

The First City of  
**Kansas**

1854



2020 YE RECAP AND  
2021 SEMI ANNUAL REPORT

April 20, 2021

# LEAVENWORTH CONVENTION AND VISITORS BUREAU





# Discussion points

Nat'l Travel Industry Update  
State of Kansas Update  
Leavenworth Update



# Nat'l Travel Industry



## COVID-19 Vaccine

The majority (79%) of Global Business Travel Association (GBTA) members and stakeholders say they would be comfortable traveling for business after receiving the COVID-19 vaccination.

<https://www.ustravel.org/toolkit/covid-19-travel-industry-research>

## National Travel and Tourism Week May 2-8, '21

NTTW will be celebrating this year noting the **Power of Travel** and the **Recovery Processes** across the nation. We will be participating in the States campaign, KCRDA's plans, and will host a table at the Farmers Market on May 8th.

## American Rescue Plan Act, March 2021

1.9 trillion relief package includes \$750 million set aside in Economic Development Administration (EDA) grants for destination marketing (DMO) organizations to promote and encourage safe travel. The KSWPT is looking into what this means for KS.



# Kansas Dept of Tourism



## **Governor Relocates Tourism to Department of Commerce to Spur Economic Growth**

“Moving the Tourism division into the Department of Commerce sends a clear message to our industry partners and prospective companies that my administration will use every tool at our disposal to spur new economic growth,” Governor Kelly said. “This realignment will support our businesses, our tourism industry, and will play a significant role in our COVID-19 recovery efforts.” Effective July 1, 2021

### **Economic Development Administration**

Economic Development Administration (EDA) has set aside \$750 million in EDA grants exclusively for communities and states who have experienced severe job loss in the travel, tourism and outdoor sector industries. This is an incredible resource for destination marketing organizations (DMOs) and state tourism offices. More to come on this as the state will send out a fact sheet for DMO's to take advantage of the opportunity if qualified.



# LEAVENWORTH STATISTICS 2020

## YE Review

### Estimated visitors to Leavenworth

2014	191,344	2017	214,688	2020	NA
2015	193,520	2018	240,900		
2016	177,472	2019	214,075		

### Website: VisitLeavenworthKS.com

52,219 unique users

231,053 total page views

### Top 5 States Visiting Website

Kansas, Missouri, Illinois, Texas, Washington

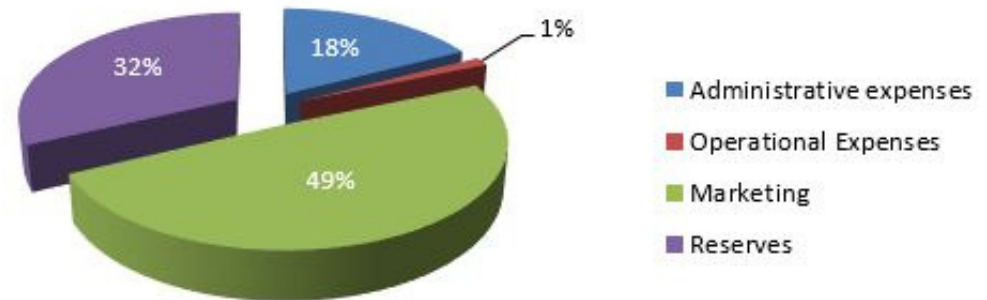
### Top Referral Sites

travelks.com, On-Line Campaign, LeavenworthKS.org

### Point in Travel Planning Process



### 2020 Budgeted Expenditures by Function for CVB



# 2020 YE REVIEW

## Marketing

- 1.7 M print distribution
- 2.4 M digital ad impressions & Billboards
- 231k website views
- 331k social media impressions
- 236 Individual requests filled
- 58k Spent in Marketing dollars
- 6.5k visitors guidebooks distributed for 2020

## Consumers 2020

56 percent of consumers are shopping in neighborhood stores or buying more locally sourced products, with 79 percent planning to continue this behaviour into the future. \*Main Street National Conference, April 2021.



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VisitLeavenworthKS.com





## Occupancy

	Occupancy	Supply
2017	66.6%	98,915
2018	56.6%	135,381
2019	64.5%	131,765
2020	53.0%	131,765



## ADR

Average Daily Rate

2017	\$106.90
2018	\$109.17
2019	\$108.30
2020	\$105.46

## RevPA

### R

Revenue Per Available Room

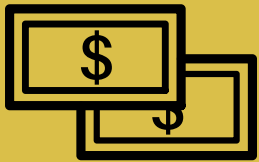
2017	\$71.15
2018	\$62.89
2019	\$69.81
2020	\$55.95



## Revenue

2017	\$7 M	65,835 room nights
2018	\$8.5 M	77,985 room nights
2019	\$9.2 M	84,933 room nights
2020	\$7.4 M	69,902 room nights*

\*Approx. 35% of room nights sold in 2020 were TGT exempt

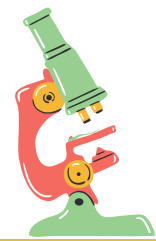


## Local TGT Collected

2017	\$347K	40,657 room nights
2018	\$423K	48,401 room nights
2019	\$531K	61,326 room nights
2020	\$383K	45,358 room nights

2019-2020 Figures based on:  
Fairfield Inn, Hampton Inn, Home2 Suites and TownePlace

# Local Updates



## COVID-19 Vaccine

Despite feeling safer and increasingly more positive, many Americans do expect a longer-term impact from the pandemic on their travel, from spending less to sticking to outdoor activities while on vacation. 88% of Americans now have travel plans in the next 6 months with domestic and drive markets being favored over international travel.



