

Overland Park Tourism Study

Prepared for:

The Overland Park Convention and Visitors Bureau

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APPENDIX A
TECHNICAL APPENDIX

1. Introduction

The following material is designed as a guide and explanation of the procedures and methods used by the University of Kansas in executing the Overland Park quarterly tracking study of hotel and motel visitors. Beginning in Fall 1988, this study will continue quarterly.

2. General Description

The tracking study of Overland Park visitors is a strict probability sample of visitors checking into all hotels and motels -- with the exception of the Ramada Inn -- in Overland Park. Data are collected six weeks per quarter and the sampling design employed within each week is a probability sampling design known as a multistage cluster sample. The virtue of this sampling design is that it is statistically equivalent to a simple random sample of visitors in each week, thus providing representative and accurate data.

3. Researchers

The procedures used in this study were developed by two faculty at the University of Kansas School of Business: Professors John L. Lastovicka (Ph.D, University of Illinois) and Surendra N. Singh (Ph.D., University of Wisconsin). These procedures are based on widely accepted methodology used in marketing research and the social and behavioral sciences in general. Professor Singh assisted in the development of the questionnaire and Professor Lastovicka is responsible for the questionnaire, sampling, data processing and field work.

4. Sample Frame

A sample frame is a list of the population to be sampled. The sample frame for each week consists of a table with counts of weekly guest registrations; this table of visitor registrations is broken down by: day of the week, part of day and hotel. In the ideal world of statistical theory one should have a complete sample frame before drawing a sample. Unfortunately, the perfect sample frame for any week's visitors does not exist until that week is over and the opportunity to interview guests at the time of hotel registration is gone. Therefore, the sample frame used for this study is an estimated sample frame based on counts of prior weeks obtained from cooperating Overland Park hotels.

5. Sample Selection

a. Selection of Day Parts within the Week

Days have been divided into three day parts: 8am-2pm, 2pm-10pm, 10pm-8am of the following day. With seven days per week, there are twenty one day parts per week. Thus the first step in the sampling consists of selecting two day parts per week.

This is accomplished using a method in which the probability of selection of any of the twenty one day parts is proportionate to the number of registrations in that day part. For example, most guests check in between 4pm and 10pm, thus these "late afternoon - evening" day parts have a higher probability of selection than the 10pm-8am day parts. Note that no day parts are excluded from selection and that all day parts are proportionately represented using the probabilities in proportion to size (PPS) approach. Use of this technique allows the collection of statistically reliable and representative data.

b. Selection within Day Parts

Within day parts is a further time division of two hour segments. Within each two-hour segment, a hotel is selected using the PPS technique described in the prior paragraph. Thus the final clusters selected consist of: a hotel for some two-hour period within some day part.

Interviewing is conducting in two day parts per week. If the 8am-2pm day part is selected, then data are collected from three possibly different hotels in that day part. A hotel is selected using PPS for the 8am-10pm segment, another selection is drawn for the 10pm-noon segment and a final selection is drawn for the noon-2pm segment.

In the event that the expected number of visitors checking into a selected hotel is less than the required number of visitors, then two hotels are drawn in the two-hour segment. The second hotel selected in these circumstances is always the adjacent hotel in the sampling frame to first hotel selected.

c. Selection of Visitors in Hotels

When the two-hour cluster lists are prepared, interviewers are provided with the number of interviews needed and the number of visitors expected at that hotel during the two-hour segment. Interviewers are instructed to interview the first visitor checking in during the two-hour period. Subsequent visitors are selected using a sampling interval that is the following ratio:

(number of visitors expected / number of interviews required).

Thus if 15 visitors are expected and 3 interviews are needed, then the interval is $15/3$ or 5. This means that visitors 1, $1+(1)5$ or 6, $1+(2)5$ or 11 are then approached for an interview. Thus visitors are selected for interviewing based on a systematic sampling procedure and not on the whim of the interviewer. If interviewers were left to their own devices they will interview only those they view as "approachable" or "friendly;" such ad hoc selection destroys the representativeness of the data. Thus in order to collect representative data, interviewers use the objective and standardized procedure outlined in this paragraph.

