The Group Tour Industry

In 1994, the direct impact generated by multi-group tours in Kansas was 21.4 million dollars.

	1993	1994
	(\$mil)	(\$mil)
Spent by tour operators	20.0	11.5
Spent by passengers	15.8	9.9
Total Expenditures	35.8	21.4

KANSAS! Magazine

The number of subscriptions to the Kansas! Magazine reached 50,051 in 1994, which was 3,071 more subscriptions than 46,980 in 1993. According to a readership survey conducted in 1993, virtually all subscribers (93%) indicated they were very satisfied with the magazine. In addition, approximately half of the subscribers stated they attend or visit a place discussed in the magazine.

Tourism Development

The Attraction Development Grant program awarded twelve grants totaling \$340,000 to eleven different counties throughout the state. These grants will assist communities to develop new tourist attractions or to enhance existing attractions. Marketing grants are awarded to not-for-profit entities promoting Kansas to out-of-state travelers. Typical projects include ad placements, creating new brochures, doing familiarization tours or other group tour promotions. Eighteen grants totaling \$39,267 were awarded in FY95 to communities in twenty counties throughout the state.

Kansas Film Commission

Nearly 3 million production dollars were spent directly in Kansas in Fiscal Year 1994, which was significantly lower than the 10 million dollars spent in FY93, This decrease in 1994 was due to the low Canadian exchange rate. The film commission assisted 37 film projects for on location filming in FY94, which was slightly higher than 34 film projects in FY93.

Source: NTA/IACVB Economic Impact Study and Kansas Travel and Tourism Development Division.

1994 Top 25 Attractions By Attendance In Kansas -Total Visitors-

			TOTAL
	ATTRACTIONS	CITY	VISITORS
1	The Woodlands	Kansas City	1,200,816
2	Wichita Greyhound Park	Wichita	497,000
3	Sedgwick County Zoo	Wichita	460,596
4	Kansas Cosmosphere & Space Center	Hutchinson	344,697
5	Lee Richardson Zoo	Garden City	253,961
6	Topeka Zoological Park	Topeka	233,815
7	Deanna Rose Children's Farmstead	Overland Park	232,961
8	New Theatre Restaurant	Overland Park	227,143
9	Cultural Education Center of JCCC	Overland Park	210,000
10	Heartland Park	Topeka	204,000
11	Old Shawnee Town	Shawnee	150,000
12	Kansas Museum of History	Topeka	149,834
13	81 Speedway	Wichita	138,000
14	Boot Hill Museum/Santa Fe Trail Site	Dodge City	123,821
15	Dyche Museum of Natural History-KU	Lawrence	120,000
16	Botanica, the Wichita Gardens	Wichita	107,844
17	Eisenhower Center	Abilene	101,151
18	Fort Leavenworth	Leavenworth	100,000
19	Old Cowtown	Wichita	95,305
20	Sunset Zoological Park	Manhattan	92,298
21	Hutchinson Zoo	Hutchinson	73,788
22	Fort Scott National Historic Site	Ft. Scott	73,050
23	Wonderscope Children's Museum	Shawnee	70,000
24	NCAA Visitors Center	Overland Park	63,300
25	Spencer Museum of Art	Lawrence	62,281

^{*}Source: Based on figures obtained from each attraction.

Please note attendance figures include both local residents and visitors (Kansas' residents or out-of-state visitors). As a result, in some instances, figures are impacted by repeat local traffic.