## Design & Promotions Committee

### Local Involvement

I continue to be involved with the Design and Promotions Committees of the Lvn Main Street Program.

Design is working on pocket parks around town, and 28 door mural project.

Promotions Committee is busy with AA5, summer concert series, Spring Tea, Spring and Summer events and more.



### Local Occupancy

We have fared better than most of the other areas in KS during the last year with an occupancy rate of 53% vs the State at 40.7%.

Hoteliers have been reporting that they have been seeing a lot more walk-ins over the last few months.

Hotel Mgrs Mtg. was held on March 24 and discussion was mainly on gov. per diem rates and group bookings by third parties.



# 2021 UPDATES

## TGT GRANTS: Feb 1, 2021

The Tourism Grant review committee met on Feb 19th and determined the amounts for the grant applications for the Feb. 1, 2020 round. We were able to roll over funding from 2020. We funded 5 organizations for 2021.

LCHS for \$5000 - Casino Night

LMS for \$5000 - pocket parks

1st City Museum - \$5000 - mural

Santa Fe Trails - \$4000 - Cool Hand Luke

LV HMA - \$5000 - new Corn Hole Tournament

## KCRDA Co-op

**History Trip** CW Parkers listing has received 28 CTR

**Coffee Trip** Meriwether's Coffee Shop has received 106 CTR

**Holiday Trip** the Carroll Mansion received 42 CTR,

**Kids Trip** the CW Parker received 391 CTR from July 1, 20 - March 31, 21.

## I-70 Assoc. Co-op

Placing ads in several publications: TravelKS, Kansas!, KS Tourism Website, 10 Blog articles a year, 2 Backlit signs at 2 TIC, hosts a travel I-70 room at the Goodland TIC. I-70 also hosts up to 2 travel writers a year along with maintaining a very informative website.

I-70 has a presents on FB, IG, Twitter, and Pinterest.

## Group Tours

June 10

Kids R Kids, Olathe KS

Sept 13-14

Bilbrey Tours, Austin TX

## Calendar of Events

April 25

Cool Hand Luke Grinder

May 30

Memorial Day Ceremonies  
on Fort and Muncie

July 4

Fireworks & Salute to the  
Union on Fort

July 27-31

Leavenworth County Fair

Aug 7

Leavenworth Cruisers Car  
Show

Aug 21

Jazz by the River

Sept 24-25

Camp Leavenworth

Sept 25

Buffalo Bill Century Bike Ride



Midwest Travel Network  
#MWTravel



Travel Industry Association of Kansas



## 2020 TRADE SHOWS and CONFERENCES ATTENDED

Due to COVID-19 many shows in 2020 cancelled however I still attended several.

ABA, American Bus Association  
Jan. 25-29, in Louisville, KY

Select Traveler Conference and  
Going on Faith Conference  
August 28-30, French Lick, IN

PAIR Day, Ft Leavenworth  
September 26

## 2021 TRADE SHOWS and CONFERENCES COMING UP

Boomers in Groups, Louisville, KY  
March 30 - April 2  
PAIR Day, Ft Leavenworth  
Aug. 21

Small Market Meetings, Cheyenne, WY  
Sept 26-29

TIAK Tourism Conference, Liberal, KS  
Oct. 17-21

KSAE Meeting Showcase, Topeka KS  
Dec. 9-10



## ABOUT VISIT LEAVENWORTH

Visit Leavenworth represents our City in the solicitation and services of all types of travelers to the City, whether they visit for business, pleasure, or both.

The CVB positions Leavenworth as a mid-scale tourism destination offering outstanding history, unique sightseeing, shopping, and dining experiences along with several major events throughout the year.

## MISSION STATEMENT

The mission of Visit Leavenworth KS is to attract visitors, tour groups, and meeting & convention business to the Leavenworth community.

## BOARD MEMBERS

Hotel: Brian Huntington

Attraction: Lisa Weakley

Retail: Sherry Brown

Hotel: Shirley Dickson

Venue: Scotty Brezgiel

At Large: Dick Wright

Attraction: Edna Wagner

Fort: George Marcec, PAO

Staff: Kristi Lee

Attraction: Tony Baker

Main Street: Wendy Scheidt

Staff: Heidi Walther



# THANK YOU!

## WEBSITE

[VisitLeavenworthKS.com](http://VisitLeavenworthKS.com)

## PHONE

913-758-2948

## EMAIL ADDRESS

[cvb@firstcity.org](mailto:cvb@firstcity.org)

*Happy springtime!*