6. Sample Size

The sampling methodology has been designed to select 120 visitors per quarter or some 480 visitors per year. Twenty visitors are selected in each of the six weeks per quarter. With two day parts selected per week, this means that ten visitors are selected per day part. The number of visitors selected per two-hour segment is proportionate to the number of visitors expected per two-hour segment.

7. The Interview and the Questionnaire

The personal interview, conducted with a specifically selected sample visitor to Overland Park, is the primary vehicle for collecting the data for the Overland Park Tracking Study. Interviewers approach the visitor immediately after registration at the hotel's front desk and then identify themselves as a University of Kansas researcher conducting a study for the Overland Park Convention and Visitors Bureau. Following this approach, a two to three minute interview is conducted with over 90 percent of the visitors approached. Visitors who refuse a personal interview are re-contacted by mailing them a copy of the study's questionnaire along with

a \$1 incentive. The address for these follow-up mailings placed on the pre-stamped mailing envelope by hotel personnel so that anonymity of respondents replying by mail is maintained.

The questionnaire is included as the last page of this technical appendix. It was designed to collect data on the purpose and origin of visitors to Overland Park. Questions are also asked about the visitor's planned business or pleasure activities while in Overland Park.

8. The Survey Execution

a. Staffing the Field Work

Each quarterly wave of the tracking study is carried out by a staff of about four part-time graduate research assistants employed by the University of Kansas Institute for Public Policy and Business Research. These research assistants are trained and supervised by a field supervisor who has a quarter-time position on this project. About half of the interviews are conducted by the field supervisor and the remaining interviews are collected by the research assistants on an as-needed basis.

b. Data Processing

All the data contained in the questionnaire are transferred to computer files. These files are the sources for quarterly reports. Access to these computer files allows additional tabulations not contained in the quarterly reports. These additional tabulations can be produced upon demand.

9. Questionnaire

A copy of the questionnaire used in the Overland Park Tourism Tracking Study follows this page.

APPENDIX B
QUESTIONNAIRE

OVERLAND PARK, KANSAS, TOURISM STUDY

Hello! My name is _____. In cooperation with the University of Kansas, the _____ Hotel is participating in a Kansas Tourism research project. I have a very short questionnaire that will only take a few moments to complete. Can you please help us?

1. How many times have you been to the Overland Park, Kansas, area on a stay that is overnight or longer? (PLEASE CIRCLE A NUMBER BELOW.)

Is this is your first trip	1	(37)
Only one or two prior trips	2	
Three or four prior trips	3	
Five or more prior trips to Overland Park	4	

2. What is your reason for stopping in the Overland Park area? Is it? (PLEASE CIRCLE A NUMBER BELOW.)

Your primary destination?.....	1	(39)
A convenient stopping place on your way through?.....	2	
One of several stops on your trip?	3	

3. What is the purpose of your trip? Is it: (PLEASE CIRCLE A NUMBER BELOW.)

Business.....	1	(41)
Pleasure (<i>Skip To Question 6</i>)	2	
Combination business and pleasure.....	3	
Other.....	4	

4. If you are in the Overland Park area for business, which one of these activities best describes your primary purpose for the trip? (PLEASE CIRCLE A NUMBER BELOW.)

Call on clients	1	(43)
Perform a service for client/customer.....	2	
Attend a corporate meeting.....	3	
Attend a conference/convention.....	4	
Attend a trade show	5	
Attend training	6	
Other _____.....	7	

5. Which areas of Kansas City do you plan on visiting on this trip as you conduct your business? (PLEASE CIRCLE ALL NUMBERS THAT APPLY.)

Downtown	1	(45)
Country Club Plaza.....	2	
Corporate Woods	3	
Crown Center.....	4	
All over.....	5	
Other _____.....	6	

6. While you are currently in the Overland Park area, which--if any--leisure activities do you plan doing? (PLEASE CIRCLE ALL THAT ARE APPLICABLE.)

