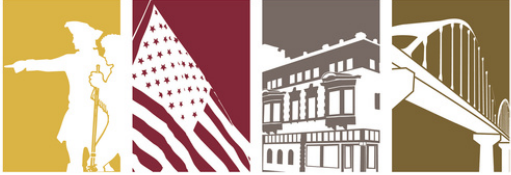


Leavenworth, Kansas



CONVENTION AND VISITORS BUREAU

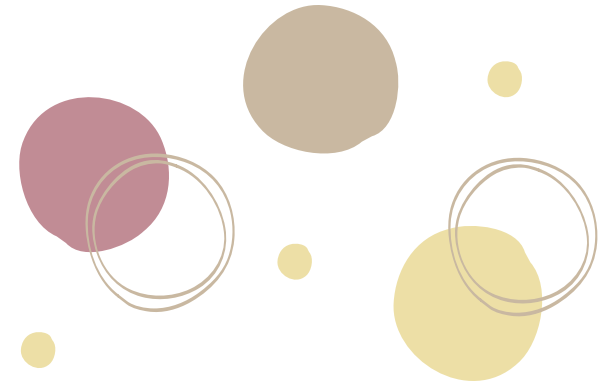
CVB Report YE Recap 1st Qtr 2023

April 4, 2023





Discussion Points



1. Nat'l Travel Industry Update
2. Kansas State Tourism Update
3. Leavenworth Tourism Update

National Travel Industry Update



Travel Forecast

Inflation is hitting everyone's bottom line, but not enough to deter anyone from skipping their travel plans for 2023.

International travel may look affordable, however many travelers will stay stateside.

59% expect to plan travel within the U.S. vs. overseas.

Days of rest and relaxation are over. Almost all travelers want to spend part of their trip experiencing new or unique activities. 90% want to visit "like a local" and have authentic experiences.

• Forbes



End Vaccine Mandate

The U.S. is the only country that still has a Covid vaccine requirement for international visitors. There is no longer a public health justification per the Ex. V.P. of Public Affairs and Policy Tori Emerson Barnes of the US Travel Assoc. Barnes has introduced H.R.185 to have the mandate removed before the May expiration of the public health emergency policy and the summer travel planning season.

• U.S. Travel Association



Job Openings

Leisure & Hospitality (L&H) added 128,000 jobs in Jan. 2023. Workforce remains scarce with just 5.7 million unemployed for the 11 million U.S. job openings. The L&H job openings account for 1.5 million of the total.

With business, group meetings and events picking up speed, the industry needs to ensure continued job growth to rebuild a workforce to meet the future demands.

