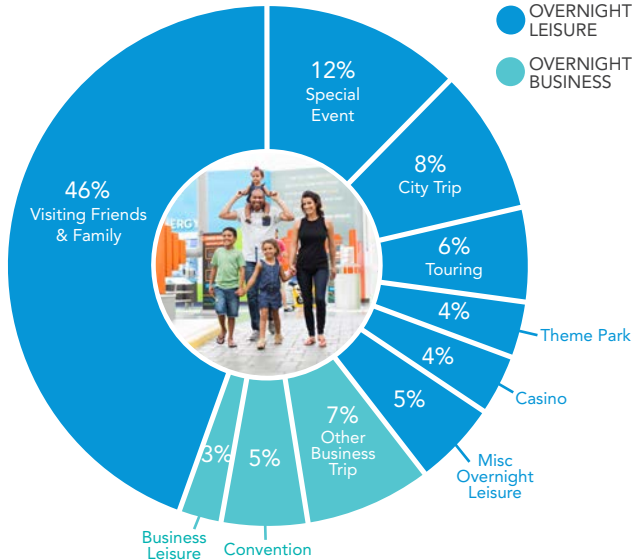


2016 Economic Impact & Visitor Profile



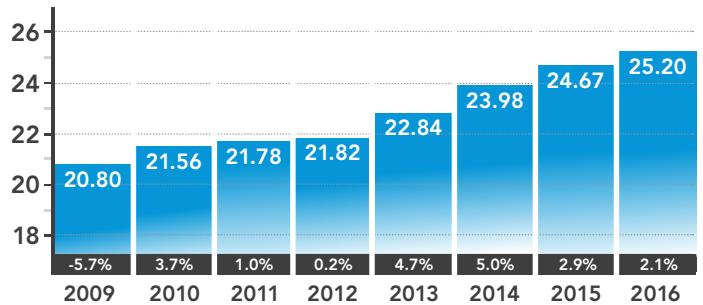
VISITOR MARKET ASSESSMENT

MAIN PURPOSE OF TRIP

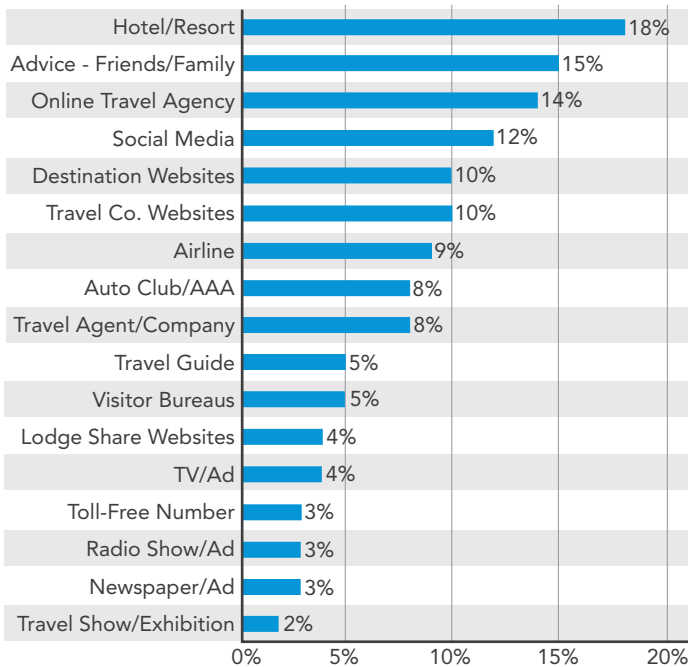


- The Kansas City region hosted a record 25.2 million visitors in 2016, surpassing the pre-recession high seen in 2008.
- The average number of nights spent in Kansas City on an overnight trip was 2.3 nights, down from 2.4 nights in 2014. The average travel party size was 2.8 persons.
- More than two-thirds (68%) 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 61%.

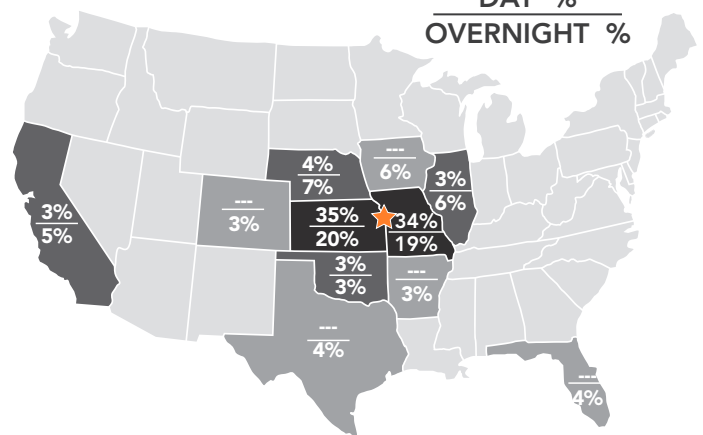
TOTAL VISITORS 2009-2016 (MILLIONS) % CHANGE



