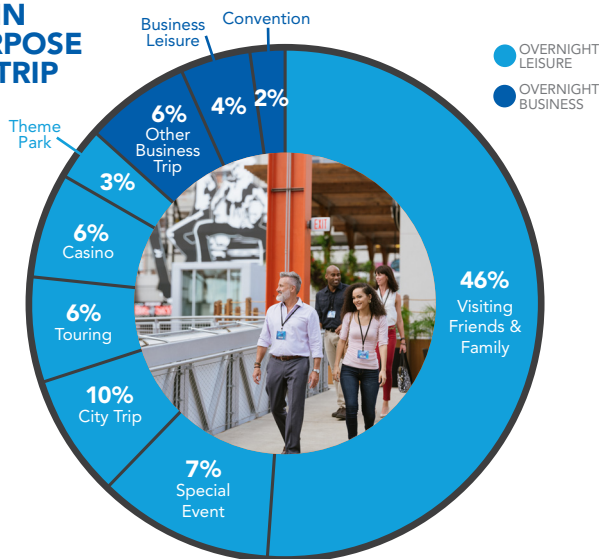


# 2021 ECONOMIC IMPACT & VISITOR PROFILE

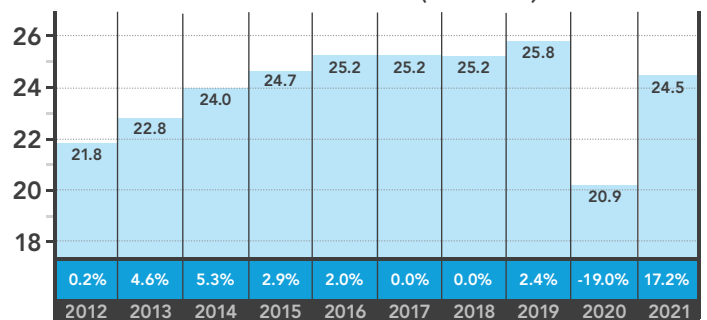


## MAIN PURPOSE OF TRIP



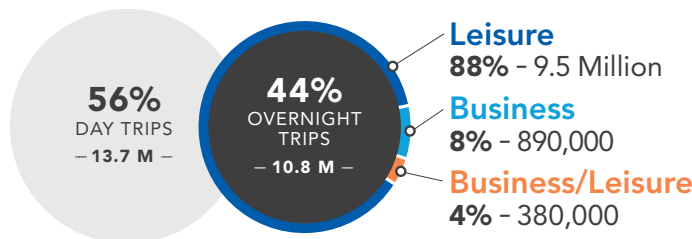
- The Kansas City region hosted 24.5 million visitors in 2021.
- The average number of nights spent in Kansas City on an overnight trip was 2.5 nights, down from 2.7 nights in 2018. The average travel party size was 3.0 persons, up from 2.7 persons in 2018.
- 62% of Kansas City visitors were very satisfied with their overall trip experience. The next highest-ranking category for satisfaction was quality of the food at 57%.

## TOTAL VISITORS 2012-2021 (millions)



## KC BUSINESS/LEISURE TRAVEL

TOTAL TRIPS = 24.5 MILLION



## VISITORS BY DMA

DMA *	OVERNIGHT	DAY
Kansas City, KS-MO	18%	29%
Wichita-Hutchinson, KS	7%	8%
Topeka, KS	2%	7%
St. Louis, MO-IL	5%	5%
St. Joseph, MO-KS	2%	4%
Springfield, MO	4%	3%
Dallas-Ft. Worth, TX	3%	3%
Columbia-Jefferson City, MO	2%	2%
Chicago, IL	2%	2%
Los Angeles, CA	3%	2%
Omaha, NE-IA	4%	2%
Sacramento-Stockton-Modesto, CA	<1%	2%
Little Rock-Pine Bluff, AR	1%	2%
New York, NY	2%	2%
Joplin-Pittsburgh, Mo-KS	1%	2%

## LENGTH OF TRIP PLANNING



More than 1 year in advance	5%
6-12 months	12%
3-5 months	18%
2 months	13%
1 month or less	36%
Did not plan in advance	16%

## TOURISM ECONOMIC IMPACT

Total Economic Impact of Tourism ► **\$5.3 billion**

Visitor Spending ► **\$3.1 billion**

Visitor spending jumped 41% in 2021; back to within 13% of 2019 levels.

Jobs ► **40,983**

Wages ► **\$1.8 billion**

1 in 23 jobs in the region are sustained by tourism either directly or indirectly.

Federal Tax Revenue ► **\$372.5 million**

State Tax Revenue ► **\$153.2 million**

Local Tax Revenue ► **\$215.2 million**

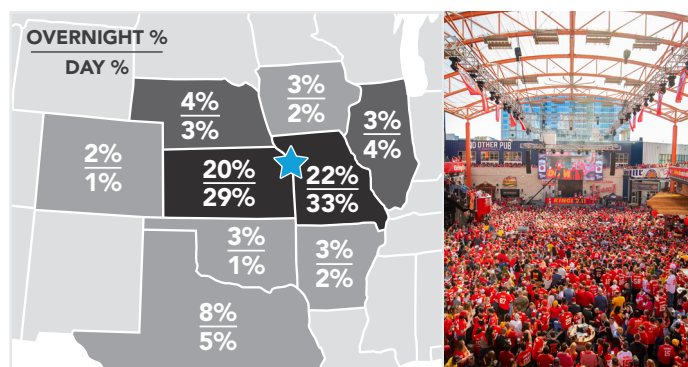
State and local taxes generated saved each household approximately \$513 in taxes.

