

Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU

2nd Semi Annual Report

Oct. 3, 2017

Leavenworth, KS

Administrative highlights:

- The CVB has been working with the Sister City Committee on both cities visits to Leavenworth this year. Wagga Wagga visited on Sept. 5 – 12 and Omihachiman is scheduled to be here on Oct. 12-13th.
- We've held two rounds for the TGT Tourism Grant and have awarded over \$19,720.32 in grant funding to organizations in 2017.
- Continue to update Events Calendar for website and also an email version that we send to the hoteliers on a weekly basis for their guests. Hoteliers have all expressed how much they appreciate this calendar.
- Worked with the Bike Across Kansas group in planning their ending day here in Leavenworth. Over 750 bikers were in town on June 17th.
- Worked with the State Office of Tourism on new signage for the both Byways, Glacial and Frontier Military, for placement in Ray Miller Park. Work to began early 2018.
- Held a Solar Eclipse Watch Party at Leavenworth Landing with over 1500 people in attendance. Much of NEKS was under cloud coverage for the eclipse. We talked to people from Scotland, Wichita, Topeka, KC, Texas, NE, OK, MN, and several others from the area.
- Continue to work with Nick Shales on some new promotional videos for the CVB for use across all marketing platforms.
- Received approval from Melissa Etheridge's PR Group to produce a Melissa Etheridge self-driving tour brochure.



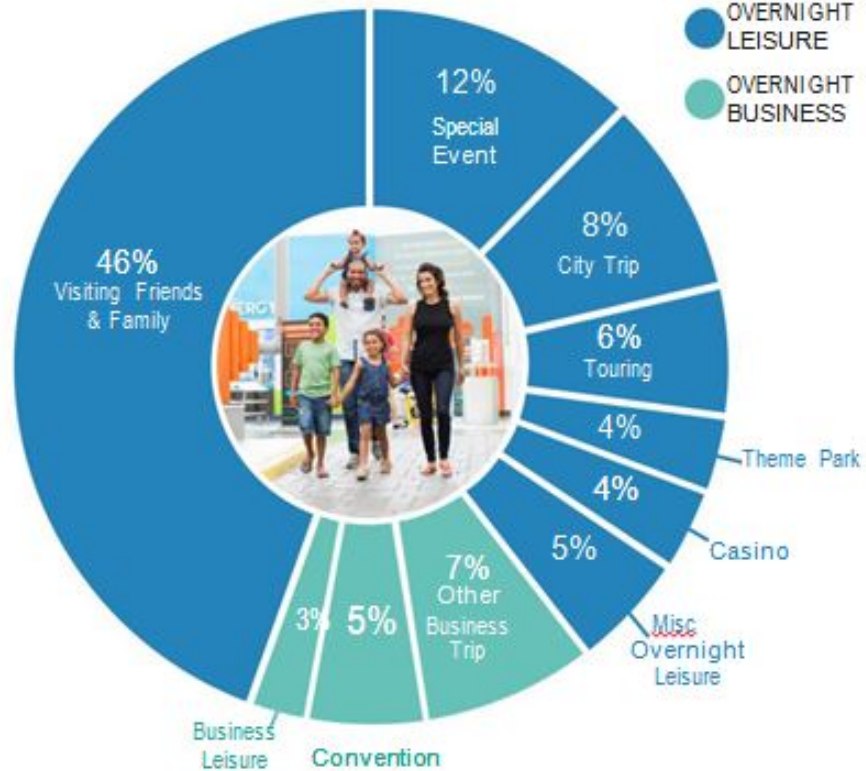
Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU

