

The First City of
Kansas

1854

2018 YE REVIEW & SEMI ANNUAL REPORT

LEAVENWORTH CONVENTION AND VISITORS BUREAU

April 2, 2019

Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU

PRESENTATION OVERVIEW

- Travel Industry Update
- Kansas Travel Update
- Leavenworth 2018 YE Review
- Leavenworth Semi Annual Review



TRAVEL INDUSTRY

TRAVEL VOLUME TO AND WITHIN THE UNITED STATES

Travel to and within the US grew 3.6 % year-over-year in December. Domestic leisure travel increased 2.1 percent in 2017 to nearly 1.8 billion person-trips. Leisure travel accounted for 80 percent of all U.S. domestic travel in 2017. Domestic business travel increased 1.3 percent from 2016 to 462 million person-trips.

LODGING INDUSTRY

According to STR, total room revenue increased 3.9% and room demand increased 2.1% from a year ago in the U.S.

TRAVEL TECHNOLOGY

Unprecedented growth in travel technology has helped innovate the way people travel and has opened up the world to travelers.

TOP 2 SPENDING CATEGORIES

Food-services and lodging are the top two spending categories by domestic and international travelers. Travelers spent \$258 billion on food services, which accounted for 25% of total travelers spending.

CONSUMER CONFIDENCE

The government shutdown and the late 2018 stock market tumult eroded confidence in the economy among business owners and consumers alike to the lowest reading in a year and a half. As long as employment holds up and housing remains strong, consumer travel spending should remain healthy.

DOMESTIC TRAVEL

1/3 of travelers indicated they would be traveling more in 2019 however down 37% from one year earlier. This also extends to future travel spending.

SUSTAINING MOMENTUM

The hospitality industry is approaching 10 years of consecutive years of growth. It should come as no surprise that the optimism is giving way towards some caution in the market.

*Diloitte.com

*U.S. Travel Association'

KANSAS TOURISM INDUSTRY



- Welcomed 37 million visitors
- 10 million print ad impressions
- 46 million digital ad impressions
- 1.5 million page views on website
- 776,020 total publications distributed
- 1.2 million social media impressions
- \$616 million in state & local tax was generated by the tourism industry
- Having grown for eight straight years, visitor spending is now 44% higher than levels seen in 2009 – growth of more than \$2 billion.

*2018 figures

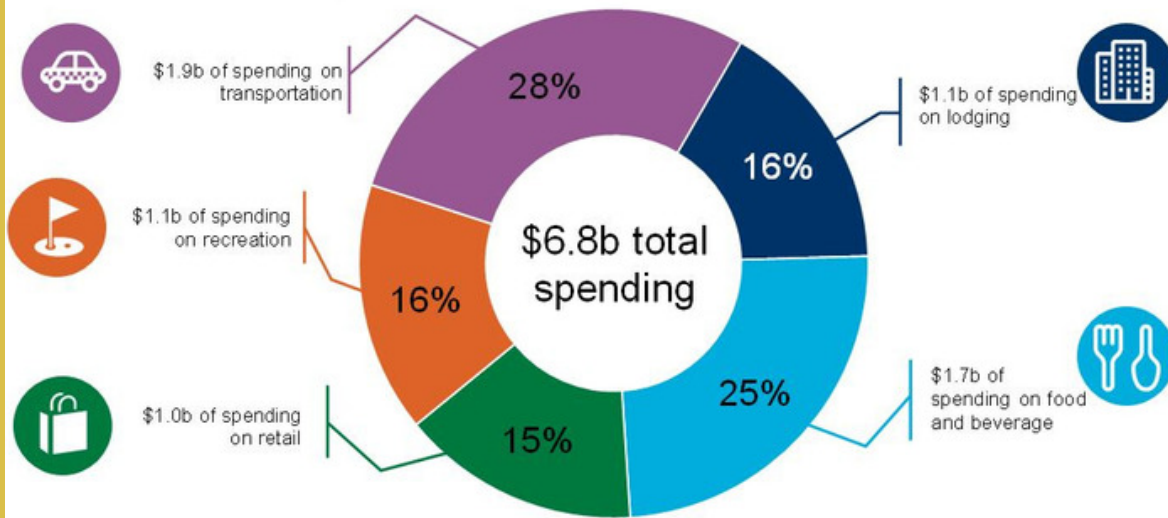
KANSAS TOURISM INDUSTRY

Stacking 6.8 billion \$1 bills would reach over 460 miles high - longer than the distance of I-70 in Kansas (424 miles).



