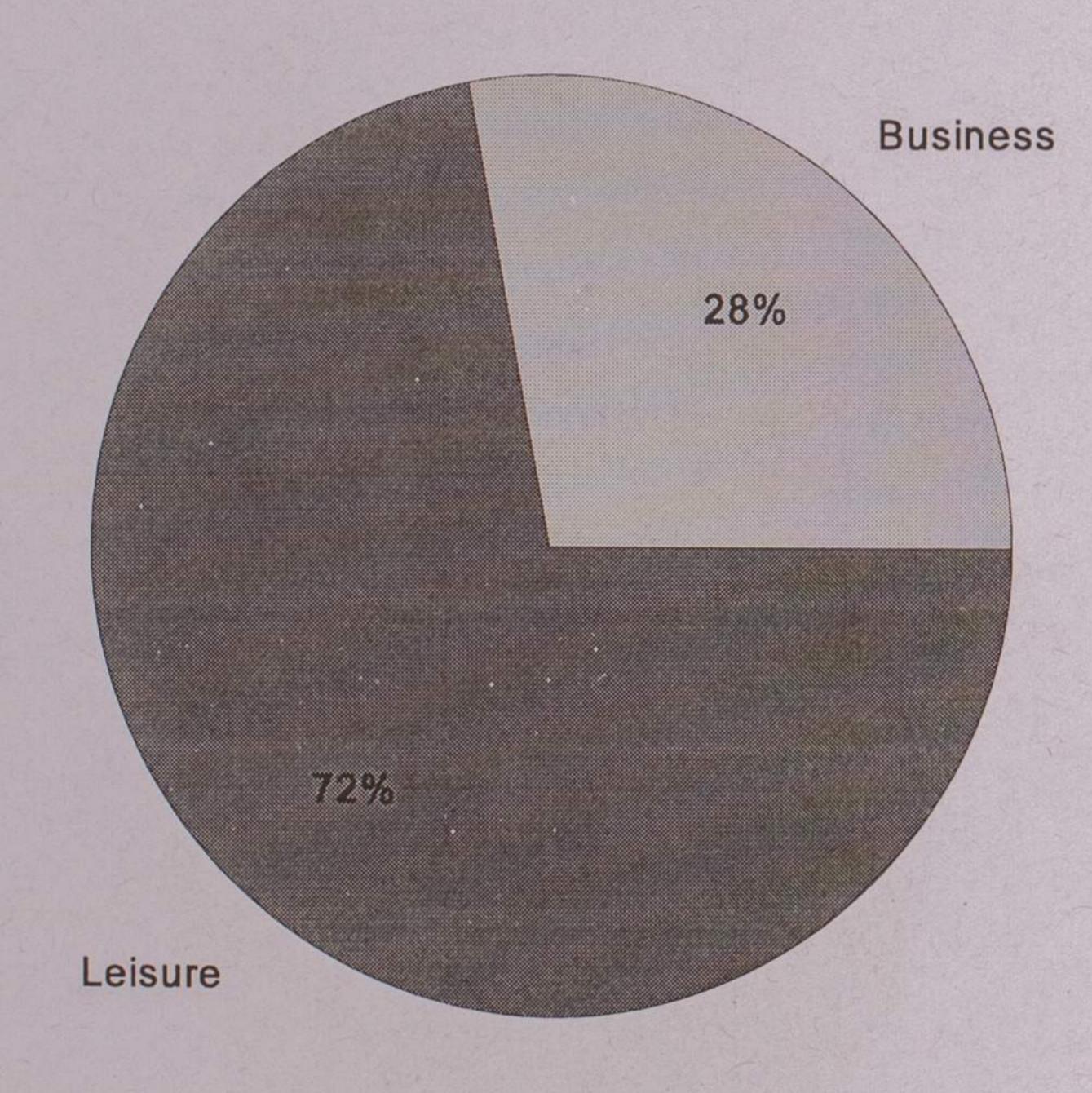
# Domestic Leisure & Business Travel

Leisure travel constitutes 72 percent of all domestic Kansas travel while 28 percent constitutes business travel. Leisure and business travel is defined as travel with at least one night away from home or a day-trip out of the local area (50+ miles one way) for both leisure or business purposes. Using this definition, U.S. residents took 25.7 million person-trips in Kansas in 1994, a 6 percent increase from 24.3 person-trips in 1993.