• U.S. Travel Association

Kansas Tourism

Economic Impact Key Findings for 2021



Visitor Spending Sectors in 2021

Northeast Region, 2021									
Amounts in millions of current dollars	Lodging*	Food and beverage	Retail	Recreation**	Transport***	Total	Growth rate	State and local tax revenues (000s)	Tax savings per hhd
County									
Atchison County	\$4.3	\$7.7	\$3.8	\$2.7	\$5.1	\$23.6	25.4%	\$1,670.9	\$245.4
Brown County	\$1.5	\$2.9	\$1.7	\$49.0	\$4.2	\$59.3	18.8%	\$3,315.1	\$740.5
Doniphan County	\$0.7	\$1.0	\$0.5	\$20.4	\$2.3	\$24.9	16.8%	\$1,344.8	\$398.8
Douglas County	\$31.8	\$73.0	\$39.4	\$29.5	\$66.9	\$240.7	27.5%	\$15,701.0	\$294.5
Franklin County	\$5.9	\$10.4	\$6.5	\$4.8	\$16.2	\$43.7	19.0%	\$3,052.0	\$271.5
Jackson County	\$1.8	\$3.7	\$2.2	\$36.4	\$4.5	\$48.6	16.0%	\$2,486.3	\$443.0
Jefferson County	\$1.1	\$1.9	\$1.1	\$1.7	\$6.0	\$11.8	15.5%	\$928.9	\$116.3
Johnson County	\$207.9	\$450.9	\$290.0	\$256.1	\$496.7	\$1,701.6	30.4%	\$112,946.4	\$442.7
Leavenworth County	\$9.0	\$22.2	\$10.9	\$9.8	\$25.4	\$77.3	23.9%	\$6,082.0	\$192.5
Miami County	\$1.7	\$6.3	\$3.4	\$2.6	\$9.2	\$23.2	15.0%	\$1,824.7	\$130.0
Nemaha County	\$1.8	\$3.0	\$1.9	\$1.3	\$4.2	\$12.3	11.0%	\$881.8	\$196.2
Osage County	\$1.3	\$2.4	\$1.2	\$1.2	\$5.7	\$11.8	23.2%	\$952.2	\$130.7
Shawnee County	\$49.1	\$105.8	\$61.9	\$45.5	\$94.5	\$356.8	22.4%	\$23,821.2	\$294.7
Wyandotte County	\$76.9	\$121.4	\$93.9	\$116.3	\$133.8	\$542.3	27.1%	\$33,435.6	\$487.2
Region Total	\$394.8	\$812.5	\$518.3	\$577.4	\$874.8	\$3,177.8	27.4%	\$208,442.9	\$375.7
State Total	\$937.2	\$1,809.2	\$1,114.1	\$1,113.9	\$1,986.3	\$6,960.8	25.6%	\$442,908.9	\$344.9

* Lodging spending includes 2nd home valuation

** Recreation includes casino wagering

*** Transport includes local and air transportation

Kansas Tourism

Economic Impact Key Findings for 2021



Total Visitor Spending by year 2017-2021

Northeast Region								
Visitor spending amounts in millions of dollars	2017	2018	2019	2020	2021	Growth rate	Share of Region	Share of State
County								
Atchison County	\$17.72	\$19.52	\$21.22	\$18.78	\$23.55	25.4%	0.7%	0.3%
Brown County	\$63.73	\$65.83	\$67.73	\$49.93	\$59.31	18.8%	1.9%	0.9%
Doniphan County	\$26.62	\$29.23	\$29.50	\$21.34	\$24.91	16.8%	0.8%	0.4%
Douglas County	\$263.63	\$268.42	\$272.49	\$188.72	\$240.67	27.5%	7.6%	3.5%
Franklin County	\$33.40	\$34.73	\$35.53	\$36.76	\$43.74	19.0%	1.4%	0.6%
Jackson County	\$48.27	\$56.01	\$57.81	\$41.88	\$48.61	16.0%	1.5%	0.7%
Jefferson County	\$9.49	\$11.02	\$11.21	\$10.19	\$11.77	15.5%	0.4%	0.2%
Johnson County	\$1,801.28	\$1,805.56	\$1,843.37	\$1,305.06	\$1,701.61	30.4%	53.5%	24.4%
Leavenworth County	\$58.63	\$64.62	\$67.32	\$62.37	\$77.31	23.9%	2.4%	1.1%
Miami County	\$20.96	\$22.78	\$23.41	\$20.14	\$23.16	15.0%	0.7%	0.3%
Nemaha County	\$10.38	\$11.64	\$12.30	\$11.05	\$12.27	11.0%	0.4%	0.2%
Osage County	\$10.48	\$10.76	\$11.00	\$9.57	\$11.78	23.2%	0.4%	0.2%
Shawnee County	\$337.70	\$346.89	\$360.92	\$291.46	\$356.80	22.4%	11.2%	5.1%
Wyandotte County	\$472.91	\$538.38	\$557.37	\$426.59	\$542.34	27.1%	17.1%	7.8%
Region Total	\$3,175.20	\$3,285.38	\$3,371.17	\$2,493.83	\$3,177.83	27.4%	100.0%	45.7%
State Total	\$6,793.58	\$7,106.70	\$7,326.66	\$5,445.70	\$6,960.28	27.8%		100.0%