Tourism industry sales in Kansas, 2017

Dollars, billions and percent of total



Source: Tourism Economics

Purpose

63% Leisure 37% Business

Day / Overnight

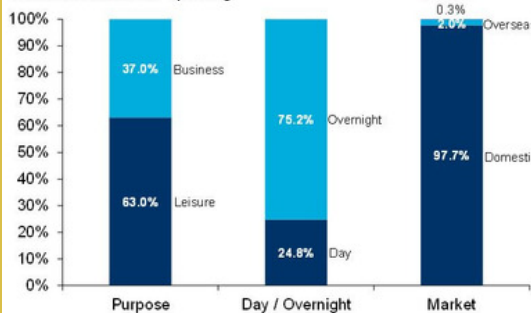
24.8% Day trips 75.2% Overnight

Visitors by Market

97.7% Domestic 2.3% International

Visitors by market, 2017

Percent of total visitor spending



Source: Tourism Economics

Northeast

County	Number of Jobs Supported by Tourism					Percent Change (2017/2016)	Share of Region	Share of State
	2013	2014	2015	2016	2017			
Atchison County	322	337	332	312	313	0.3%	0.76%	0.36%
Brown County	424	431	434	441	444	0.5%	1.07%	0.51%
Doniphan County	163	161	163	164	161	-1.9%	0.39%	0.18%
Douglas County	3,370	3,494	3,666	3,703	3,847	3.9%	9.31%	4.39%
Franklin County	410	392	392	418	412	-1.2%	1.00%	0.47%
Jackson County	362	381	384	386	392	1.5%	0.95%	0.45%
Jefferson County	96	103	98	99	105	5.8%	0.25%	0.12%
Johnson County	21,355	22,322	22,932	23,532	24,016	2.1%	58.15%	27.38%
Leavenworth County	720	770	827	862	884	2.5%	2.14%	1.01%
Miami County	249	279	257	253	270	7.0%	0.65%	0.31%
Nemaha County	178	171	162	155	157	1.5%	0.38%	0.18%
Osage County	71	127	123	120	116	-3.9%	0.28%	0.13%
Shawnee County	4,864	4,968	4,683	4,853	4,877	0.5%	11.81%	5.56%

KANSAS CON'T.

Northeast

County	Visitor Spending - 2017 (millions)						Growth Rate	State and Local Tax Revenue (000s)
	Lodging*	F&B	Retail	Recreation**	Transport**	Total		
Atchison County	\$3.71	\$5.94	\$2.97	\$1.92	\$3.17	\$17.71	-0.9%	\$1,417.2
Brown County	\$1.74	\$3.01	\$1.57	\$52.64	\$3.62	\$62.58	1.3%	\$3,529.2
Doniphan County	\$0.49	\$0.57	\$0.39	\$22.29	\$2.38	\$26.13	-0.4%	\$1,411.9
Douglas County	\$47.13	\$73.93	\$41.84	\$31.01	\$70.79	\$264.70	6.2%	\$17,806.6
Franklin County	\$4.65	\$8.12	\$4.40	\$2.77	\$13.45	\$33.39	-2.3%	\$2,513.2
Jackson County	\$1.78	\$3.10	\$1.61	\$37.92	\$3.05	\$47.45	1.5%	\$2,461.3
Jefferson County	\$0.79	\$1.22	\$0.83	\$1.43	\$5.21	\$9.49	5.3%	\$859.1
Johnson County	\$299.85	\$463.00	\$296.49	\$270.36	\$470.94	\$1,800.63	4.5%	\$126,738.6
Leavenworth County	\$7.04	\$17.02	\$7.77	\$7.12	\$19.66	\$58.61	1.4%	\$5,158.0
Miami County	\$1.42	\$5.81	\$2.65	\$2.39	\$8.70	\$20.96	12.3%	\$1,755.1
Nemaha County	\$1.72	\$2.27	\$1.53	\$0.98	\$3.87	\$10.37	5.7%	\$801.7
Osage County	\$1.22	\$1.57	\$0.95	\$1.23	\$5.51	\$10.48	0.2%	\$896.9
Shawnee County	\$53.66	\$95.83	\$59.06	\$39.12	\$89.93	\$337.60	-1.6%	\$23,468.4
Wyandotte County	\$76.45	\$103.98	\$73.72	\$114.78	\$102.94	\$471.87	-2.6%	\$31,255.9
Region Total	\$501.65	\$785.36	\$495.77	\$585.94	\$803.22	\$3,171.96	2.6%	\$220,073.1
State Total	\$1,100.36	\$1,656.55	\$1,028.23	\$1,078.82	\$1,923.80	\$6,787.76	1.5%	\$430,759.7