	1993	1994	% Chg
Leisure	18.6	18.5	-1.0%
Business	. 6.5	7.2	11.0%
Total	24.3	25.7	6.0%

## 1994 Person-Trips



Source: DKS&A: Executive DIRECTIONS

# Leisure Travel Origin Markets

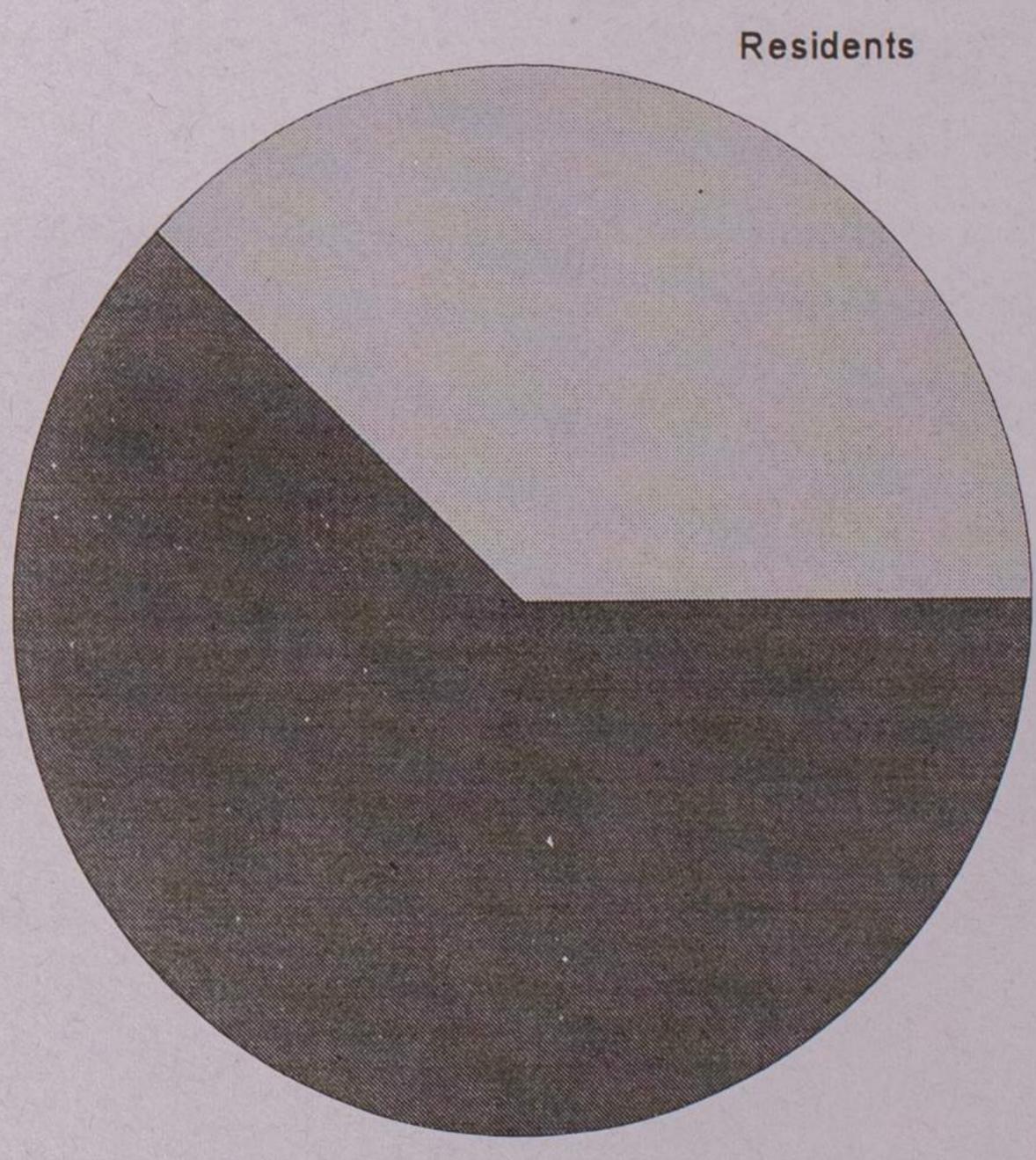
# Person-Trips

Kansas and its seven surrounding states account for the vast majority (87%) of leisure travel to the state. In 1994, over half of all leisure travel was by residents (55%), a slight increase from 1993 (53%). Almost half of the person-trips to Kansas were non-residents (45%). Oklahoma (9%), contributed the largest share of leisure travel among non-residents. This was followed by Missouri (7%), Texas (6%), Nebraska (3%), Colorado (3%), and Arkansas and Iowa with 2% each.

#### Person-Days

Person-days differ from person-trips because it takes length of stay into account. For example, if two people travel to Topeka for five days, that is two person-trips but 10 person-days. When looking at person-days, residents accounted for 38% of person-days to Kansas, and non-residents accounted for 62%.

### 1994 Person-Days



Non-residents

Source: DKS&A: Executive DIRECTIONS