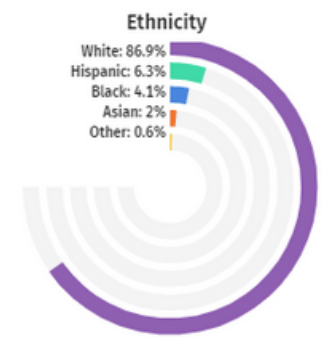
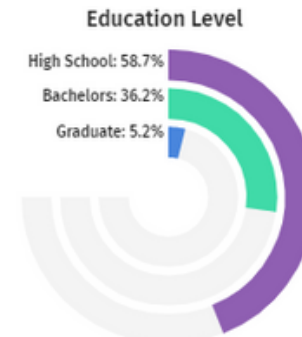
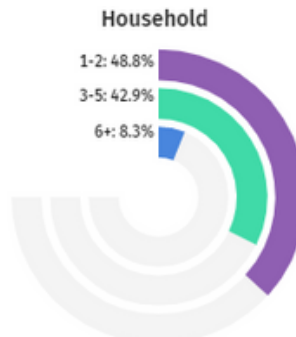
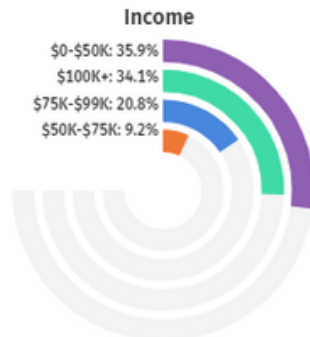
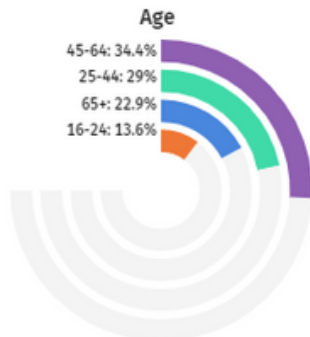
Leavenworth Stats

Visitor Days by Length of Stay



- Day Trip 32.7%
- 2 Days 10.7%
- 3 Days 8.7%
- 4 Days 8.7%
- 5 Days 10.9%
- 6+ Days 28.3%

Top Demographics



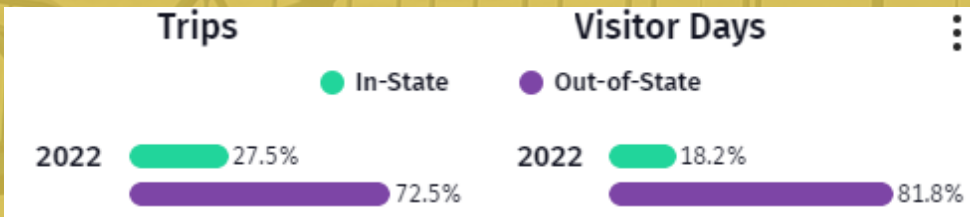
Top POIs

POI	Trips
Leavenworth KS	448,762
Leavenworth National Cemetery	9,965
Chapel of the Veterans	7,361
Leavenworth Landing	5,809
Crown Lanes Bowling Center	2,832
Great Life Golf and Fitness	1,879
Haymarket Square Pavilion	505
Leavenworth County Courthouse	502