LEAVENWORTH STATISTICS 2018

Estimated visitors to Leavenworth

2013	188,104	2016	177,472
2014	191,344	2017	214,688
2015	193,520	2018	240,900

Welcomed an est. 240,900 visitors in 2018

1.8 M print ad impressions

3 M digital ad impressions & Billboards

110k website views

165k social media impressions

15k visitor guidebooks distributed

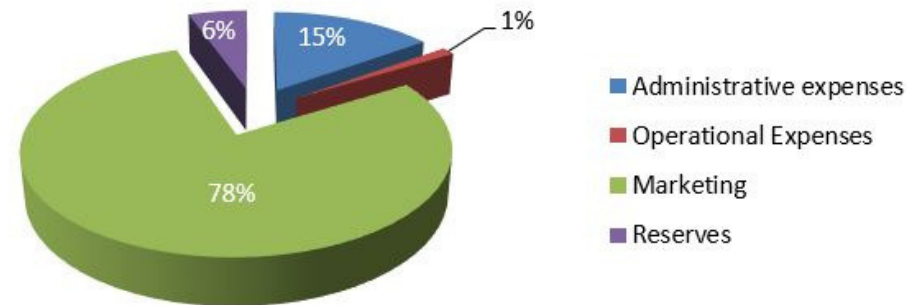
278 Individual requests filled

6k visitors guidebooks distributed for 2019

Top Referral Sites

travelks.com, Lvks.org, Leavenworthcounty.org

2018 Budgeted Expenditures by Function



Top 5 pages on the Website

Events
USP
Attractions
Fort Leavenworth
Restaurants

Top 5 States Visiting us

Missouri
Kansas
Texas
California
Illinois



Occupancy

Occupancy		Supply		Leavenworth	
2016	64.6%	2016	99,401	2016	60,955
2017	66.6%	2017	98,915	2017	60,955
2018	56.6%	2018	135,381	2018	100,010



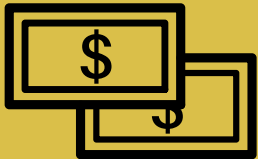
ADR

Average Daily Rate		Revenue per available Room	
2016	\$103.30	2016	\$66.76
2017	\$106.90	2017	\$71.15
2018	\$109.17	2018	\$62.89



Revenue

Revenue		
2016	\$6.6 M	64,240 room nights
2017	\$7 M	65,835 room nights
2018	\$8.5 M	77,985 room nights



TGT Collected

Collected		
2016	\$356K	43,130 room nights
2017	\$347K	40,657 room nights
2018	\$423K	48,401 room nights

*Approx. 38% of room nights sold are TGT exempt

Figures based on:
Fairfield Inn, Hampton Inn, Home2 Suites and Candlewood
Suites at the KC Speedway

2018 REVIEW



Attended 9 Trade Shows

1. American Bus Association - group
2. Select Traveler - group
3. Missouri Bank Travel - group
4. Midwest Bloggers Conference - Media
5. two (2) PAIR Days - Leisure
6. Tour Kansas Showcase - group
7. State Fair Booth - Leisure
8. KSAE Conference - meetings

Tours to Leavenworth

25 Group Tours

5 Meetings

3 Sports

Direct economic impact = \$52,889.95

Economic Impact of tours/meetings and Sports

2,671 people

x \$75 per day

\$200,325

240,900 est. visitors to Leavenworth

x \$75 per day

\$18,000,000



MEDIA FAM OPPORTUNITY

GIRLFRIEND'S GETAWAY

May 14 - 17, 2019

Kansas City, KS | Bonner Springs, KS | Leavenworth, KS

Facebook
Campaign
May 2019
thru Aug
2019



2019 MARKETING CO-OPS

In cooperation with Kansas City KS CVB and Bonner Springs CVB we will be hosting 8 bloggers/travel writers in May 2019. The theme for the day is "Girlfriends Getaway" and will include numerous activities, attractions, shopping and restaurants. I-70 Association is continuing the 2 campaigns from last year into this year. New for this year they will also hire 2 different bloggers to travel I-70 and blog about their experiences.