For example, will you be shopping at:

- The Country Club Plaza1 (51)
- Metcalf South Shopping Center.....2
- Loehmann's Plaza3
- The Oak Park Mall Shopping Center4
- Crown Center.....5

Will you be attending any games like

- Kansas City Chiefs6
- Kansas City Royals.....7
- Kansas City Comets.....8
- KU Jayhawks.....9

Will you be attending any area tourist attractions like

- Worlds of Fun..... 10
- Oceans of Fun 11
- Nelson-Atkins Museum of Art..... 12
- Truman Home or Museum..... 13
- Renaissance Festival 14
- Missouri River Queen..... 15

Will you attend a performance at:

Tiffany's Attic Theatre.....	16
Waldo Astoria Theatre.....	17
American Heartland Theatre	18
Missouri Repertory	19
Starlight Theatre	20
Did we miss anything?	21

7. How did you arrive in your accommodations in Overland Park today? (PLEASE CIRCLE THE APPROPRIATE NUMBER BELOW.)

Did you:

drive your own private vehicle.....	1	(73)
drive a rental car from somewhere other than KCI Airport	2	
Take a tour bus	3	
Did you fly into Kansas City International Airport and then		
have friends pick you up.....	4	
take a shuttle bus like KCI Express.....	5	
take a cab to Overland Park.....	6	
take a company-provided car.....	7	
take a rental car	8	
Other	9	

The next set of questions will allow us to compare your answers to people similar to yourself.

8. What is your zip code at your current home address?
 _____ (74)

9. Looking at the card which I have just handed you, which letter best describes your age on your last birthday? (PLEASE WRITE THE LETTER ON THE BLANK LINE.)

___ AGE	K. Under 25 Years of Age	(1) (79)
	Z. 26-30 Years of Age	(2)
	F. 31-45 Years of Age	(3)
	T. 46-55 Years of Age	(4)
	D. 56-64 Years of Age	(5)
	B. 65 or More Years of Age	(6)

10. Looking at the other side of the card, which letter includes your approximate total family income, before taxes, during the last calendar year? (PLEASE WRITE THE LETTER ON THE BLANK LINE.)

- | | | |
|-------------------|-----------------------------------|----------|
| ___ ANNUAL INCOME | C. Less than \$10,000 | (1) (80) |
| | L. Between \$10,000 and \$19,999 | (2) |
| | P. Between \$20,000 and \$29,999 | (3) |
| | S. Between \$30,000 and \$39,999 | (4) |
| | Q. Between \$40,000 and \$49,999 | (5) |
| | E. Between \$50,000 and \$59,999 | (6) |
| | M. Between \$60,000 and \$74,999 | (7) |
| | V. Between \$75,000 and \$100,000 | (8) |
| | G. Over \$100,000 | (9) |

Thank you very much for your help. We hope you enjoy your visit to Overland Park!

APPENDIX C
QUARTERLY REPORTS

OVERLAND PARK TOURISM STUDY

FINAL REPORT

I. DESCRIPTION OF THE STUDY

The report is based on information gathered during four quarterly studies of travelers to Overland Park, Kansas. The target population of these studies was all visitors to Overland Park. The sampling procedure was a fixed, sequential random probability sample based on the hotel/motel the visitor was checking into and the time of check in. For additional information on the sampling procedure, see Appendix A. The visitors were approached after they completed the check in process at one of the local hotels or motels within the city limits and asked if they would spend a short time with the interviewer answering a few questions about their trip to Overland Park. Almost all of the potential respondents were cooperative and the refusal rate was approximately 8% over the entire period of the study. This refusal rate is more than acceptable for a study of this type. Because of the method of sampling and the low refusal rate, the information developed from analysis of this data may be used to infer conclusions about the entire population in question, visitors to Overland Park, Kansas.

The interview procedure was designed and tested in three separate pretests. The interview procedure was simple. Appendix A describes how a potential respondent was identified for interviewing. Once the respondent was identified, the interviewer introduced him/herself to the potential respondent as being from the University of Kansas and asked the respondent to answer a few questions concerning their current visit to Overland Park, Kansas. The interview was described as taking approximately two minutes of their time. The standard interview form completed is attached as Appendix B. The results below are a synopsis of the information obtained in these personal interviews completed during four quarterly involving one calendar year. For more detailed information, the Quarterly Reports in Appendix C may be consulted.

II. GENERAL PROFILE OF OVERLAND PARK TRAVELERS

For the purposes of this study, travelers were divided into four categories, based on what they described as the primary reason for this particular journey. Travelers defined their travel purpose as either Business, Pleasure, Business Combined with Pleasure, or Other.