Kansas City Industry Data

MAIN PURPOSE OF TRIP



TOP ACTIVITIES

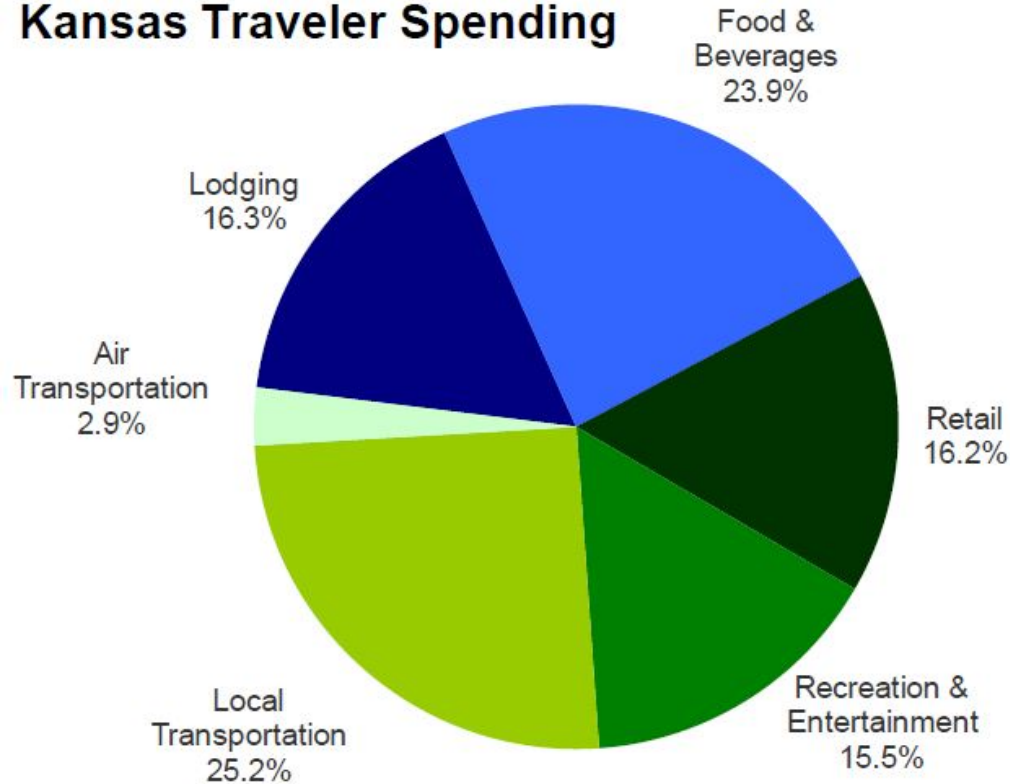
ACTIVITY	DAY	OVERNIGHT
Shopping	41%	34%
Fine Dining	13%	17%
Museum	11%	14%
Landmark/Historic Site	6%	11%
Casino	8%	11%
Waterparks	6%	10%
Theater	5%	9%
Bar/Nightclub	4%	9%
Zoo	10%	8%
National/State Park	--	8%
Theme Park	6%	8%
Business Meeting	6%	6%
Brewery	--	6%
Pro/College Sports	--	5%
Dance	--	5%
Concerts	5%	--
Art Gallery	4%	--
Fair/Exhibition/Festival	4%	--

*2016 VisitKC Tourism Economics



Kansas State Industry Data

Kansas Traveler Spending



Sources: DK Shifflet, NTTO, Tourism Economics

Traveler spending by market segment

- Business travel accounts for 38% of all traveler spending.
- Day travelers in Kansas spent \$1.6 billion in 2015, 24.9% of the total.
- Domestic travelers represent 98% of all traveler spending.

Traveler Spending in 2015					
(US\$ Billion)					
Purpose		Stay		Market	
Business	\$2.47	Day	\$1.62	Domestic	\$6.39
Leisure	\$4.03	Overnight	\$4.87	Overseas	\$0.11
Total	\$6.49	Total	\$6.49	Total	\$6.49
Share					
Purpose		Stay		Market	
Business	38.0%	Day	24.9%	Domestic	98.3%
Leisure	62.0%	Overnight	75.1%	Overseas	1.7%

ADR \$84.08

RevPar \$48.36

Occp \$57.5%

*2016 TravelKS Tourism Economics Study



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Leavenworth County Industry Data

