



# LEAVENWORTH CONVENTION AND VISITORS BUREAU

**2021 Recap**  
**2022 1st Qtr Report**



May 3, 2022





# Discussion points

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

# National Travel Industry



## Inflation, Gas prices, & conflict in Ukraine

Many Americans have expressed concern about rising costs, with 1/3 of respondents reporting that high travel prices have kept them from traveling in the past month. The current situation creates an unknown as many wonder how much higher with prices rise?



## Nat'l Travel and Tourism Week

May 1-7, The Future of Travel. We are participating in the State campaign, KCRDA's, and will be hosting the Heartland Byways Conference May 2-5 at the RFCC.



## Hospitality Employment

While overall US employment is just 1.4% below 2019 levels, Leisure & Hospitality is down a disproportionate 9%. Congress needs to bolster inbound international travel, restore business travel and ensure an even recovery across all sectors according to the US Travel Association.

# Kansas Tourism



## Kansas Tourism in 2021

- Relocated to the Kansas Department of Commerce
- TravelKS.com hosted 2.1 million TravelKS.com website visitors
- Unveiled a redesigned, vibrant, user-friendly Kansas visitor website – TravelKS.com
- Distributed 350,000 travel guides
- Awarded over \$200,000 in Attraction Development Grants to support local attraction development
- For the first time ever...Kansas Tourism was named a finalist for an ESTO award for our "To The Stars" marketing projects, competing against other U.S. state tourism marketing organizations
- Communicated with our state-wide tourism industry partners through 53 Travel Talk E-newsletters and 12 virtual industry Huddles, providing resources and education
- Delivered over 480,000 visitor e-newsletters
- Reinvigorated the Kansas Tourism PR program by hosting 3 group FAMS and 6 content creators including TV productions and top travel influencers
- Began weekly segments on WIBW in NE KS market
- Sent a PR newsletter that reached over 2,000 media professionals each month +

# Kansas Tourism

## Summer Media Event

We are excited to announce the 2022 Kansas Media event will be in Abilene, KS on August 3rd, 2022. This premiere media event hosted by Kansas Tourism gives media members the opportunity to explore Kansas in one room. This immersive experience gives communities across Kansas the opportunity to network, pitch story ideas, and create media relationships with a multitude of media personnel

**\$5.4 billion** spent by visitors in the state

Tourism generated **\$589 million** in state and local taxes

**16¢** of every visitor dollar goes to retail shopping in Kansas

A traveler is worth **\$173 per day** to the Kansas economy

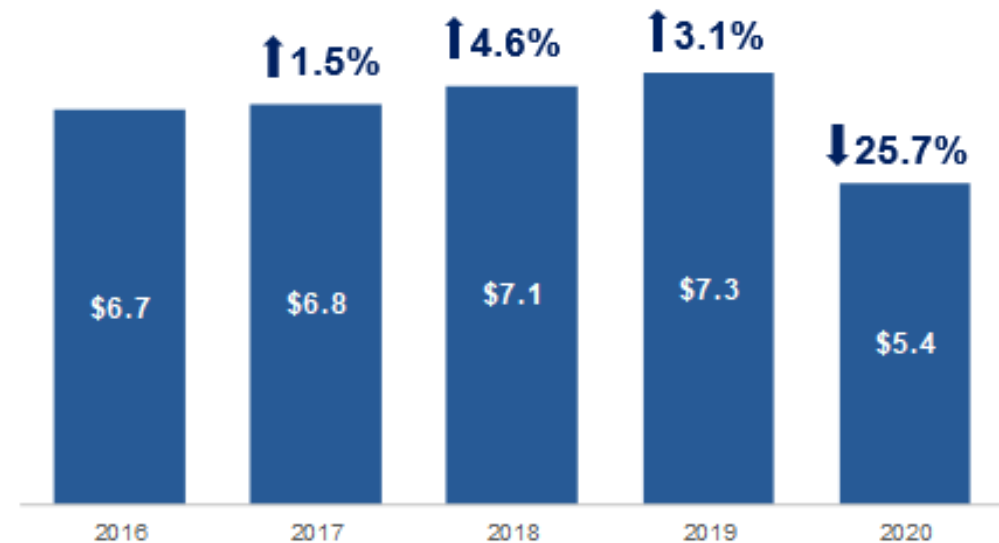
Overnight visitors represent **40%** of all visits to Kansas

Leisure travel accounts for **67%** of all visitor spending with business travel accounting for the remaining **33%**

Each Kansas household would have to be taxed an additional **\$520** to replace the tax revenue generated by tourism.