Business travelers were the majority of the travelers to Overland Park, totaling 63% of all respondents interviewed. Business travelers were most predominant in the winter months, comprising 81% of the travelers interviewed during the months January, February, and March. They were only 49% of the travelers during the months of October, November, and December.

Pleasure travelers were 22% of the total sample. They were 28% of the sample in the nine months from April to December, but dropped to only 9% of the sample during January, February, and March, the time period

when business travel was most predominant. These fluctuations in Pleasure travel coincide with the traditional schedule of summer family vacations.

Those travelers who traveled for Business Combined With Pleasure on the particular journey in question were an average of 12% of the respondents. This type of traveler experienced the most quarterly fluctuation of all types of traveler. They were most predominant during the October, November, and December period, but least present during January, February, and March. This is directly opposite to the fluctuations in the Business traveler. It may be that total travel paid for by business remains stable over the two periods, but that the purpose for the trip is perceived differently by the traveler. Many of those traveling for Business Combined With Pleasure were attending conventions and trade shows. It would be interesting to examine the convention and trade show schedule to see if the higher concentration of Business Combined With Pleasure travelers coincided with increased convention and trade show attendance.

Those travelers who defined the purpose of their journey as Other were only 3% of the total sample, with little seasonal fluctuation. When asked, most of these travelers said the impetus of their trip was family-oriented, being illness, death, or family matters.

III. GENERAL MEASURES

A. Destination of Trip

This question asked the traveler if Overland Park was the primary destination on his/her trip, just a convenient overnight stopping place, or one or several stops on the journey. 70% of all the travelers to Overland Park declared Overland Park to be their primary destination on their current trip. This was fairly consistent across all types of travelers.

The next most frequent category was those travelers who identified Overland Park as one of several stops on their current journey. These travelers were an average of 20% of the total sample. Overland Park was given as a convenient stopping place for only 10% of the visitors.

Those traveling for Business were extremely consistent in declaring Overland Park as a primary destination. This is an established and regular clientele for the hotels and motels. However, there were some variations among the other three types of travelers. Those traveling for Business Combined With Pleasure were more likely to give Overland Park as one of several stops on the current journey, probably because a part of the trip was for business while another part was for vacation. The Pleasure and Other travelers were least likely to have Overland Park as one of several stops on a journey. For these travelers, Overland Park was a convenient stopping place on their journey, not one of several destinations.

Only 10% of all respondents to Overland Park reported that Overland Park was only a convenient stopping place to spend the night. These were most commonly those who were traveling for Pleasure. It appears that these respondents were spending the night in Overland Park on their way to a different destination. However, even in this group, these respondents were a minority, only 22%.

From these findings, it is obvious that Overland Park has established itself as a viable destination for either business or personal travel. The research does show that there are some small differences between the different types of travelers which could be used in a targeted marketing campaign. An attempt could be made to show those traveling for Business Combined With Pleasure that there are many opportunities for vacation fun in the general vicinity of Overland Park. These visitors could be tempted to stay longer and focus their trip on the metropolitan area.

Hotels and motels in Overland Park do not appear to be attracting the traveler who is just looking for a place to spend the night. These visitors were only 10% of the total sample. There could be many reasons for this. Many times these travelers are looking for an inexpensive room and Overland Park establishments may be perceived as too expensive. These travelers frequently do not reserve ahead. If they are turned away because all rooms are taken, Overland Park may need additional hotels and motels. Traffic and street signage in Overland Park may be too confusing for the traveler just passing through and they may choose to drive on to a less confusing city to spend the night. The current research does not offer any information to answer these questions at this time.

B. Frequency of Trips to Overland Park

The second question asked travelers if this was the first trip to Overland Park or if the visitor had been to Overland Park previously. If the traveler had visited Overland Park before, we asked how many times before. The question determined how familiar the visitor was with Overland Park and if the visitor was a repeat visitor.

The visitor who had visited Overland Park five or more times in the past were the most predominant visitor, averaging 47% of the travelers. First time visitors were only 22% of the total respondents. Those visitors who had been to Overland Park somewhere between one and two times before were 17% of the travelers and those with three and four previous visits were the remaining 14% of the guests. There was little seasonality between the types of travelers and the number of trips they had made to Overland Park.

