

IMPACT OF EDIF PROJECTS TRAVEL AND TOURISM DEVELOPMENT DIVISION

The following represents economic impact figures pertaining to travel expenditures for the state as a whole, as well as specific tourism division programs. The source of these numbers is indicated for each .

- * One-third of travelers requesting information in 1993 actually traveled to Kansas, accounting for over \$23 million being spent in our state. (Nicholson-Reid Research Group)
- * The Travel and Tourism marketing campaign brought in nearly \$55 in visitor expenditures for every dollar spent in the division's 1993 advertising campaign. (Nicholson-Reid Research Group)
- * Group tour travel in Kansas generated nearly \$60 million in travel expenditures in 1993. (International Association of Convention & Visitors Bureau and National Tour Association Research Report).
- * U.S. travelers spent over \$2.45 billion in Kansas during 1993, a 5.4 percent increase from the nearly \$2.33 billion travelers spent in 1992. (U.S. Travel Data Center, Washington, D.C.)
- * International travelers spent \$65 million in Kansas in 1993, creating 1,000 jobs from international spending.
- * Total of domestic and international traveler spending in Kansas in 1993 equaled \$2.5 billion.
- * Direct U.S. travel expenditures generated 37.8 thousand jobs in Kansas in 1993. (U.S. Travel Data Center, Washington, D.C.)
- * Kansas had the strongest growth in person-visits from Canada to the United States in 1993, a 28.6% improvement over 1992. This compares to a 6.9% decline nationally. (U. S. Travel and Tourism Administration).
- * Visitors to our four state-owned Travel Information Centers totaled nearly 500,000 in 1994.
- * Eleven Attraction Development grants awarded in 1994 were to generate thirteen (13) new jobs in the state.
- * Film production brought in over \$3 million in revenues to the state in 1993.