2018 ECONOMIC IMPACT & VISITOR PROFILE

VISITOR MARKET ASSESSMENT

MAIN PURPOSE OF TRIP

- 42% Visiting Friends & Family
- 12% Special Event
- 7% City Trip
- 5% Touring
- 4% Casino
- 6% Misc. Overnight Leisure
- 10% Other Business Trip
- 7% Convention
- 4% Business Leisure
- 6% Convention

- The Kansas City region hosted 25.2 million visitors in 2018.
- The average number of nights spent in Kansas City on an overnight trip was 2.7 nights, up from 2.3 nights in 2016. The average travel party size was 2.7 persons.
- 70% of Kansas City visitors were very satisfied with their overall trip experience. The next highest ranking category for satisfaction was quality of the food at 64%.

VISITORS BY DMA

- Kansas City, KS-MO 35% 9%
- St. Louis, MO/IL 11% 8%
- Springfield, MO 10% 4%
- St. Joseph, MO/KS 7% 1%
- Topeka, KS 7% 4%
- Columbia/Jefferson City, MO 5% 6%
- Joplin/Pittsburg, MO/KS 5% 3%
- Omaha, NE/IA 3% 5%
- Wichita/Hutchinson, KS 3% 7%
- Des Moines/Ames, IA 2% 3%
- Lincoln/Hastings/Kearney, NE 2% 4%
- Chicago, IL 1% 2%
- Ft. Smith, AR 1% 3%

* DMA (Designated Market Area) regions are the geographic areas in the United States in which local television viewing is measured by The Nielsen Company. The DMA data are essential for any marketer, researcher, or organization seeking to utilize standardized geographic areas within their business.
TOURISM ECONOMIC IMPACT

Visitor spending remained strong in 2018, generating a $10M increase in state and local taxes over 2016.

- **Jobs**: 48,350
- **Wages**: $1.8 billion
  - 1 in 19.9 jobs (5%) in the region are sustained by tourism either directly or indirectly.

Federal Tax Revenue: $412 million
State Tax Revenue: $168 million
Local Tax Revenue: $221 million

State and local taxes generated saved each household approximately $550 in taxes.

TOURISM SPENDING BY CATEGORY (millions)

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>% of Total</th>
<th>Total Spending</th>
<th>Clay, Missouri</th>
<th>Jackson, Missouri</th>
<th>Platte, Missouri</th>
<th>Johnson, Kansas</th>
<th>Wyandotte, Kansas</th>
<th>Missouri Total</th>
<th>Kansas Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Transport</td>
<td>8.1%</td>
<td>$279.80</td>
<td>$-</td>
<td>$-</td>
<td>$276.80</td>
<td>$3.00</td>
<td>$-</td>
<td>$276.80</td>
<td>$3.00</td>
</tr>
<tr>
<td>Other Transport</td>
<td>3.9%</td>
<td>$135.40</td>
<td>$4.50</td>
<td>$70.80</td>
<td>$14.30</td>
<td>$38.10</td>
<td>$7.80</td>
<td>$89.50</td>
<td>$45.90</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>19.5%</td>
<td>$669.60</td>
<td>$83.40</td>
<td>$333.70</td>
<td>$46.90</td>
<td>$163.60</td>
<td>$42.00</td>
<td>$464.00</td>
<td>$205.60</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>6.5%</td>
<td>$223.70</td>
<td>$22.20</td>
<td>$114.10</td>
<td>$19.70</td>
<td>$55.70</td>
<td>$12.10</td>
<td>$155.90</td>
<td>$67.80</td>
</tr>
<tr>
<td>Recreation</td>
<td>13.0%</td>
<td>$446.80</td>
<td>$77.60</td>
<td>$248.50</td>
<td>$26.00</td>
<td>$62.60</td>
<td>$32.10</td>
<td>$352.10</td>
<td>$94.70</td>
</tr>
<tr>
<td>Lodging</td>
<td>26.2%</td>
<td>$903.00</td>
<td>$58.00</td>
<td>$441.50</td>
<td>$98.10</td>
<td>$236.80</td>
<td>$68.60</td>
<td>$597.60</td>
<td>$305.30</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>22.8%</td>
<td>$784.30</td>
<td>$95.80</td>
<td>$396.20</td>
<td>$51.30</td>
<td>$194.90</td>
<td>$46.00</td>
<td>$543.30</td>
<td>$240.90</td>
</tr>
<tr>
<td><strong>Total Direct Spending</strong></td>
<td>--</td>
<td><strong>$3,442.50</strong></td>
<td><strong>$341.50</strong></td>
<td><strong>$1,604.70</strong></td>
<td><strong>$533.10</strong></td>
<td><strong>$754.70</strong></td>
<td><strong>$208.60</strong></td>
<td><strong>$2,479.30</strong></td>
<td><strong>$963.20</strong></td>
</tr>
<tr>
<td>Indirect &amp; Induced</td>
<td>--</td>
<td>$2,160.20</td>
<td>$198.60</td>
<td>$1,025.60</td>
<td>$308.50</td>
<td>$497.00</td>
<td>$130.40</td>
<td>$1,532.80</td>
<td>$627.40</td>
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<tr>
<td><strong>Total Economic Impact</strong></td>
<td>--</td>
<td><strong>$5,602.70</strong></td>
<td><strong>$540.10</strong></td>
<td><strong>$2,630.30</strong></td>
<td><strong>$841.70</strong></td>
<td><strong>$1,251.70</strong></td>
<td><strong>$339.00</strong></td>
<td><strong>$4,012.10</strong></td>
<td><strong>$1,590.70</strong></td>
</tr>
</tbody>
</table>

Share of KC
- **100%**
- **9.6%**
- **46.9%**
- **15%**
- **22.3%**
- **6.1%**
- **71.6%**
- **28.4%**

Source: 2018 Economic Impact Study & Visitor Profile: Tourism Economics, an Oxford Economics Company - Longwoods International