

Tourism, outdoor activities benefit Kansas economy



Tourists, outdoor enthusiasts, target shooters spend millions in Kansas

Tourism: A Suitcase Full of Benefits

In Kansas in 2011:

\$8 billion

Expenditures generated by
32 million travelers
and tourists in Kansas

\$236

What the average tourist spent

148,228

Number of Kansans directly and indirectly
employed in tourism - the third largest
industry in Kansas in terms of jobs

217

Number of tourists it takes to
create a new job in Kansas

4.4%

Portion of the Kansas Gross
State Product from tourism

14.4

Percent of all state and local tax
receipts from tourism activities

\$917

Amount of tax relief tourism
brings for each household

\$32

State and local tax
receipts per tourist

Source: 2011 study by IHS Consulting



Target Shooting Economic "Bang for the Buck"

In Kansas in 2011

230,135

Target shooters enjoyed 4.18 million
participant/days of shooting

\$111.8 million

Amount spent on target
shooting activities

\$13.6 million

Amount generated in
state and local taxes

1,760

Number of jobs supported
by recreational shooting

Source: National Shooting Sports Foundation



Hunt, Fish, Watch: Three Economic Musketeers

In Kansas in 2011:

1.2 million

Number of people 16 years old and older who fished, hunted, or watched wildlife

\$906 million

Amount spent on trip-related and equipment expenses.

400,000 Anglers

Spent an average of **\$521** each and a total of **\$210,303,000** for trip-related and equipment expenses.

283,000 Hunters

Spent an average of **\$1,409** each and a total of **\$401,452,000** for trip-related and equipment expenses

792,000 Wildlife Watchers

Participated in wildlife-watching activities, spending an average of **\$262** each and a total of **\$208,415,000** for trip-related and equipment expenses

Source: U.S. Fish and Wildlife Service, 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

Boating: A "Boatload" of Benefits

For Kansas in 2012:

\$898.7 million

Annual economic impact of recreational boating

97,672

Registered boats

\$382.6 million

Spending related to recreational boating

137

Number of boating-related businesses

7,063

Estimated number of jobs supported by boating

\$291.9 million

Estimated total labor income from boating

Source: National Marine Manufacturers Association