

A field of bright yellow sunflowers is shown against a dark blue night sky filled with stars. The sunflowers are in various stages of bloom, with some fully open and others still budding. The lighting is soft, highlighting the texture of the petals and the dark centers of the flowers.

Committee on Economic Recovery

September 16, 2020

KANSAS
TO THE STARS

Economic Impact of Tourism in Kansas

Key facts about Kansas's tourism sector

35.6 million travelers visited Kansas in 2018

Visitor spending rose 4.3% in 2018 to \$7.1 billion

Tourism spending supports 5.0% of all jobs in Kansas

Tourism in Kansas generated \$638 million in state and local taxes in 2018

Key indicators in Kansas 2018

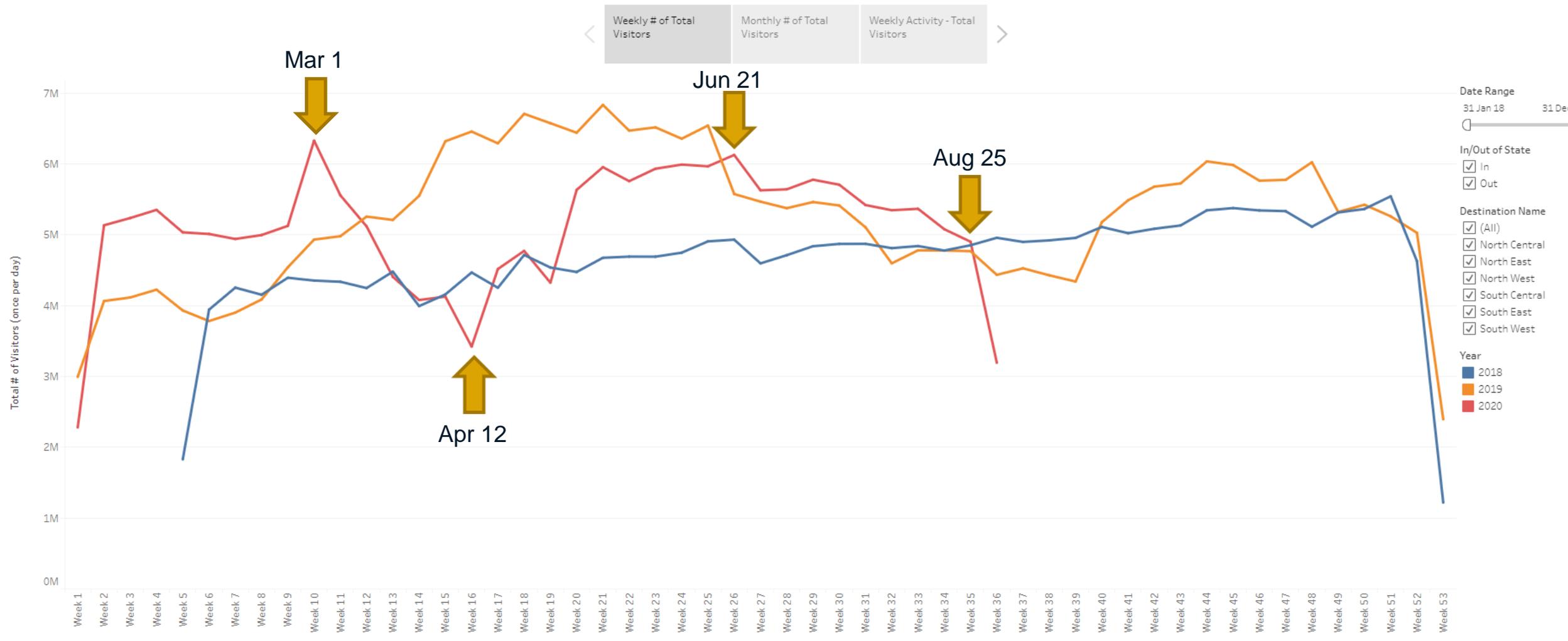
Dollar figures in millions

Tourism spending	\$7,077
Total business sales	\$11,289
Employment sustained by tourism	96,590
Income sustained by tourism	\$3,182
Taxes sustained by tourism	\$1,093
Federal	\$454
State	\$288
Local	\$350