TRIP PLANNING - OVERNIGHT



VISITORS BY STATE

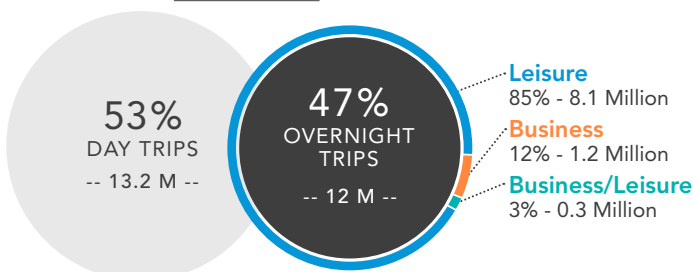


VISITORS BY DMA

DMA *	DAY	OVERNIGHT
Kansas City, KS/MO	30%	11%
Topeka, KS	11%	4%
Wichita/Hutchinson, KS	8%	9%
Columbia/Jefferson City, MO	4%	2%
St. Joseph, MO/KS	4%	--
St. Louis, MO/IL	4%	4%
Joplin/Pittsburg, MO/KS	4%	3%
Springfield, MO	3%	4%
Omaha, NE/IA	3%	5%
Chicago, IL	--	4%
Des Moines/Ames, IA	--	3%
Lincoln/Hastings/Kearney, NE	--	3%
Los Angeles, CA	--	2%

KC BUSINESS/LEISURE TRAVEL

TOTAL TRIPS = 25.2 MILLION



* 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.

AVERAGE EXPENDITURES PER PERSON by Sector

EXPENDITURE	DAY	OVERNIGHT
Lodging	N/A	\$70
Food/Beverage	\$19	\$39
Retail	\$22	\$28
Recreation/Sightseeing/Entertainment	\$12	\$22
Transportation at Destination	\$11	\$17



TOP ACTIVITIES

ACTIVITY	DAY	OVERNIGHT
Shopping	41%	34%
Fine Dining	13%	17%
Museum	11%	14%
Landmark/Historic Site	6%	11%
Casino	8%	11%
Waterparks	6%	10%
Theater	5%	9%
Bar/Nightclub	4%	9%
Zoo	10%	8%
National/State Park	--	8%
Theme Park	6%	8%
Business Meeting	6%	6%
Brewery	--	6%
Pro/College Sports	--	5%
Dance	--	5%
Concerts	5%	--
Art Gallery	4%	--
Fair/Exhibition/Festival	4%	--

TOURISM ECONOMIC IMPACT

• **Total Economic Impact of Tourism** ▶ \$5.5 billion

• **Visitor Spending** ▶ \$3.4 billion

Visitor spending remained strong in 2016, growing 8.9%. This follows 6.5% growth in 2014.



• **Jobs** ▶ 47,936

• **Wages** ▶ \$1.7 billion



1 in 19.6 jobs (5.1%) in the region are sustained by tourism either directly or indirectly.

• **Federal Tax Revenue** ▶ \$395.3 million

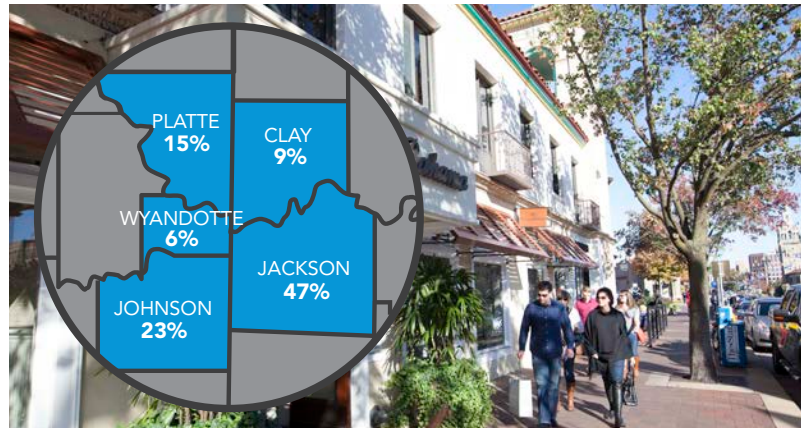
• **State Tax Revenue** ▶ \$164.3 million

• **Local Tax Revenue** ▶ \$215.5 million



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

VISITOR SPENDING BY COUNTY



TOURISM SPENDING BY CATEGORY (MILLIONS)

Expenditure Category	% of Total	Total Spending	Clay, Missouri	Jackson, Missouri	Platte, Missouri	Johnson, Kansas	Wyandotte, Kansas	Missouri Total	Kansas Total
Air Transport	5%	\$251.70	\$-	\$-	\$265.10	\$3.00	\$-	\$265.10	\$3.00
Other Transport	3%	\$132.40	\$4.00	\$69.00	\$13.90	\$38.00	\$7.40	\$86.90	\$45.40
Retail Trade	13%	\$646.10	\$80.20	\$322.00	\$42.90	\$161.50	\$39.70	\$445.10	\$201.20
Gasoline Stations	4%	\$218.80	\$21.20	\$111.50	\$18.80	\$55.90	\$11.40	\$151.50	\$67.30
Recreation	9%	\$434.60	\$74.40	\$238.90	\$25.60	\$63.80	\$31.90	\$338.90	\$95.70
Lodging	18%	\$925.70	\$58.30	\$455.00	\$99.30	\$249.10	\$64.00	\$612.60	\$313.10
Food & Beverage	15%	\$739.50	\$88.30	\$374.50	\$47.60	\$186.50	\$42.60	\$510.40	\$229.10
Total Direct Spending	--	\$3,365.30	\$326.40	\$1,570.90	\$513.20	\$757.70	\$197.10	\$2,410.50	\$954.80
Indirect & Induced	--	\$2,137.10	\$190.80	\$1,025.50	\$305.50	\$483.00	\$132.30	\$1,521.80	\$615.30
Total Economic Impact	--	\$5,502.40	\$517.20	\$2,596.40	\$818.70	\$1,240.70	\$329.40	\$3,932.30	\$1,570.10
Share of KC	--	100%	9.4%	47.2%	14.9%	22.5%	6.0%	--	--