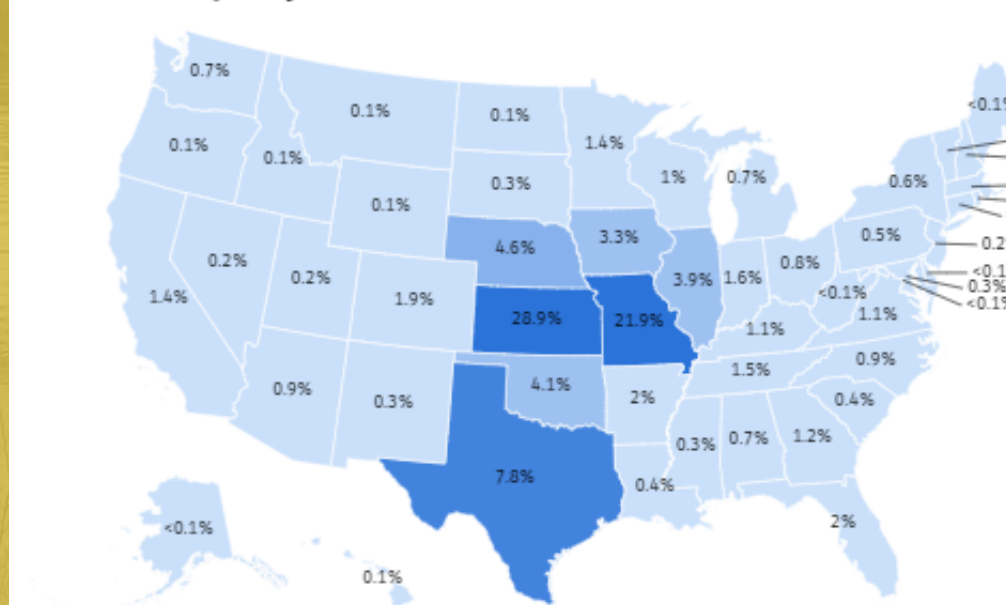
Leavenworth Stats

Estimated visitors to Leavenworth, 50+ miles

	Unique Visitors	Total Trips	Avg. Length of Stay
2019	245,211	487,642	2.4
2020	164,974	369,618	2.5
2021	151,192	367,389	2.7
2022	192,927	448,762	2.9



Share of Trips by State



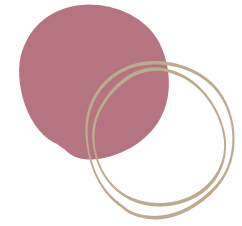
Top cities visiting Leavenworth

City	Visitor Days
Manhattan, KS	30,945
Wichita, KS	22,142
Chicago, IL	10,881
Junction City, KS	9,025
Omaha, NE	7,697
Springfield, MO	6,858
Saint Louis, MO	6,779
Topeka, KS	6,206
Paola, KS	6,082
Pittsburg, KS	5,897
Harrisonville, MO	5,449
Tulsa, OK	5,366
Ottawa, KS	5,338
Louisburg, KS	4,983
Lincoln, NE	4,819



Occupancy

	Occupancy	Supply
2019	64.5%	131,765
2020	53.0%	131,765
2021	59.2%	131,765
2022	60.2%	145,270



ADR

Average Daily Rate

2019	\$108.30
2020	\$105.46
2021	\$105.68
2022	\$109.38

RevPA

R

Revenue Per Available Room

2019	\$69.81
2020	\$55.95
2021	\$62.59
2022	\$65.85



Revenue

2019	\$9.2M	84,933 room nights
2020	\$7.4M	69,902 room nights
2021	\$8.2M	78,033 room nights
2022	\$9.6M	87,463 room nights

*Approx. 15% of room nights sold in 2022 were TGT exempt



Local TGT Collected

2019	\$531K	61,326 room nights
2020	\$383K	45,358 room nights
2021	\$633K	74,849 room nights
2022	\$655K	74,861 room nights

2019-2021 Figures based on: Fairfield Inn, Hampton Inn, Home2 Suites and TownePlace. 2022 figures based on: Fairfield, Hampton, Home2, Towneplace, EconoLodge 36; Lvn Local not reporting 60

Leavenworth updates

Visitor Guidebooks

Distributed 6,481 visitor guidebooks so far for 2023. They are distributed through travel centers, local delivery, hotels, trade-shows, direct inquires, on line inquires, walk ins, and RFCC lobby.