Northeast								
County	Visitor Spending - 2015 (millions)						Growth Rate	State and Local Tax Revenue (000s)
	Lodging*	F&B	Retail	Recreation**	Transport** *	Total		
Atchison County	\$4.10	\$6.07	\$3.42	\$2.17	\$2.87	\$18.62	1.1%	\$1,450.0
Brown County	\$1.60	\$2.85	\$1.51	\$52.66	\$2.95	\$61.56	1.1%	\$3,208.8
Doniphan County	\$0.51	\$0.57	\$0.43	\$22.36	\$2.20	\$26.06	-0.7%	\$1,417.8
Douglas County	\$43.24	\$67.10	\$40.72	\$26.64	\$66.71	\$244.42	2.1%	\$15,721.7
Franklin County	\$4.38	\$7.45	\$4.28	\$2.56	\$12.59	\$31.26	10.0%	\$2,218.1
Jackson County	\$1.82	\$2.96	\$1.61	\$37.88	\$2.63	\$46.90	0.0%	\$2,587.2
Jefferson County	\$0.66	\$1.03	\$0.76	\$1.48	\$5.40	\$9.34	-0.6%	\$874.9
Johnson County	\$275.06	\$415.96	\$295.05	\$232.00	\$424.77	\$1,642.85	3.3%	\$102,280.1
Leavenworth County	\$6.65	\$14.96	\$7.60	\$6.49	\$17.16	\$52.85	-0.1%	\$4,525.4
Miami County	\$1.24	\$5.37	\$2.54	\$1.86	\$7.72	\$18.73	-0.8%	\$1,663.0
Nemaha County	\$1.69	\$2.16	\$1.63	\$0.94	\$3.39	\$9.81	-6.9%	\$753.1
Osage County	\$1.27	\$1.61	\$1.04	\$1.35	\$5.41	\$10.68	6.6%	\$883.2
Shawnee County	\$52.44	\$89.46	\$60.61	\$36.26	\$84.77	\$323.53	0.4%	\$21,673.1
Wyandotte County	\$71.79	\$101.09	\$71.44	\$114.13	\$92.87	\$451.32	3.6%	\$28,629.3
Region Total	\$466.45	\$718.64	\$492.63	\$538.77	\$731.43	\$2,947.93	5.1%	\$187,885.9
State Total	\$1,061.71	\$1,555.17	\$1,048.83	\$1,005.45	\$1,822.76	\$6,493.92	2.7%	\$410,238.7

* Lodging spending includes 2nd home valuation

** Recreation includes casino wagering

*** Transport includes local and air transportation

*2016 TravelKS Tourism Economics Study

*ADR \$94.83 RevPAR \$58.72 Occp. 61.9%

*Above State Averages in all categories





Conferences and Tradeshows:

- Promoted the City to group tour operators at the African American Travel Conference (April), Tour Kansas Showcase (August), and Going on Faith Travel Conference (August).
- Attended a couple of Leisure Tradeshows. The Kansas Sampler Festival (May), Jr. Olympics Field Games (July), and PAIR Day (August).
- Conducted 2 FAM tours, one for Legacy Tours out of Des Moines IA and one for Jim Austin Tours out of Independence MO. Jim has already booked for next April 27 & 28, 2018.
- Attended the Tourism U Roadshow in August, Central States Travel & Tourism Research Association Conference (September) and will be attending the Tourism Industry Association of Kansas in Mid October.



Leavenworth, Kansas



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Marketing

- Distributed 10,510 Visitor Guidebook so far this year. They are distributed through travel centers around the state, local delivery, tradeshow placement, direct inquiry and on-line inquiry.
- Working on SEO with the Leavenworth Times and Thrivehive Google Ad words and analytics



Print Advertising

Ads placed: 8 ad placements with distribution of 839,600 publications
Billboards: 2 billboards placed in July and August in KC Region which delivered 1,322,452+ Impressions



Website

57,658 Page views

20,911 Unique views (users)

top pages: calendar of events, solar eclipse, USP

top searches: eclipse, prison, leavenworth ks



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On-Line Advertising:

Continue with seven on-line ads with the State of Kansas generating 339,763 Impressions between Jan. & Sept. and 1,952 CTR to our website.

PR Media:

