

The logo features the text "LAWRENCE • KS" in a white, serif font. A small, stylized yellow feather icon is positioned between the "L" and "A" of "LAWRENCE". The entire text is contained within a dark blue rectangular box with a thin yellow border.

LAWRENCE • KS

CONVENTION & VISITORS BUREAU

Visitor Industry in Lawrence 2007

Direct spending by visitors	\$49.1 million
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Local sales tax generated	\$982,486
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CVB advertising effectiveness	\$1:59
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Goals

Marketing

Service

Development

Target Audiences

Leisure

Media

Sports

Conventions & Meetings

Film

-
- | | | | | |
|----------------------|----------------------|----------------------------------|----------------------------------|---------------------|
| • Advertising | • FAMTours | • Bids | • Bids | • React to Requests |
| • Direct Mail | • Press Releases | • Personal Contact | • Personal Contact | |
| • e-Marketing | • Photo Requests | • Leveraging Local Organizations | • Relationship with Hotels | |
| • Website | • Fact Checking | • Partnership with Parks & Rec | • Leveraging Local Organizations | |
| • Visitor Center | • State Partnerships | • Partnership with KUAC | • Website | |
| • State Partnerships | | | | |

Leisure Advertising

Magazine

Midwest Living, AAA Publications, Budget Travel and Preservation
Average cost per insertion - \$2,948

Newspaper

Wichita, Des Moines, Omaha, Tulsa and Kansas City
Average cost per column inch rate: \$48.27

Online

Minneapolis Star-Tribune, Kansas City Star
Average cost per 250,000 addresses: \$1,200

Radio – Kansas City Markets

Total cost for four weeks schedule: \$5,200

Television

Wichita, Des Moines, Omaha, Oklahoma City in conjunction with state Travel & Tourism
Total cost for four week schedule: \$15,000

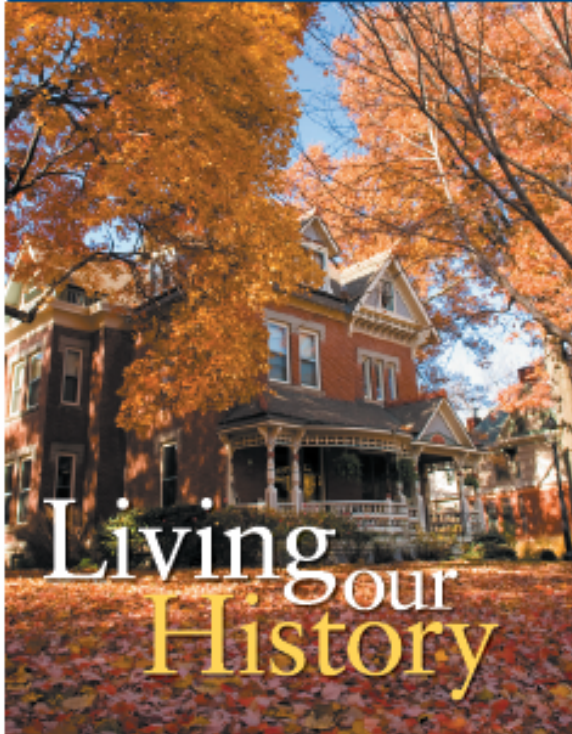
Total ads purchased: 56

Total circulation reached through print: 23,748,000

Results

- **9,566** requests for information through reader response
- **\$1:59** return on investment

LAWRENCE•KS
THE ART OF A CITY



Living our History

Our rich history is rooted in fiery pre-Civil War beginnings and lives on today. From a historic downtown to dozens of historic districts, homes and sites – Lawrence, KS is the perfect place to experience living history.

FREE Visitor Guide
visitlawrence.com/history

Preservation Magazine

LAWRENCE•KS
THE ART OF A CITY



Stay Get Play Away

The perfect stay-play-get-away spot. Find everything from great shopping in one of America's truly quaint downtowns to a stay at a luxurious hotel or comfy B&B. A great trip is only a click away.

FREE Visitor Guide
Book accommodations online
visitlawrence.com

Midwest Living Magazine

E-Marketing

- 1,250 (highly qualified potential visitors) 4 times per year
- Features community events and links to visitlawrence.com
- Encourages potential visitors to book rooms online



Lawrence Convention and Visitors Bureau

[CVB Home](#)

[Lawrence Events](#)

[Book a room online](#)

Spring has (finally) sprung in Lawrence, KS!
Hop on the Easter Egg Hunt Train, indulge in
antique autos or stroll through Art in the Park.
You can't miss with these great events!

*For a complete listing of events and online hotel
accommodations information, please go
to www.visitlawrence.com.*



[Download Our Visitor Guide](#)

Spring Arts & Crafts Festival **March 8 & 9, 2008**

Sponsored by City of Lawrence Parks & Recreation,
come browse arts and handmade crafts produced
by local and regional artists at the Spring Arts &
Crafts Festival.