Source: Economic Impact of Tourism in Kansas 2020, Tourism Economics

Kansas visitor spending (\$ billions)



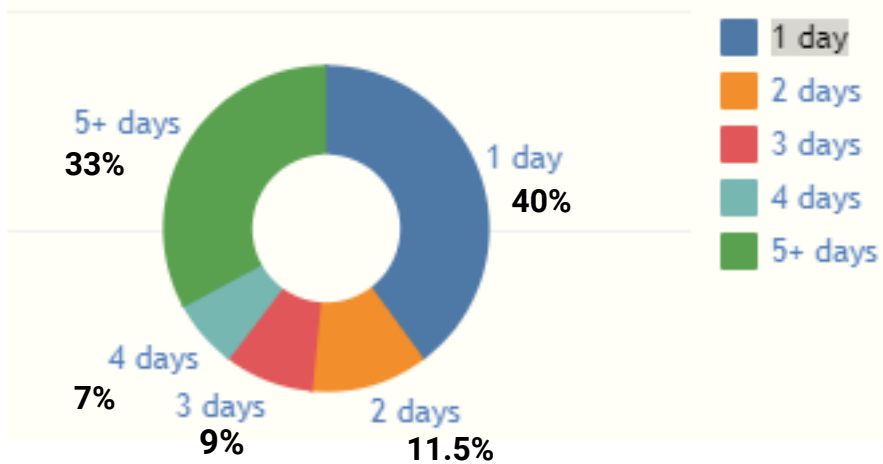
Source: DK Shifflet, Tourism Economics

# LEAVENWORTH STATISTICS 2021

## Demographics of Visitors to Leavenworth 50+ miles

### Estimated visitors to Leavenworth, 50+ miles

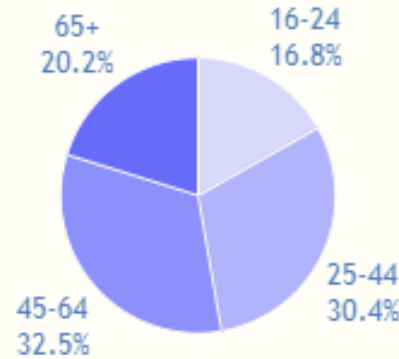
2017	214,688	2020	133,653
2018	240,900	2021	107,688
2019	214,075	2022	



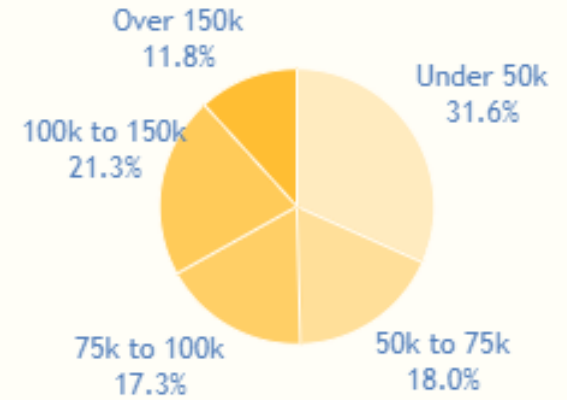
### Top cities visiting Leavenworth

Dallas, Austin, Wichita, El Paso, Manhattan, St. Louis, Chicago, San Antonio, Co Springs, Omaha

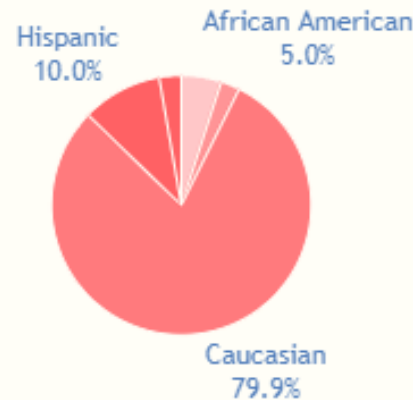
### Age



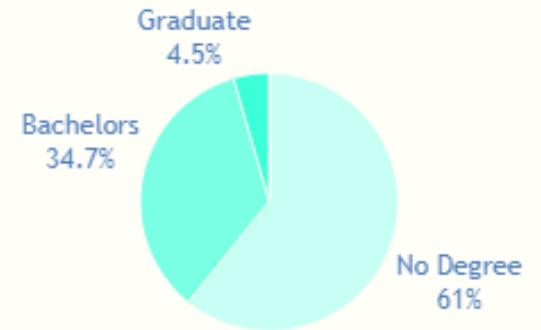
### Salary



### Nationality



### Education



# 2021 YEAR END REVIEW

## Marketing

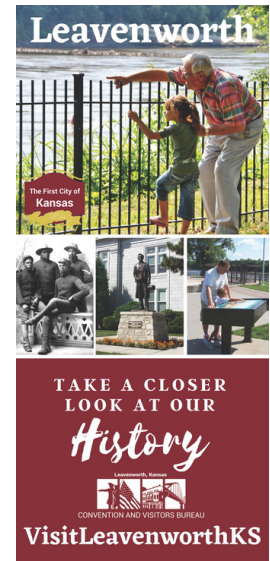
- 1.8 M print distribution
- 12.4 M digital ad impressions & Billboards
- 202 K website views
- 136 K social media organic reach
- 236 Individual requests filled
- 78 K spent in direct marketing dollars
- 3.6 K visitors guidebooks distributed for 2021