Pitch Magazine and on-line version – May 2017

Front cover of the Discover Vintage America – June 2017

Gave a Tourism Presentation to the MOAA Leavenworth Chapter – July 2017

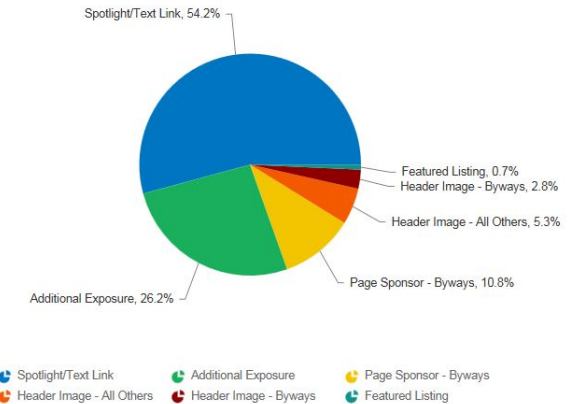
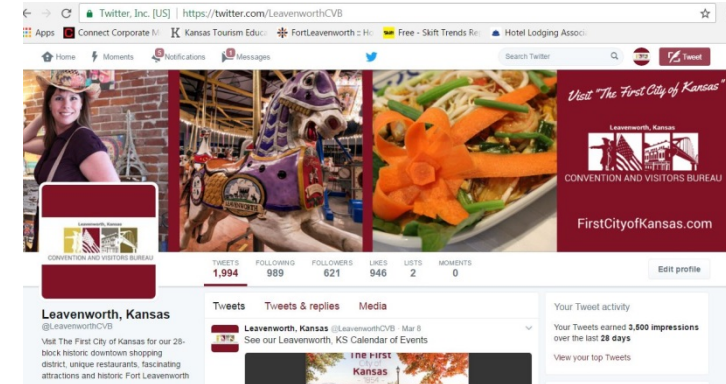
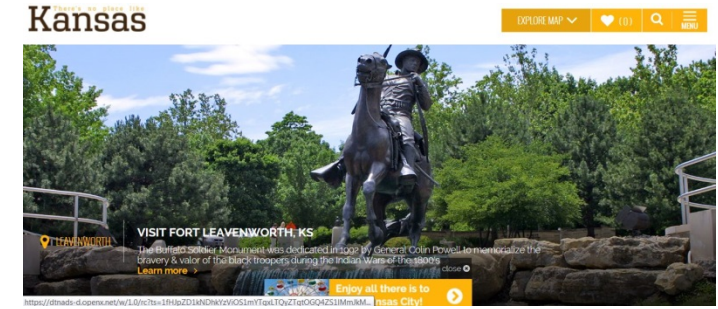
Social Media: increased followers by 11%

Facebook, Twitter, Pinterest, and Instagram have over 4,529 Followers

E-Newsletter/Calendar of Events

680 subscribers – bi-monthly distribution / publication.

18-20% Open rate (Industry average 15%)



Legend for the pie chart:
Spotlight/Text Link (Blue)
Additional Exposure (Green)
Page Sponsor - Byways (Yellow)
Header Image - All Others (Orange)
Header Image - Byways (Red)
Featured Listing (Purple)

Bookings currently working with:

Upcoming:

Metropolitan Community College, Omaha NE, Sept. 28th, 25+ people
LVHS 50th Class Reunion, Lvn, September 30-31, 2017, 100+ people
Sister City Omihachiman Japan, Oct.12-13, 2017, 22+ people
Baldwin City Parks & Rec., Baldwin City, KS, Oct. 25th, 2017, 40+ people
Red Hat Ladies Luncheon, Oct. 25th, 2017, 100+ people
Ron & Nancy Stern, Bloggers, Oct. 28th, 2018, 2+ people
Gladstone Parks & Rec., Gladstone, MO, Oct. 31, 2017, 40+ people
Johnson County Parks & Rec., OVP, Nov. 2 2017, 40+ people
Friends of the C and A Depot, April 27-28, 2018, 50+ people

Overview of 2017 to date:

21 Group Tours	3,197 people total x \$75 ea = \$239,775
5 Meetings	
2 Major Events	



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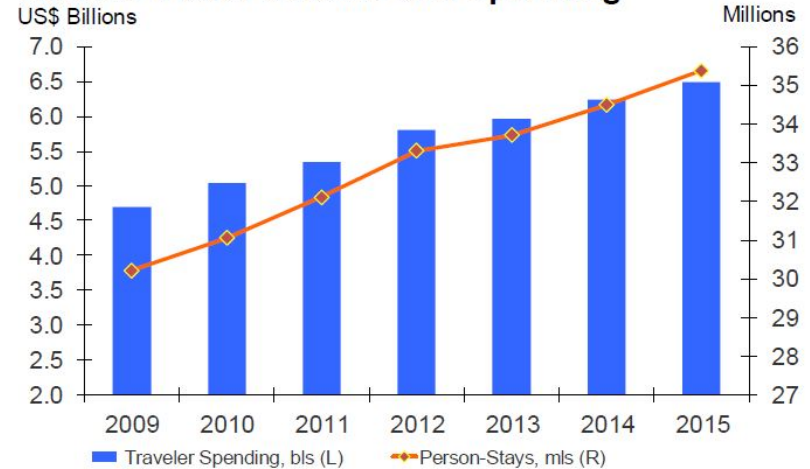
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Looking Ahead

- Continue to work on a multi page brochure of meeting venues and catering options available in Leavenworth.
- Working on a research project to enhance reports to commissioners geared specifically toward Leavenworth figures



Kansas Travel Volume and Spending



Sources: DK Shifflet, NTTO, Tourism Economics



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Contact us Monday-Friday from 8 a.m.-5 p.m.

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