\* 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*

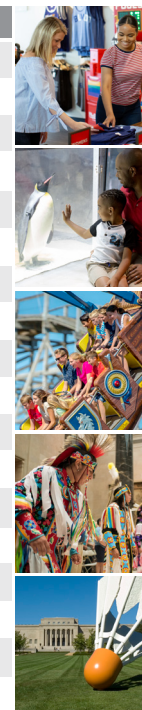
EXPENDITURE	OVERNIGHT	DAY
Lodging	62	N/A
Food & Beverage	\$40	\$18
Retail	\$27	\$21
Recreation/Sightseeing/Entertainment	\$24	\$12
Transportation at Destination	\$18	\$12

## VISITORS BY STATE

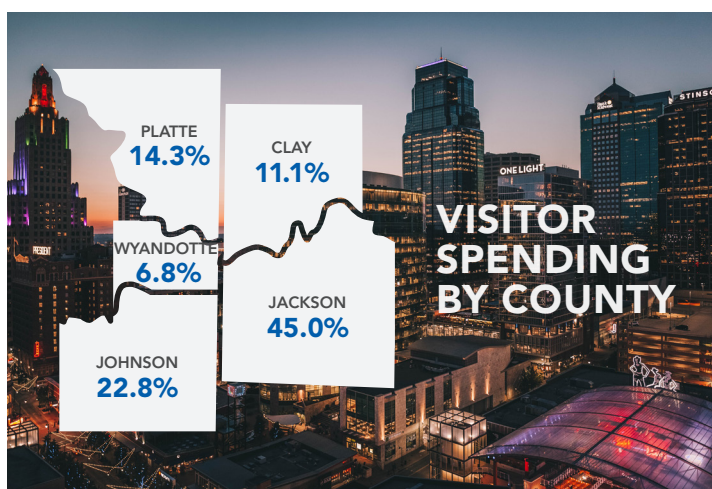
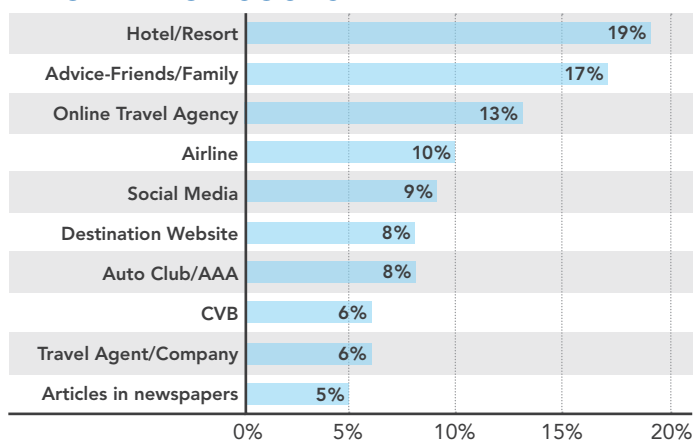


## TOP ACTIVITIES

ACTIVITY	OVERNIGHT	DAY
Shopping	25%	24%
Celebration	17%	13%
Convention/Conference	16%	10%
Museum	16%	11%
Youth Sports	15%	11%
Sightseeing	15%	12%
Bar/Nightclub	13%	4%
Casino	13%	13%
Landmark/Historic Site	11%	7%
Zoo	11%	11%
Business Meeting	10%	10%
Local Parks/Playgrounds	10%	8%
Theme Park	10%	5%
Swimming	9%	6%
Water Park	7%	6%
Winery/Brewery/Distillery	7%	3%
Art Gallery	7%	9%
Fishing	7%	6%



## OVERNIGHT TRIP PLANNING INFORMATION SOURCE



## 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	23.2%	\$709.6	\$282.1	\$64.6	\$68.5	\$415.2	\$211.3	\$83.2	\$294.5
Food/Beverage	23.6%	\$723.9	\$349.1	\$39.9	\$102.5	\$491.4	\$183.8	\$48.7	\$232.5
Retail	19.1%	\$585.4	\$289.8	\$31.6	\$83.6	\$405.0	\$139.8	\$40.6	\$180.3
Recreation	13.7%	\$420.0	\$233.8	\$18.4	\$76.6	\$328.8	\$61.8	\$29.4	\$91.2
Transportation	20.3%	\$621.9	\$178.6	\$287.2	\$31.1	\$496.9	\$101.0	\$24.1	\$125.0
<b>Total Direct Spending</b>	---	<b>\$3,060.8</b>	<b>\$1,333.3</b>	<b>\$441.7</b>	<b>\$362.2</b>	<b>\$2,137.3</b>	<b>\$697.6</b>	<b>\$225.9</b>	<b>\$923.5</b>
Indirect/Induced	---	\$2,252.7	\$1,057.5	\$319.7	\$225.5	\$1,602.6	\$514.7	\$135.3	\$650.1
<b>Total Economic Impact</b>	---	<b>\$5,313.5</b>	<b>\$2,390.8</b>	<b>\$761.4</b>	<b>\$587.7</b>	<b>\$3,739.9</b>	<b>\$1,212.3</b>	<b>\$361.2</b>	<b>\$1,573.6</b>
Share of KC	---	100.0%	45.0%	14.3%	11.1%	70.4%	22.8%	6.8%	29.6%

Sources: 2021 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.