## Website: VisitLeavenworthKS.com

- 85,068 unique users
- 202,762 total page views

## Top Referral Sites

Travelks.com, LeavenworthKS.org, Visitkc.com





## Occupancy

	Occupancy	Supply
2018	56.6%	135,381
2019	64.5%	131,765
2020	53.0%	131,765
2021	59.2%	131,765



## ADR

Average Daily Rate

2018	\$109.17
2019	\$108.30
2020	\$105.46
2021	\$105.68

## RevPA

### R

Revenue Per Available Room

2018	\$62.89
2019	\$69.81
2020	\$55.95
2021	\$62.59



## Revenue

2018	\$8.5M	77,985 room nights
2019	\$9.2M	84,933 room nights
2020	\$7.4M	69,902 room nights
2021	\$8.2M	78,033 room nights

\*Approx. 4% of room nights sold in 2021 were TGT exempt



## Local TGT Collected

2018	\$423K	48,401 room nights
2019	\$531K	61,326 room nights
2020	\$383K	45,358 room nights
2021	\$633K	74,849 room nights

2019-2021 Figures based on:  
Fairfield Inn, Hampton Inn, Home2 Suites and TownePlace



# LOCAL UPDATES



## Tourism Services & Community Relations Coordinator

We are excited to be hiring for this position as its been vacant since mid 2020. We have been getting numerous leads on tours, reunions and meetings and can use the extra help. We hope to conduct interviews in the near future.

## Local Promotions & Committees

I continue to work with Leavenworth Main Street on several events scheduled for this year. We are sponsoring the Summer Concert Series, Spring & Fall Fling promotions, Alive After 5 Event Series and Festival of Trees.

## Fred Harvey Museum

Heidi and I toured the Fred Harvey Museum in March. The home has come a long way from when they took it over about 15 to 20 years ago. They are hoping to hold a soft opening in early summer. We are very much looking forward to working with and scheduling future tours of the home.

# 2022 UPDATES

## TGT GRANTS: Feb 1, 2022

The Tourism Grant review committee met on Feb 11th and determined the amounts for the grant applications for the Feb. 1, 2022 round. We were able to roll over funding from 2021. We funded 5 organizations for 2022.

LCHS for \$5000 - Casino Night

Santa Fe Trails - \$5000 - Stay Fired Up Gravel

First City History Festival - \$5000

Home and Garden Show - \$2000

Leavenworth Master Gardeners - \$3000

## Conferences:

April 21-24, 2022 We are hosting the Lincoln Presenters at the Riverfront Community Center. There will be Lincolns' and Marys' all over town for 3 days.

May 3-5, 2022 We are hosting the Heartland Byways Conference at the Riverfront Community Center. There will be 85+ attendees

## Group Tours

April 15	Burlington KS Parks & Rec
May 13-14	Lions Dist. Mtg
June 3,4,5	Anders Family Reunion
June 8	359th Transportation Co.
June 10	Faust Tours
June 10	Sharp Family Reunion
June 17	SF Historic Model RR Tour
July 9	LHS 50 Class Reunion
Aug 30	Johnson Cty Parks & Rec
Sept 2-4	Brockenbrough Family Reunion
Sept 21	Faust Tours
Sept 23	Marine Corp 3rd Battalion

## Calendar of Events

April 24	Stay Fired Up Gravel Grinder
April 29-30	First City History Festival
May 30	Memorial Day Ceremonies on Fort and Muncie
July 4	Fireworks & Salute to the Union on Fort
July 26-30	Leavenworth County Fair
Aug 13	Leavenworth Cruisers Car Show
Aug 20	Jazz by the River
Sept 23-24	Camp Leavenworth
Sept 24	Buffalo Bill Century Bike Ride

## 2021 TRADE SHOWS and CONFERENCES

Boomers in Groups

Louisville, KS March 30-2

KS Tourism Conference

Liberal, KS Oct 17-21

## 2022 TRADE SHOWS and CONFERENCES

American Bus Association,

Louisville, KY Jan 7-11

Select Travel Conference,

Cheyenne, WY March 28-30

PAIR Day, Ft Leavenworth

April 9

African American Travel Conference

Topeka, KS April 12-14

PAIR Day, Ft Leavenworth

August 20

Small Market Meetings

Wichita, KS Oct 2-4

KS Tourism Conference

Wichita, KS Oct 17-20

KSAE Meeting Showcase,

Topeka KS Dec 9-10

# TIAA

Travel Industry  
Association of Kansas



AMERICAN BUS ASSOCIATION

Going On Faith  
The Conference for Religious Travel Planners

select  
TRAVELER



Midwest Travel  
Network  
#MWTravel





# Thank You!

## WEBSITE

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*Hello Spring*