Over 78% of all current visitors to Overland Park are repeat visitors. The high percentage of repeat visitors is very good for Overland Park hotels and motels. Obviously, the local hotels and motels are more than holding their own against the competing establishments in the surrounding metropolitan area. However, this study does not establish why visitors are returning to Overland Park. If future research could determine why visitors are choosing Overland Park rather than Kansas City, Lenexa, or the other available cities, these strengths could be used in marketing the local area to other potential visitors.

C. Purpose of Business or Business With Pleasure Travel

The majority of travelers to Overland Park, an average of 85%, were traveling for Business or for Business Combined With Pleasure. Those in the city for these reasons were asked what the purpose of their current journey and given a list of seven potential purposes. These were: Call on a Client, Performing a service for a client or customer, Attending a meeting,

Attending a convention, Attending a trade show, Attending training, or Other. If they identified Other, they were asked to describe their purpose in general terms.

Those who were in Overland Park for Business were here for a variety of reasons, but most predominantly for Attending a meeting (30%) or for a Call on a client (25%). Other reasons for traveling to Overland Park for business reasons alone were to Perform a service for a client (17%), Attending a convention (5%), Attending training (5%), or Attending a trade show (3%). Those identifying Other as a purpose for visiting Overland Park for Business had many different reasons for the visit and no trends were identifiable.

For those travelers who were traveling for Business Combined With Pleasure, Attending a meeting was the most often named reason for the trip (27%). Other reasons were Performing a service for a client (14%), Calling on a client (10%), Attending a convention or trade show (9% each), or Attending training (8%). Again, those identifying Other as a purpose had many diverse reasons for the visit to Overland Park.

There was very little difference between the two groups of visitors. Meetings, either with fellow employees or with people outside the firm, were the most common reason for travel. Facilities and equipment for meetings should be a high priority for the local hotels and motels.

D. Transportation

Most travelers to Overland Park drove their private vehicle (45% of the aggregated sample). As could be expected the Pleasure traveler used his/her private vehicle most often, 84% of the time. The Business traveler used private transportation least often, only 27% of the time. Those traveling for Business Combined With Pleasure and for Other reasons used their private vehicle 65% and 62% of the time respectively.

The next most popular means of transportation for all travelers was to fly into KCI Airport, rent a vehicle there, and drive to Overland Park. 32% of all travelers did this. This was the most popular means of transportation for the Business traveler, with 45% of these travelers choosing this means of transportation. However, for the traveler who was in the category Business Combined With Pleasure, this was the least favored means of transportation, with only 16% of these travelers selecting to rent a vehicle. This reinforces our conclusion that many of these travelers were combining a business trip with vacation, and used their private vehicle to drive on to another destination. Few travelers flew into KCI and then took a cab or a limousine to their hotel (only 1% of all travelers, 2% of Business travelers).

Because the private vehicle is the most popular means of transportation, hotels and motels must be concerned with access to and from major arterial streets. Employees working with the public should be trained in providing clear directions to the hotel/motel and to major landmarks in the metropolitan area. Maps should also be available.

E. Areas Visited by Business Travelers

This question was designed to determine how many travelers were both staying in Overland Park and conducting their business-related activities in Overland Park versus those travelers who were choosing to stay in Overland Park while conducting business in other parts of the metropolitan area. We asked those who were in Overland Park for Business or Business Combined With Pleasure which areas of the Kansas City metropolitan area they planned on visiting as they conducted business. Respondents could name more than one specific area, could reply "all over" the metropolitan area, or could specify a location not on our list of five general geographic areas. Our listed locations included: Downtown Kansas City, Country Club Plaza, Corporate Woods, Crown Center, All Over the Metropolitan Area, and Other Not Listed.

Results were spread among the several locations we had specified in our list. Only 16% of the respondents planned to visit Downtown Kansas City, Kansas or Missouri. Corporate Woods was named by 28% of the respondents. The most popular specific location to be visited was the Crown Center area (30%).

Many respondents were more general in their plans. 34% of them planned on visiting "All Over" the metropolitan area. And 57% named specific areas we did not supply with our predetermined list of locations. Most of these respondents were planning on focusing their visits in the Johnson County area, naming cities like Lenexa, Olathe, and Overland Park itself as their primary locations to visit on this trip.