40 Direct individual requests, 86 welcome bags, and 3,160 mailed to Visitor Centers.

Print Advertising

Placed 8 print ads, with a distribution of publications 457K

On-line Advertising

6 Banner ads with the State Office of Tourism, SEM marketing campaign, 4 months native ad campaign in the fall.

E-Newsletter

emailed to over 1,856 subscribers twice a month with an average open rate of 27%



Social Media

Facebook, Twitter, Pinterest, and Instagram have over 8,195 followers.

Website Stats 2022

Pageviews

174,744

Unique views

147,843

Top Referrals:

TravelKS.com, LeavenworthKS.org, LeavenworthCounty.gov

Group Tours and Meetings for 2022

We hosted a total of 16 group tours and 3 meetings for a total of 845 people in attendance with a direct spend of \$77,330.95.
Overnight stays 245 x \$258 = \$63,210
Day trips 600 x \$149 = \$89,400

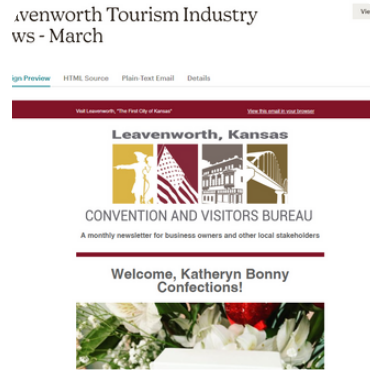
Local Leavenworth updates

*Sign up for our new
Stakeholder E-Newsletter at:
cvb@firstcity.org



SPRINT Grants

We had several local museums apply for the States SPRINT Grant and the CVB wrote letters of support.



New Stakeholders E-Newsletter

As of February this year, the CVB is mailing out a stakeholders newsletter full of local happenings .



New Leavenworth CVB Stickers

Need a sticker for your laptop or tumbler? Ask us for one.



2023 Visitors Guidebook

Hot off the press is the new 2023 Visitors Guidebook. Let us know if you need some copies.



Wagga Wagga Visiting!

We are very excited about our Sister City of Wagga Wagga Australia visiting us this year. Aug. 22 – 27, 2023.

2023 UPDATES

TGT GRANTS: Feb 1, 2023

The Tourism Grant review committee met on Feb 21st and determined the amounts for the grant applications for the Feb 1, 2023 round. We were able to roll over funding from previous unused grants. We funded 7 organizations for the Feb 1 2023 round.

Richard Allen Cultural Ctr. - \$2700, advertising
LCHS - \$2700, Women in History and Roaring 20s
Heritage Events Ctr. - \$2600, Home & Garden Show
NAACP - \$1500, Parade
Nez Perce Native American - \$3500, Pow-wow
Santa Fe Bike Shop - \$3000 - Gravel Grinder
Leavenworth Arts - \$500 - Children Arts in the Park

Group Tours

April 20	DaNang Vietnam Veterans
April 27	Travel Master NWA
May 17	Kansas State Bank
July 20	N KCK P&R
Oct 16	US Navy Veterans Tour

Trade Shows and Conferences 2023

March 27-30	Select Traveler Conference Branson, MO
April 22	PAIR Day, Ft Lvn
May 7-13	National Travel and Tourism Week
June 8-11	Midwest Travel Network Conference KCK
June 23-27	Military Reunion Network Conference Buffalo, NY
July 18-20	Destination Int'l Annual Conference Dallas, TX
Aug 19	PAIR Day, Ft Lvn
Sept 27-30	Small Market Meetings Cedar Rapids, IA
Oct 16-19	Kansas Tourism Conference Dodge City, KS

Calendar of Events

Apr 6	AA5 Art Walk
Apr 8	Bee to Bottle Making
Apr 8	Leavenworths Got Talent
Apr 15	Motown Review Dinner
Apr 21	Celebrate Women of Leavenworth
Apr 22	Dark River Artifact Show
Apr 23	Stay Fired Up Gravel Grinder

Thank You!



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