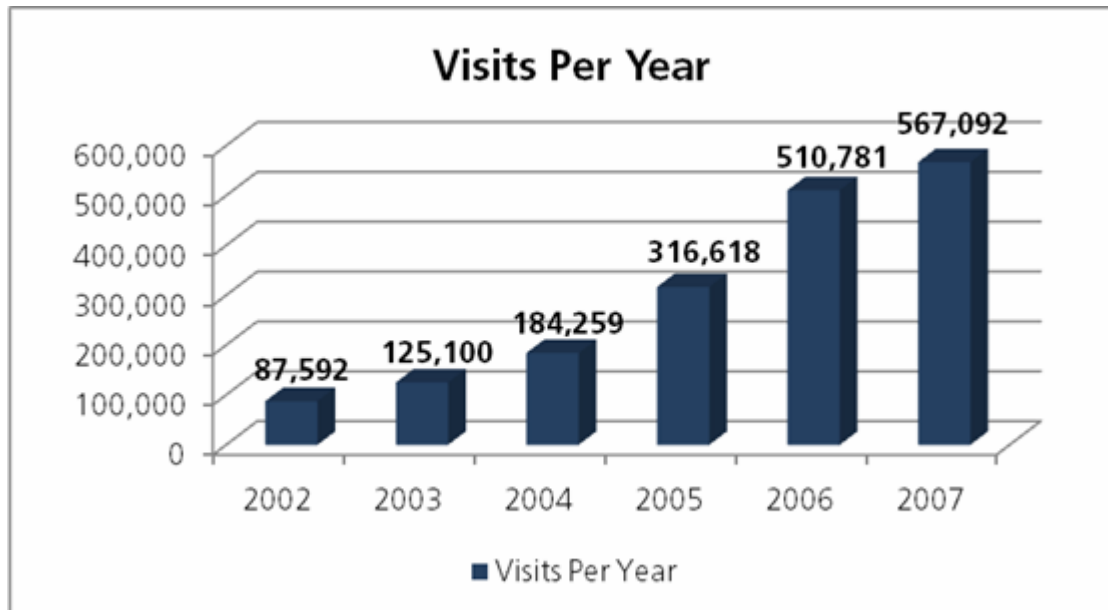
Times: 9 a.m. - 4 p.m.

Admission Charge: Free

Contact: Duane Peterson at 785-832-7940

Location: Douglas Co. Fairgrounds, 2120 Harper St.
Lawrence, KS

visitlawrence.com



- Daily Average visitors **1,553**
- **11%** Increase Over 2006
- **689** Hotel Reservations
- **\$56,311** Hotel Revenue generated by Online Booking

visitlawrence.com



[Book a Room](#) | [Getting Here](#) | [Newsletter](#) | [Contact Us](#)

Search

GO

VISITOR

MEETING/EVENT PLANNER

TOUR PLANNER

MEDIA

SPORTS



Experience Lawrence The Art of a City

QUICK LINKS

- [Book a Room Online](#)
- [Visual Tour](#)
- [Bring Your Conference to Lawrence](#)

Stop by the historic Lawrence Visitor Information Center, 402 N. 2nd Street.



LCVB HIGHLIGHTS

Visitor

- [Where to Stay](#)
- [Where to Go](#)
- [Where to Eat](#)
- [What to Do](#)
- [Where to Shop](#)
- [Music Scene](#)

[More Visitor Information >](#)

Meeting & Event Planner

- [Meeting Planner](#)
- [Wedding/Reunion Planner](#)

[More Meeting & Event Planner Information >](#)

Group Tour Planner

- [Tours](#)
- [Itineraries](#)

[More Group Tour Planner Information >](#)

EVENTS CALENDAR

APRIL 2008						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

[< Previous month](#) | [Next month >](#)

[Complete events listing >](#)

EVENTS QUICK SEARCH

Name

GO

[Advanced Event Search >](#)
[Submit an Event >](#)

LAWRENCE WEATHER



Visitor Guide

Total distribution of 80,000

- Direct mailed with survey to database (14,583)
- All requests for information (883)
- KU and Haskell new student orientation(s)
- KUAC Season Ticket holders (3,815)
- New KU Parents (4,692)
- Throughout Lawrence
- At 35 statewide Visitor Information Centers
- Meeting and convention attendees (5,844)
- Website visitors requests

2007-2008 VISITOR GUIDE

COMPLIMENTARY

LAWRENCE

KANSAS

LET'S TALK FOOD
WITH THE LOCALS
WHO LOVE IT

FANTASTIC
PLACES TO STAY
SITES TO SEE

DOWNTOWN
LAWRENCE
SO MUCH TO DO,
YOU MAY NEVER LEAVE



Media Relations

- Partner with State Travel Office
- Host qualified travel writers for FAMiliarization tours
- Sent **61** separate news releases about community events to **185** regional writers/publications
- Responded to **21** media requests for photos and information
- Generated **\$535,285** in earned editorial coverage

Sports

Sports Events 2007

- **5** Sporting Events Attracted/Coordinated by LCVB
- **4,570** Total Rooms Booked by Sporting Events
- **\$3.2 million** Total Direct Spending from Sporting Events