Source: Tourism Economics

Tourism Economics, 2018 Kansas Tourism Impact study

Total Visitors

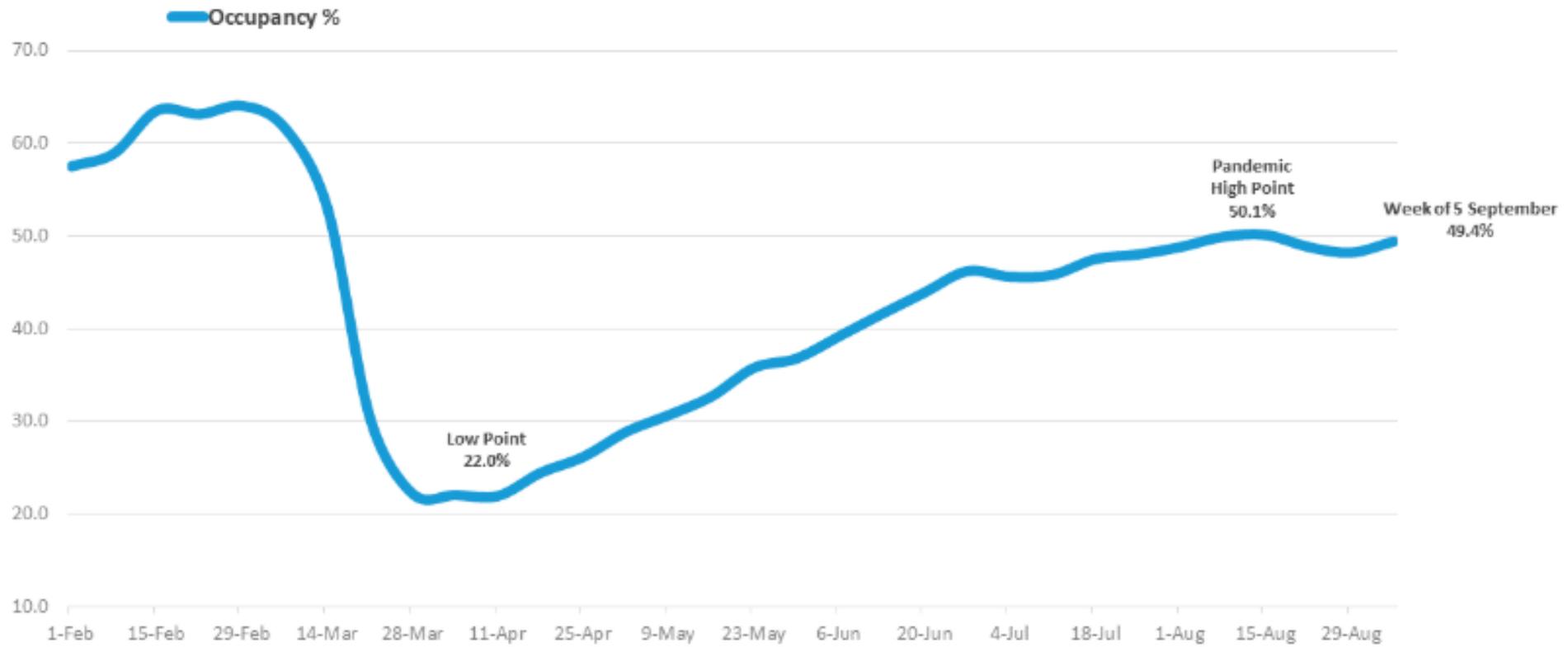


SeeSource – State of Kansas



U.S. Hotel Occupancy

Weeks ending with specified dates



Source: STR. 2020 © CoStar Realty Information, Inc.

Kansas Hotel Data

Occupancy (%)	2020						
	Jan	Feb	Mar	Apr	Mag	Jun	Jul
This Year	43.9	48.9	38.1	24.4	32.9	43.9	47.1
Last Year	43.5	48.9	56.6	59.3	61.2	65.5	62.2
Percent Change	0.9	0.1	-32.6	-58.9	-46.3	-33.0	-24.3

Year To Date		
2018	2019	2020
56.2	56.8	40.0
56.7	56.2	56.8
-1.0	1.1	-29.6

ADR	2020						
	Jan	Feb	Mar	Apr	Mag	Jun	Jul
This Year	84.50	86.84	79.49	62.96	67.64	74.77	76.95
Last Year	83.78	87.39	88.82	88.61	91.33	90.75	90.13
Percent Change	0.9	-0.6	-10.5	-29.0	-25.9	-17.6	-14.6

Year To Date		
2018	2019	2020
88.09	88.99	77.57
87.71	88.09	88.99
0.4	1.0	-12.8

RevPAR	2020						
	Jan	Feb	Mar	Apr	Mag	Jun	Jul
This Year	37.11	42.48	30.32	15.34	22.26	32.83	36.21
Last Year	36.46	42.69	50.28	52.52	55.92	59.48	56.05
Percent Change	1.8	-0.5	-39.7	-70.8	-60.2	-44.8	-35.4

Year To Date		
2018	2019	2020
49.48	50.56	31.02
49.76	49.48	50.56
-0.6	2.2	-38.7

STR – Smith Travel Research

Kansas Transient Guest Tax Collections

Year	January	February	March	April
2019	\$2,932,145.55	\$3,090,095.19	\$3,240,162.31	\$4,264,273.05
2020	\$2,928,915.20	\$3,323,293.07	\$2,953,200.62	\$2,152,250.21

Year	May	June	July	August
2019	\$4,307,478.00	\$4,574,430.40	\$4,762,714.29	\$4,540,893.99
2020	\$1,133,238.02	\$1,574,979.02	\$2,505,320.45	\$2,962,278.10

Kansas Dept of Revenue

Jan – Aug 2019	\$31,712,192.78	
Jan – Aug 2020	\$19,533,474.69	-38.4%

Who does a Travel Depression affect?

- Lodging
- Food and Beverage
- Transportation
- Attractions
- Retail
- Sports Facilities
- Meeting / Convention Venues
- Entertainment Industry
- Support Vendors and Contractors
- Local Destination Marketing Organizations
- Individuals Employees
- Kansans'

“A broader recovery will not happen unless a travel recovery can happen “ US Travel Association

Forecast for Recovery...

- SLOW
- Meetings and Convention Business....even slower
- New Protocols
- Traveler Confidence is key
- In-State Travel

- Some states will have an advantage
 - Visiting Friends and Family
 - Wide open spaces
 - Road trips
 - National and State Parks
 - Movement towards relocation to less populated areas

- We have to adjust....pivot....be nimble.

What is needed?

- Financial Support for Tourism Related Businesses
 - HIRE Fund
 - Business Grant Program (allocated by SPARK)
- Financial Resources for Marketing Kansas to travelers

A landscape of rolling hills under a starry night sky. The foreground is filled with tall, golden-brown grass. The middle ground shows rolling hills under a sky transitioning from a warm orange glow near the horizon to a deep blue night sky with scattered stars and a crescent moon. The text "to the stars" is overlaid in a white, elegant script font.

to the
stars

KANSAS