

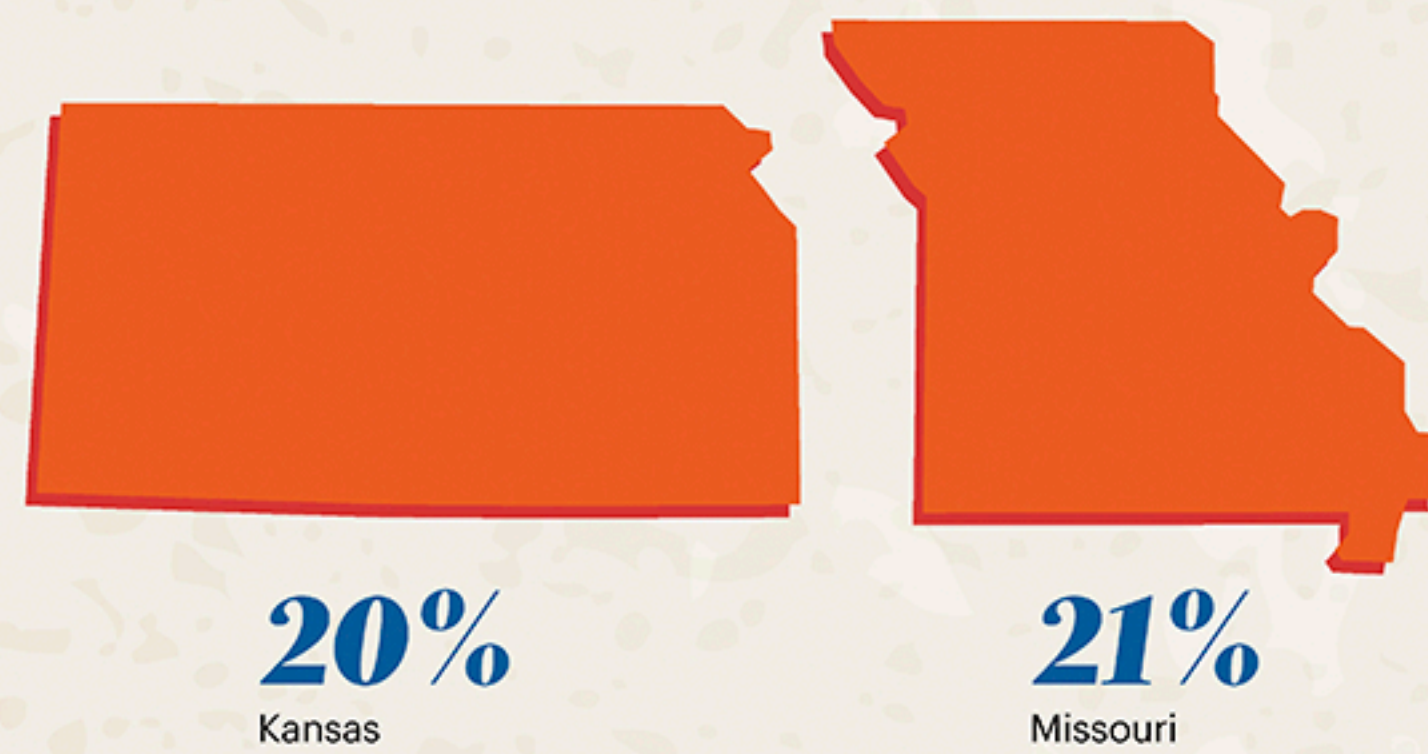
ROOMS TO GROW

Kansas City's popularity is growing, and it's drawing more visitors. Tourism supports the area economy in a big way – creating 46,621 related jobs, drawing \$5.1 billion in spending and saving the average area household \$525 due to taxes paid by travelers. COMPILED BY KATIE BEAN

