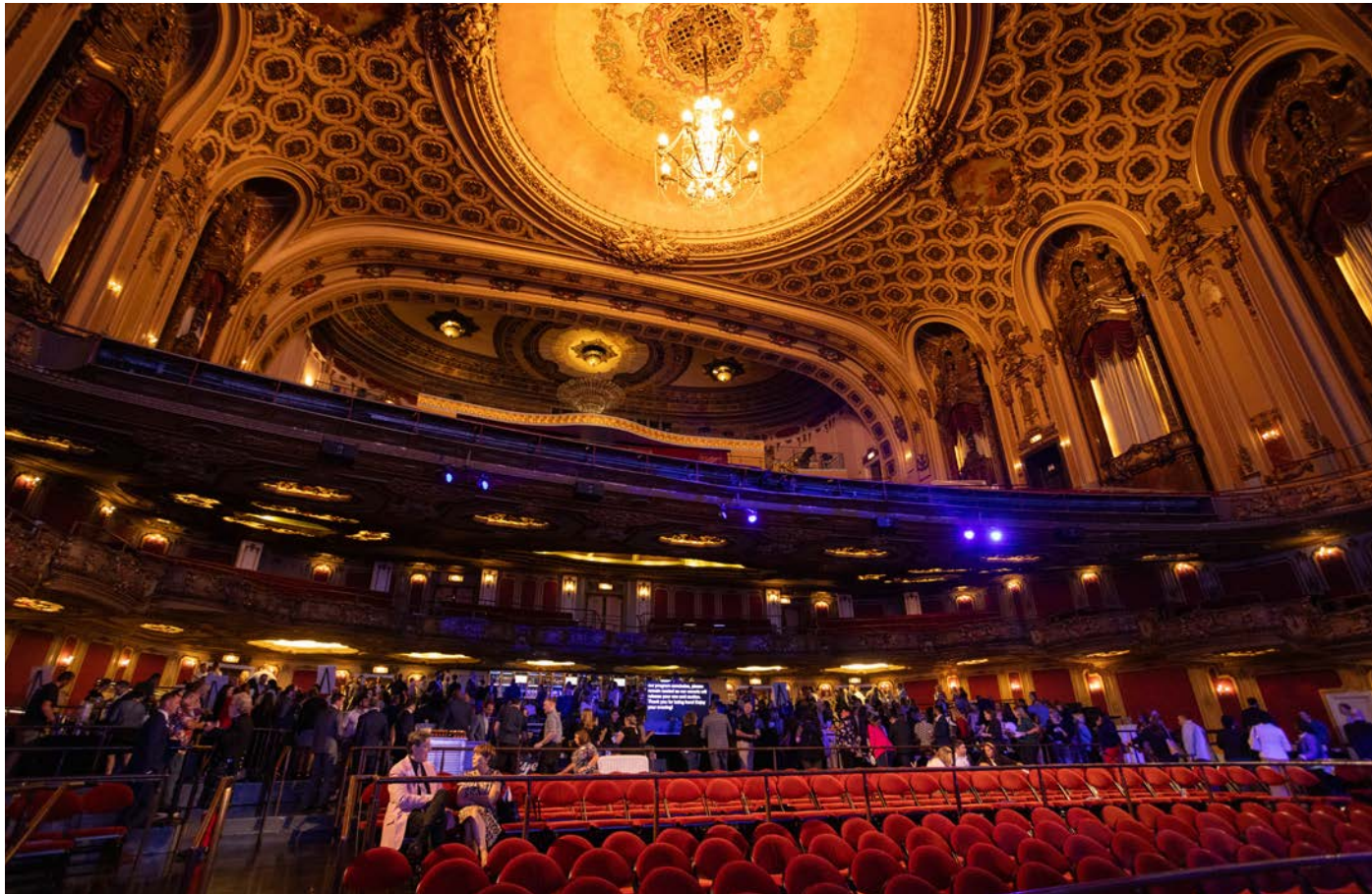
Top-tier partnership that emphasizes your businesses investment in the local hospitality community and Visit KC's mission of increasing visitation. This level also allows your business the opportunity to market to Visit KC's partnership base.

