

The logo features the text "LAWRENCE • KS" in a white, serif font on a dark blue rectangular background. A small, stylized green feather is positioned to the left of the letter "A" in "LAWRENCE". The entire logo is enclosed in a thin, light green rectangular border.

LAWRENCE • KS

CONVENTION & VISITORS BUREAU

# Visitor Industry in Lawrence 2007

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

# Goals

## Marketing

## Service Development

### Target Audiences

#### Leisure

#### Media

#### Sports

#### Conventions & Meetings

#### Film

- 
- |   |   |   |   |   |
|---|---|---|---|---|
| <ul style="list-style-type: none"><li>• Advertising</li><li>• Direct Mail</li><li>• e-Marketing</li><li>• Website</li><li>• Visitor Center</li><li>• State Partnerships</li></ul> | <ul style="list-style-type: none"><li>• FAMTours</li><li>• Press Releases</li><li>• Photo Requests</li><li>• Fact Checking</li><li>• State Partnerships</li></ul> | <ul style="list-style-type: none"><li>• Bids</li><li>• Personal Contact</li><li>• Leveraging Local Organizations</li><li>• Partnership with Parks &amp; Rec</li><li>• Partnership with KUAC</li></ul> | <ul style="list-style-type: none"><li>• Bids</li><li>• Personal Contact</li><li>• Relationship with Hotels</li><li>• Leveraging Local Organizations</li><li>• Website</li></ul> | <ul style="list-style-type: none"><li>• React to Requests</li></ul> |
|---|---|---|---|---|

# 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

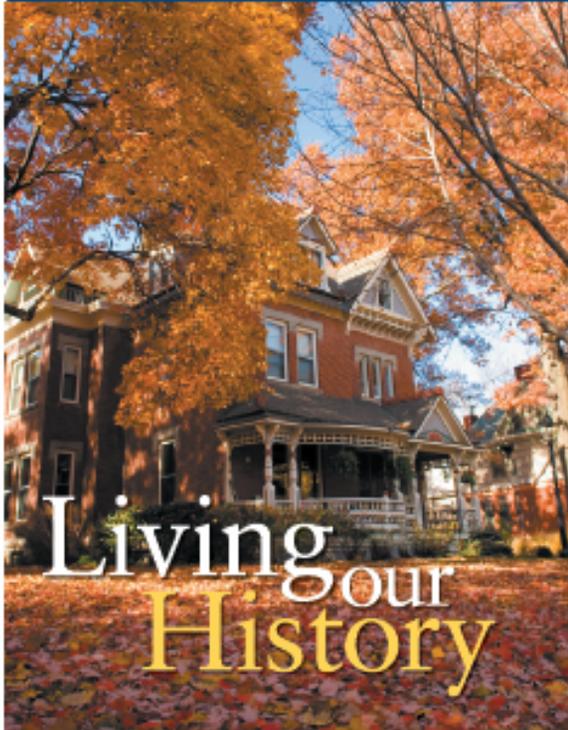
**Total ads purchased: 56**

**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](http://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](http://visitlawrence.com)

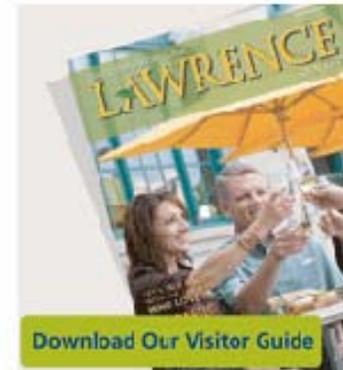
Midwest Living Magazine

# E-Marketing

- 1,250 (highly qualified potential visitors) 4 times per year
- Features community events and links to [visitlawrence.com](http://visitlawrence.com)
- Encourages potential visitors to book rooms 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](http://www.visitlawrence.com).*



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### **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

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.



[Download Our Visitor Guide](#)

### 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

[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

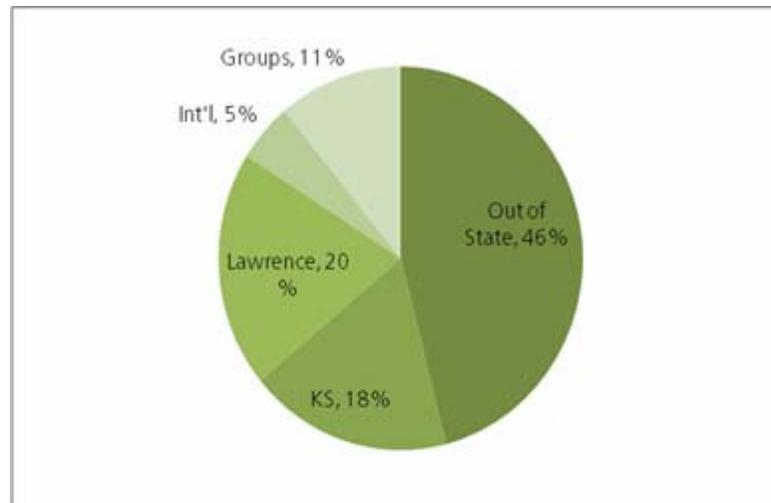
# Services

## 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
<b>Overnight Visitors</b>		
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
<b>TOTAL DIRECT SPENDING</b>	<b>\$36,769,681</b>	<b>\$84.25</b>
<b>Daytrippers (44% of total visitors)</b>		
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
<b>TOTAL DAY TRIP SPENDING</b>	<b>\$12,354,612</b>	<b>\$36.03</b>
<b>TOTAL VISITORS</b>	<b>779,320</b>	
<b>TOTAL DIRECT SPENDING BY VISITORS</b>	<b>\$49,124,293</b>	
Local Sales Tax Generated (2%)	\$982,486	
Transient Guest Tax Generated (5%)	\$808,933	