Conventions & Meetings

Conventions & Meetings 2007

- **193** Conventions reported to LCVB
- **19,695** Total convention delegates attending
- **\$2.21million** estimated economic impact of conventions
- Provided \$21,600 in materials to 61 conventions/meeting that received CVB Services

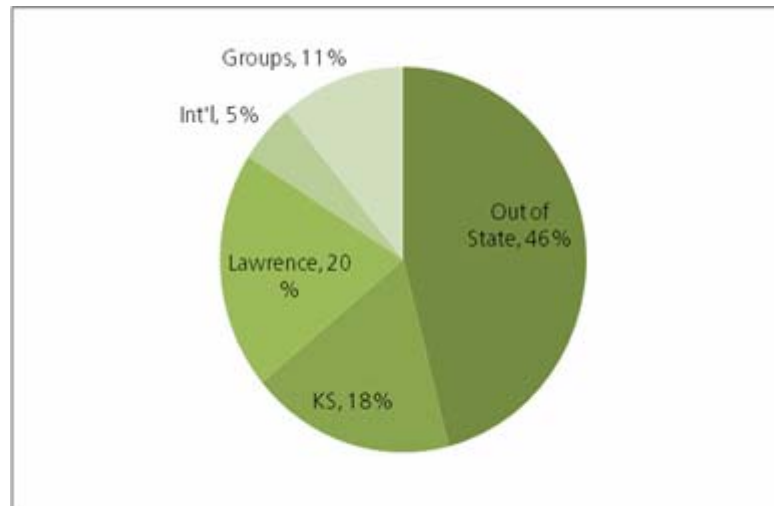
Services

Visitor Information Center

In 2007, the Lawrence Visitors Center:

- Hosted **9,934** visitors
- Answered **1,895** phone calls
- Made **1,459** hotel referrals
- **1,498** visitors viewed “Free State Fortress”
- Open **7** days a week
- Staffed by 1.5 FTE and **45** Volunteers
- Staffed the building for approximately **450** non-visitor related events

2007 Origin of Visitors



Event Support

- Kaw Valley Farm Tour
- Civil War on the Western Frontier
- Get Downtown/ Lawrence Live!
- Baldwin City Chautauqua
- Wakarusa Music Festival
- Old Fashioned Christmas Parade
- Various Sporting Events

Development

CVB Staff currently serves on community and state boards & committees including:

- Downtown Lawrence
- Lawrence Community Theatre
- Lied Center
- Arts Roundtable
- Old Fashioned Christmas Parade
- Civil War on the Western Frontier
- Kaw Valley Farm Tour
- Travel Industry Association of Kansas (TIAK)
- Kansas Tourism Initiative (KTI)
- I-70 Association
- Governor's Task Force on Film
- Governor's Tourism Advisory Board



The Lawrence CVB continues to take the lead for the 41 counties in Kansas and Missouri on development of Freedom's Frontier National Heritage Area (FFNHA)

- Board of Trustees in place with 501c3
- Board to raise a minimum of \$700,000 over two years
- Management Plan required by NPS & Secretary of Interior
- Partnership Team activities:
 - develop themes
 - visitor readiness guidelines for sites
 - website
 - themed tours, etc.
- GIS map of FFNHA for NPS Civil War website

Looking Ahead

- Ironman Race/Lawrence Live Weekend, June 2008
4,000 visitors/ 3 days
- Chautauqua, June 2008
5 days
- NAFA, July 2008
5,000 visitors/4 to 6 days
- Kansas Association of Chiefs of Police, Sept. 2008
125 visitors/3 days
- American College Theater Festival, Jan. 2009
2,500 visitors/6 days
- KS Knights of Columbus, April 2009
1,000 visitors/4 days
- Harley Owners Group (HOG), June 2009
1,200 visitors/4 days
- Collegiate Cycling Road National Championships, '09 (bid pending)
500 visitors/4 days
- Junior and Elite Road National Championships, '09 (bid pending)
1,200 visitors/3 days
- NAFA's Girls Fastpitch National "B" Championships, '09 (bid pending)
4,000 visitors/ 6 days

2007 Visitor Direct Spending

	2007 Total	Spending per visitor
Overnight Visitors		
Number of Overnight Visitors	436,419	
Lodging Revenue (44%)	\$16,178,660	\$37.07
Food/Beverage Revenue (25%)	\$9,192,420	\$21.06
Retail Revenue (16%)	\$5,883,148	\$13.48
Other/miscellaneous Revenue (15%)	\$5,515,452	\$12.64
TOTAL DIRECT SPENDING	\$36,769,681	\$84.25
 Daytrippers (44% of total visitors)		
Number of Daytrippers	342,901	
Food/Beverage Revenue (25%)	\$5,515,452	\$16.08
Retail Revenue (16%)	\$3,529,889	\$10.29
Other/miscellaneous Revenue (15%)	\$3,309,271	\$9.65
TOTAL DAY TRIP SPENDING	\$12,354,612	\$36.03
 TOTAL VISITORS	 779,320	
 TOTAL DIRECT SPENDING BY VISITORS	 \$49,124,293	
 Local Sales Tax Generated (2%)	 \$982,486	
Transient Guest Tax Generated (5%)	\$808,933	