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

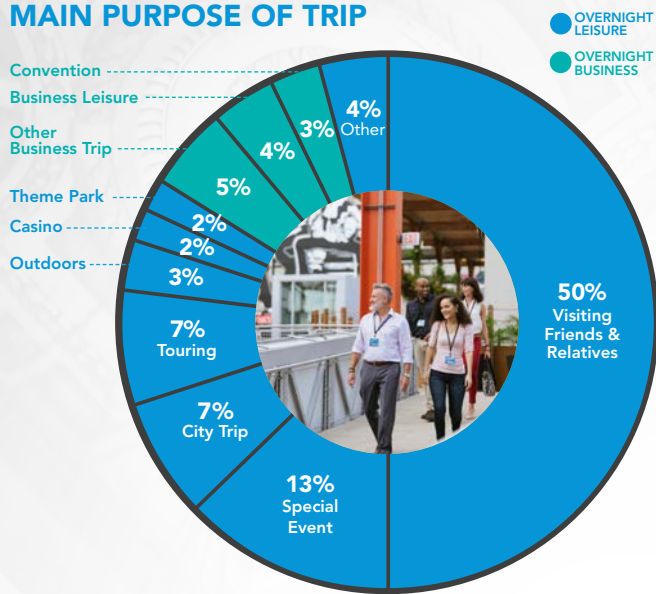


Partner Insider Email



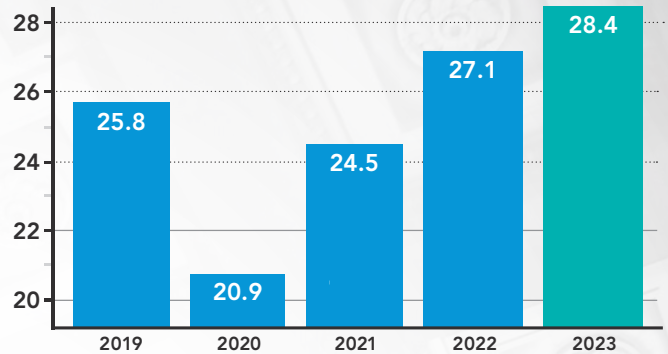
VISITOR MARKET

MAIN PURPOSE OF TRIP



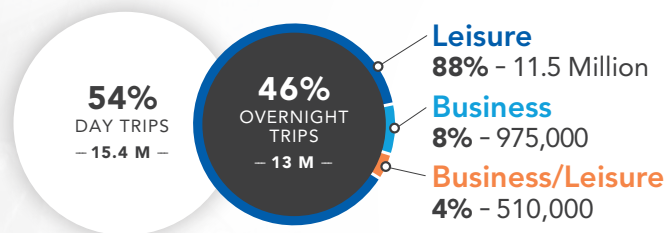
TOTAL VISITORS • 2019-2023

(MILLIONS)

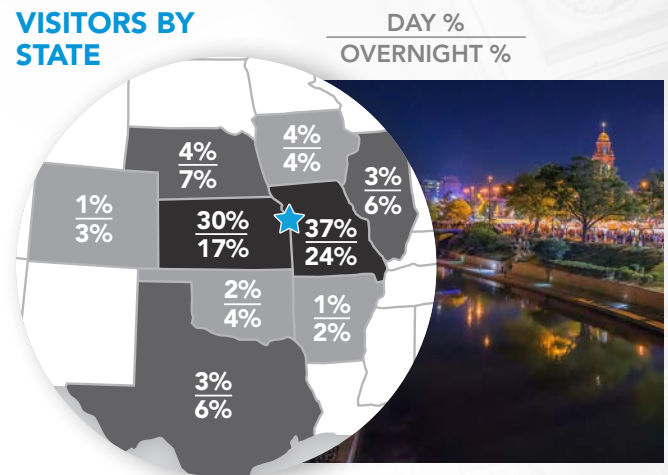


KC BUSINESS/LEISURE TRAVEL

TOTAL TRIPS = 28.4 MILLION



VISITORS BY STATE



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



1100 WALNUT STREET, SUITE 3450A, KANSAS CITY, MO 64106
VISITKC.COM • 816-691-3800