Another campaign for the summer is the Face Book give away. Each hotel will host one month and give an overnight away to a lucky winner. May thru August 2019.

The Kansas City Regional Destination Alliance is rolling out a new app and it will include three different themes for the tourist. Coffee, History and Unique Finds. All themes will need a printed passport.

2019 Group Tours

Meetings

Sports

Leisure

2019 Group Tours booked

3/30	Metropolitan Community College	40 people
4/11	United Methodist Church, Topeka	20 people
4/13	Oregon-California Trails Assoc.	20 people
4/16	Johnson County Community College	15 people
4/25	City of Lawrence Parks & Rec, Lawrence	40 people
4/25	Air Capital Active People, Wichita	20 people
4/26	Heartland Travel, Burdick, KS	54 people
4/28	City of Overland Park	30 people
5/1	Komaki Air Base Reunion, Olathe	40 people
5/1	Presley Tours, Makanda, IL	40 people
5/15	Combined Armed Center	25 people
5/28-29	Vietnam Helicopter Pilots Assoc.	200 people
6/3-4	St Rose Church Tour	40 people (overnights)
7/16	Crossroads Tours	40 people
7/27	Patton Jr. High Reunion	50 people (overnights)
9/26	USS Radford Reunion	70 people
9/26	Crossroads Tours	40 people
10/26	1969 Class Reunion	100+ (overnights)
11/1-2	Pestock Wedding	250+ (overnights)

2019 Meetings booked

2/13	Public Affairs Organization, Reg. Mtg.	15 people
4/3	Kansas City Regional Dest. Alliance	15 people
4/12-13	Libertarian Party of Kansas	100+ people

Byway Kiosks completed
October 2018



Wagga Wagga Sister City
Visit. Sept. 2018



Leavenworth Lansing
Leadership - 2018-2019



CVB Ambassadors
FCFF March 2018



Lincoln visits again!
December 2018





select
TRAVELER



**Travel Industry
Association of Kansas**

TRADE SHOWS and CONFERENCES ATTENDED

ABA, American Bus Association

Jan. 25-29, in Louisville, KY

Select Traveler

Feb. 10-12, in French Lick, IN

TIAK Day on the Hill

Feb. 6-7, in Topeka KS

TRADE SHOWS and CONFERENCES COMING UP

- * PAIR Day, Ft Leavenworth
April 13
- * African American Travel Council, French Lick, IN,
April 16-18 (sponsorship)
- Spring Media Marketplace, Wichita, KS
April 22-24
- * Missouri Bank Travel, Lake of the Ozarks, MO
May 6-9
- Tour Kansas Tradeshow, Tulsa, OK
Aug. 5-8
- * PAIR Day, Ft Leavenworth
Aug. 17
- * Small Market Meetings, Green Bay, WI
Sept. 24-26 (sponsorship)
- * MO Meet and Events Show, Independence, MO
Oct. 19
- * Perfect Weddings Tradeshow, Overland Park, KS
Oct. 27
- * TIAK Tourism Conference, Mulvane, KS
Oct. 21-24
- * KSAE Meeting Show, Topeka KS
Dec. 6-9

LOOKING AHEAD



Our work is never done at the CVB Office. We are always on the lookout to serve our visitors. From site tours, greeting buses, distributing guides, attending meetings, answering all kinds of questions by phone and in-person - the list goes on and on.

We love promoting Leavenworth to everyone and look forward to increasing tourism to our beautiful city and surrounding area. We will be working on our goals and budgets in the near future for 2020 and beyond. Lets all work towards making our visitors and guests feel welcome in the coming year!

There are several commemorating dates in Leavenworth's history coming this year and into the near future. Please be on the lookout for some great events and milestones.

100th Anniversary of the 19th Amendment,
June 4, 2019

100th Anniversary Veterans Day Parade,
Nov. 11, 2019

160th Anniversary of Lincoln's Visit to Leavenworth,
Dec. 3-6th, 2019

160th Anniversary of the Pony Express,
June 2020

55th Anniversary of the Carroll Mansion Museum,
June 19th, 2020

100th Anniversary of ratification of 19th
Amendment, Aug. 18, 2020

160th Anniversary for the State of Kansas,
Jan 29, 2021

175th Anniversary of Buffalo Bill Cody,
Feb. 2021

200th Anniversary Santa Fe Trail,
2021



Wayside History Markers

THANK YOU!

LEAVENWORTH CVB

Any Questions?



Riverfront Community Center