What was most interesting was that only 31% of the travelers interviewed were staying in Overland Park and visiting locations outside the Overland Park/Johnson County geographic area. It is apparent from this information that the Overland Park/Johnson County area has become a magnet for the business traveler. Not only is the business traveler staying in Overland Park, he/she is conducting their business in the area as well.

IV. LEISURE RELATED MEASURES

Few travelers were able to list many planned leisure activities, perhaps because the survey was taken at the time the visitors were checking into the hotel/motel. The more popular activities given by the respondents were shopping, eating out, and family-related activities. As expected, the traveler who could most frequently list leisure activities was in town for Pleasure. 41% of these travelers listed one or more leisure activities. The Business traveler listed leisure activities least often (14% of the time).

V. DEMOGRAPHIC MEASURES

A. Gender

For the purposes of this study, gender of the person interviewed was determined by observation by the interviewer. The gender of additional members of the traveler's party was also determined by observation (see Section V.D.), but exact gender percentages were not tabulated. Any additional research should further explore the gender composition of the

party as it checks into the hotel/motel in order to further specify the exact percentages of men and women who are traveling to Overland Park. More specific information on the gender of travelers will help the hotels and motels better target the services they provide to their guests.

Men were the most frequent respondents interviewed in our survey, comprising 75% of the people interviewed. They were especially predominant among the Business travelers (87%) and among the Business Combined With Pleasure (64%) travelers. Please note that this does not necessarily mean that men are 75% of all travelers. It could have been that men were heavily represented in our sample because they tend to be the person who completes the check in process.

Among the Pleasure travelers, women were 51% of the sample and among the Other travelers, women were 45% of the sample. Women respondents were also slightly more prevalent in all segments during the spring and summer months.

B. Age

People in the age range from 31-45 years of age were most frequently represented in our sample, comprising 46% of the respondents. This is the group of the population most often called the Baby Boom generation. The other age brackets were between 5% and 24% of the sample, with the young (less than 25) and old (over 65) least represented. Those who traveled for pleasure tended to be slightly older than those who traveled for Business or Business Combined With Pleasure; however the differences were small, less than 5%.

C. Income

Respondents most often reported a combined family income of \$75,000-100,000 a year. However even this income bracket was small, representing only 17% of the total respondents. Next most represented were those reporting an income of \$40,000-49,999 a year (16%) and \$60,000-74,999 a year (15%). Those traveling for Business or Business Combined With Pleasure reported slightly higher incomes than those traveling for Pleasure or Other.

While these reported incomes appear to be high given national statistics, we believe few respondents inflated their income in their response. Response was totally disguised to the interviewer so as to minimize any tendency to misrepresent incomes. Those respondents sensitive to this question also had the opportunity to decline to answer the question. Declines were only 6% of the total sample. The higher-than-expected figures are probably due to the types of hotels and motels in Overland Park, the fact that most respondents were business travelers, and the general income levels of Overland Park itself.

D. Composition of Party

Party composition was determined by observation, not by questioning the respondent. We were able to determine within a reasonable doubt the party composition in all but 5% of the interviews by noting the number of people checking into the hotel/motel, by observing the party size, or through unsolicited comments made by the respondent.

Traveling alone was the most frequent case, including 51% of all respondents. Those respondents who traveled alone were most frequently Business travelers, with 68% of all Business travelers traveling alone. Those traveling for Business Combined With Pleasure were 26% of those traveling alone.

Respondents who were traveling in pairs or parties containing both sexes but no children were 25% of all respondents. They were most frequently traveling for Pleasure and were 54% of that category of traveler. These travelers were also 41% of the Business Combined With Pleasure travelers and 46% of the Other travelers. They were only 11% of the Business travelers. They were also most prevalent during the spring months, April through June.

Respondents who were traveling in pairs or parties containing only a single sex, male or female, were only 17% of all respondents. They were most often traveling for Business (19%) Business Combined With Pleasure (24%), or Other (23%). Only 6% of those traveling for Pleasure were in a party of only one sex.

