



MERRIAM VISITORS BUREAU

2022 Annual Report

DIRECTOR'S MESSAGE



Greetings and thank you for the opportunity to share the 2022 Merriam Visitors Bureau annual report. What a difference a year makes! While we are thankfully rounding the corner to more normal tourism operations, there are still ongoing challenges in all industries, including workforce shortages, inflation, and the continuing supply chain disruption. The good news, however, is that we also know there are plenty of opportunities to look forward to major sporting events are headed to Kansas City, which will undoubtedly affect our hotel occupancy and visitor spending; Merriam is underway with some exciting redevelopments; and our ideal location along a highly traversed stretch of the interstate affords us great exposure, convenience for travelers, and sustained visitor activity in our city.

We remain focused and committed to our primary goal of showcasing Merriam as a regional destination worth exploring. With our desirable location, convenient access to the entire metropolitan area, and our affordable and plentiful amenities, Merriam makes sense for so many reasons. Whether a softball team looking for group lodging or a meeting planner in search of venues to host an annual conference, we are responsive and ready to welcome new and returning guests to our city.

As visitors are the main driver behind our work, we recognize and so greatly appreciate the true ambassadors of this community—the residents and local businesses who share our wonderful city with newcomers each and every day. In fact, we know that a recommendation from a friend, family member, or colleague is one of the leading referral sources for people visiting Kansas, second only to a personal, past experience. For that, we say thank you for working alongside us to make Merriam *Just Right* for guests in our community.

Karen Crane

Visitors Bureau Director

TOURISM FACTS & FIGURES

2022



TRANSIENT GUEST TAX

The Merriam Visitors Bureau is funded by a portion of the transient guest tax collected from visitors staying overnight in Merriam lodging properties.

(Charter Ordinance No. 23, Section 6)

2022 TAX COLLECTIONS

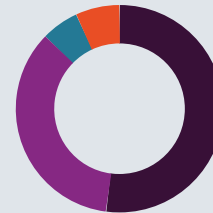
\$409,545

CHANGE FROM 2021: 1%

MERRIAM HOTEL PERFORMANCE

	2020	2021	2022	% Change from 2021
OCCUPANCY	52.6%	65.6%	65.5%	-0.39%
AVG DAILY RATE	\$61.57	\$71.55	\$76.12	6.4%
REVENUE	\$4.9M	\$7.3 M	\$7.7 M	6%

TRANSIENT GAS TAX USAGE



53%

Merriam Visitors Bureau & Historic Plaza

5%

Merriam Marketplace & Farmers' Market

37%

Special Events

5%

Economic Development



107 Rooms



142 Rooms



85 Rooms



90 Rooms

Did you know?

Each household in Kansas would need to be taxed an **additional \$613** to replace the visitor taxes received by state and local governments in 2021.

\$700 MILLION GENERATED in state & local taxes by KS visitor spending

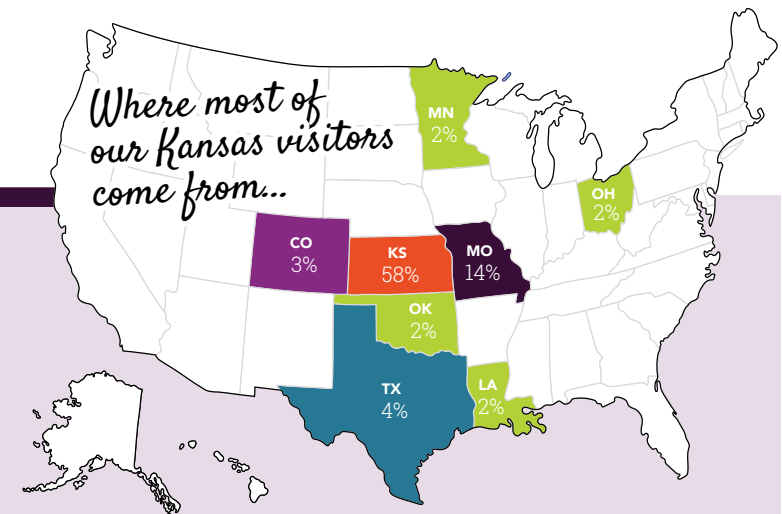
Top Visiting Months in Kansas
December, August, January, July

\$261 SPENT BY VISITORS per day in Kansas

33.7 MILLION visitors to Kansas annually

1.63 DAYS is the average stay in Kansas

62% OF VISITORS stay in Kansas hotels



Source: Tourism Economics Kansas Tourism Economic Impact and MMGY Travel Intelligence Leisure Visitor Profile (2021)

TOP FIVE OF 2022

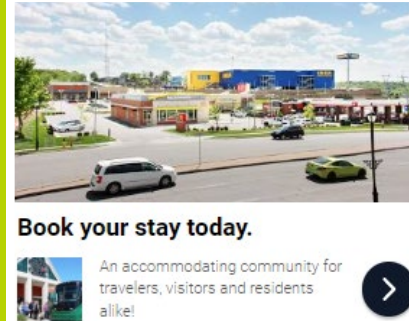
2022

1.



The Merriam Visitors Bureau was presented with a Gold Prism Award from the PRSA Greater Kansas City Chapter and a National 3CMA Savvy Award for the 2022 Merriam Community & Visitor Guide.

2.



Our digital marketing campaign on Google yielded 272,000 impressions and 3.7K clicks (1.36% CTR), which is a 16% increase over 2021 analytics.

3.



We launched a fun campaign for summer called 10 Parks, 10 Weeks! Each week, we featured a Merriam park and invited followers to interact on social media as they used the park passport to visit all 10 parks over the course of the season!

4.



The mayor welcomed 106 students across the nation to Merriam for the American Meat Science Convention. This group generated two days of meetings at the Merriam Community Center, more than 60 room nights in a Merriam hotel, and many meals and shopping opportunities across the city.

5.



We attended the Kansas Media Showcase in Abilene! Partnering with the Northeast Kansas tourism region, we provided local products and entertainment for media influencers to consider when returning to Kansas for media events, assignments, and exploration.

LOOKING AHEAD...

IN 2023



GRANT PROGRAM



We'll launch the Merriam Lodging Improvement Grant Program designed to enhance our aging hotels along I-35.

STAFFING CHANGES



Karen transitions to Tourism & Economic Development Manager, Lauren becomes Assistant to the City Administrator, and we welcome a new Graphic Designer, Brenna!

PARTNERSHIP OPPORTUNITY



We'll partner with KC Destinations and local KC influencers at the inaugural KC Influencer Meet-Up!

STAY INFORMED



New business welcome packets and the EcoDevo e-news will be available to Merriam businesses along with a business appreciation event in the summer.



Thank you!

