Trip Characteristics

Expenditures

Leisure travelers to Kansas spent \$60 per person per day in 1994, an increase of three dollars compared to 1993, but below the average for U.S. leisure travelers (\$78).

Party Composition

Over one-third (34%) of all leisure trips to Kansas were by families. This was followed by couples (27%) and adults traveling alone (28%).

Average Length of Stay/Visit

The average length of leisure visits to Kansas was 1.9 days. Day trips were responsible for over half (52%) of leisure travel to Kansas in 1994.

Source: DKS&A: Executive DIRECTIONS

Kansas Travel Indicators*

The following table presents statewide indicators for the Kansas travel industry:

| | 1993 | 1994 | % Chg | |
|---|-----------|-----------|-------|--|
| | (mil) | (mil) | | |
| Restaurant Sales Tax | \$82.7 | \$94.5 | 6.6 | |
| Hotel/Motel Sales Tax | \$15.8 | \$16.6 | 1.9 | |
| Amusement Sales Tax | | | | |
| (i.e., amusement parks, theatres, etc., | \$3.4 | \$4.6 | 25.1 | |
| Hotel/Motel Occupancy | 59.9% | 61.6% | 2.8 | |
| State Parks Visitation | 4,119,093 | 4,294,242 | 4.3 | |
| Average daily traffic count for 82 | | | | |
| major highways | 264,132 | 277,686 | 5.1 | |
| Airport Passenger Boardings | | | | |
| Kansas City | 3,961,664 | 4,457,481 | 12.5 | |
| Topeka | 10,719 | 7,906 | -26.2 | |
| Wichita | 637,399 | 582,530 | -8.6 | |
| | | | | |

Source: State Sales Tax Collection - KS Dept. of Revenue, Smith Travel, Dept. of Transportation, Dept. of Wildlife & Parks, and KC, Wichita and Topeka Airports.

Activities of the Kansas Travel & Tourism Division Marketing and Media Efforts

The Kansas Travel & Tourism division promotes Kansas as a travel destination through national and international marketing and media efforts. In 1994, advertising Kansas as a destination generated 95,799 requests for travel information. In 1993, requests reached an all time high of 123,620 requests, with approximately 20% coming from the special promotion for the 150th anniversary of the Oregon Trail.

| Year | Inquirie |
|------|----------|
| 1994 | 95,799 |
| 1993 | 123,620 |
| 1992 | 92,886 |

1994 Advertising Effectiveness Study

To assess the effectiveness of the 1994 advertising campaign, the Division conducted a market research study. The primary purpose of this study was to assess how effective the 1994 advertising campaign was in drawing potential visitors and their subsequent dollars to Kansas.

Below are the key findings from the study:

- Forty-one percent who responded to the 1994 advertising campaign traveled to Kansas in 1994, up from 35% in 1993 and 34% in 1992.
- Visitors spent more than 25.5 million dollars while they were in Kansas in 1994.
- Visitors made an average of 2.27 trips to Kansas.
- On average, visitors spent seven nights away from home, of which three nights were spent in Kansas.
- The main reason for their most recent trip to Kansas was vacation or pleasure (44%)
- Kansas was the primary destination for over half of the visitors (56%).

Source: Kansas Travel & Tourism Development Division

^{*}Please note these figures include both visitors and non-visitors.