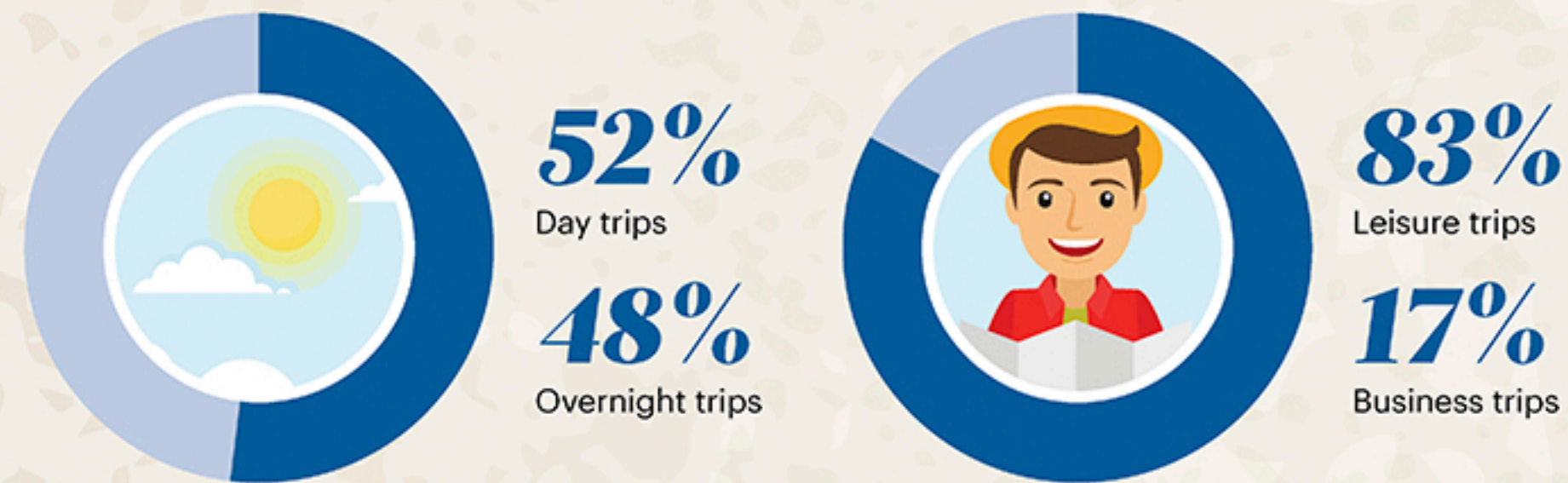
DOWNTOWN HOTEL BOOM

Downtown Kansas City is a hot spot for hotel development — and existing hotels are renovating to keep pace. Here's a look at current hotel projects in Downtown:

WHERE VISITORS TO KC COME FROM



TYPES OF VISITS TO KANSAS CITY



PROFILE OF AN OVERNIGHT TRAVELER TO KANSAS CITY



TOURISM BY COUNTY

JACKSON

▶ Visitor spending: \$1.45B
▶ Hotels: 98
▶ Rooms: 12,542

CLAY

▶ Visitor spending: \$302.7M
▶ Hotels: 34
▶ Rooms: 3,341

PLATTE

▶ Visitor spending: \$457M
▶ Hotels: 37
▶ Rooms: 4,307

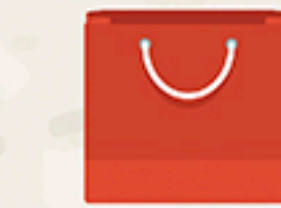
JOHNSON

▶ Visitor spending: \$693M
▶ Hotels: 73
▶ Rooms: 9,021

WYANDOTTE

▶ Visitor spending: \$187.2M
▶ Hotels: 19
▶ Rooms: 1,853

TOP ACTIVITIES FOR KANSAS CITY VISITORS



36%
Shopping



19%
Fine dining



13%
Casinos



13%
Swimming



12%
Museums

VISITORS



FINANCIAL IMPACT

\$5.1B Economic impact from tourism in Kansas City
\$3.1B Direct visitor spending
\$355.7M Local and state tax revenues generated by tourism

HOME AWAY FROM HOME

Kansas City and several suburbs ranked among the top 10 home-sharing cities in Missouri and Kansas in 2016, according to Airbnb, an online marketplace allowing residents to rent out all or part of their home to visitors, often for short-term stays.

CITY	INCOME	GUESTS
Kansas City	\$4.1 million	38,000
Overland Park	\$307,000	2,200
Roeland Park	\$67,000	680
Mission	\$44,000	500
Olathe	\$81,000	480
Shawnee	\$63,000	490

AIRBNB GAINS TRACTION

Airbnb's popularity grew in 2016 among travelers seeking an alternative to hotels.

■ Kansas ■ Missouri

INCOME



GUESTS



YEAR-TO-YEAR GUEST GROWTH

