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Overview

Kansas Tourism Statistics

Economic Impact of Domestic and International Travel on Kansas

- Direct travel expenditures, including both domestic and international travel, in Kansas in 1993 totaled $2.52 billion.
- Almost $433 million in payroll income or earnings was directly generated by traveler spending.
- Over 39 thousand jobs were created from traveler spending within Kansas in 1993.
- Travel expenditures generated more than $112 million in state revenue during 1993.
- Local tax generated through direct travel spending totaled $33 million during 1993.

Volume

- The volume of business and leisure person-trips to Kansas was estimated at 25.7 million in 1994, an increase of 6 percent from 1993.
- U.S. residents took 18.5 million pleasure person-trips in Kansas in 1994.
- The volume of person-days (business and leisure) to Kansas was estimated at 50.5 million in 1994, an increase of 3 percent from 1993.

Multiplier Impact of Travel Spending

- The average travel dollar generated an additional 44 cents in secondary sales. In addition, each dollar of expenditures generated 43 cents in the Kansas economy. Furthermore, every $1 million of travel expenditures produced 31 jobs in the area.

Economic Impact of the Group Tour Travelers in Kansas

- The economic impact of group tours in Kansas in 1994 was 21.4 million dollars.

Source: USTTA, U.S. Travel Data Center, DKS&A: Executive DIRECTIONS & NTA/IACVB Economic Impact Study