Adults traveling with children were only 7% of the respondents and traveled most often in the spring and summer. As could be expected, they were 18% of the Pleasure travelers and 22% of those who traveled for Other reasons. They were only 9% of those traveling for Business Combined With Pleasure and 1% of those traveling for Business.

There are distinct differences among the composition of the parties of the different types of travelers. The lone traveler is most prevalent in the Business traveler. For all other types of travelers, the most prevalent party has two or more adults, with both sexes represented.

VI. ORIGIN OF TRAVELERS

Not surprisingly, the Midwest Region (Kansas, Missouri, Colorado, Nebraska, Oklahoma) provided the majority of travelers to Overland Park, 45% of the total. The next most prevalent region was the North Central Region (Ohio, Indiana, Michigan, Iowa, Wisconsin, Minnesota, Illinois, North Dakota, and South Dakota). This region provided 20% of the respondents. The Western Region (California, Oregon, and Washington) provided 13% of the total respondents.

On a state-by-state basis, Kansas provided 35% of all travelers, Missouri 13%, Texas 8%, Illinois 6% and California 5%. There was little seasonality in the origin of the travelers.

This information can be used to target the marketing efforts of both the hotel/motel staffs and the Convention and Tourism Board of Overland Park. Advertising and convention/trade show efforts would probably have the most return when focused on the above three regions and five states.

VII. IMPLICATIONS OF THE STUDIES

A. Seasonality

The number of people who traveled for Pleasure increased during the spring and summer months. Those who traveled for Business, Business Combined with Pleasure, or for Other purposes remained fairly constant throughout the year. Marketing efforts should reflect these seasonal differences. Different media and advertising images can be used to target these different audiences in advance of the seasons, emphasizing the appeal of various facets of the Overland Park area for the traveler in question.

B. Destination of the Traveler

Overland Park is a specific destination or stopping point for 90% of all travelers to the city. In addition, 78% of all visitors were repeat visitors. These visitors are in Overland Park for some period of time and accordingly will be in need of information about the area, whether their trip is for Business, Pleasure, Business Combined with Pleasure, or Other purposes. Therefore, it becomes very important for all persons in contact with these visitors to be able to provide information. Supplemental information like Visitors Guides can induce longer visits to Overland Park because the visitor enjoys his/her visit more. For example, the interviewers noted that the visitor to Overland Park has two primary needs once they have checked into their hotel or motel.

One is to find a good place to eat. Each visitor asking about "a good place to eat" appeared to have different financial constraints and culinary desires, and many visitors had difficulty describing what they wanted. Desk assistants at the various hotels and motels varied in their knowledge of local eating establishments. (There is no consistency between facilities; rather the difference is in the assistant's familiarity with Overland Park as a whole.) The visitors' frustrations were very apparent to the interviewers as we observed the sometimes lengthy conversations they had with clerks. In order to solve these difficulties, we recommend that the Visitors and Tourism Board create for each facility a Restaurant Guide which contains restaurant menus.

We recommend that the Restaurant Guide be a notebook containing actual menus of as many of the local restaurant as possible for the following reasons. The menus have the prices on them so visitors can discretely choose the establishment most suited to their pocketbook. Second, the menus will give the visitor the most information about what the Restaurant serves. Those sophisticated visitors who seek Cantonese food can recognize it from the menu rather than rely on a potentially inexperienced desk assistant. The Guide will also allow parties of visitors to discuss and compare Restaurant menus to resolve their mutual plans for meals. These notebooks could be updated on a routine basis using form inquiry letters from the Visitors and Tourism Board to the restaurant.

Finally, the visitor to Overland Park almost always needs directions around town and to major highways. We noted a potential aid during another study. The White Haven Inn in Overland Park has placed on the wall of the lobby a large and detailed map of the Kansas City metropolitan

area for visitors' reference. The location of the White Haven has been identified and major highways highlighted with color. We recommend that the local hotels and motels consider a similar map for their lobbies. Visitors seem more confident about their location and directions when they can see the map in front of them. Landmarks and frequently sought locations (like restaurants) can be clearly identified on them. A map like this is frequently consulted before the desk clerk is questioned, saving the clerk's time and keeping the desk open for potential guests.

C. Repeat Travelers

78% of the travelers to Overland Park were repeat visitors, returning to Overland Park as many as five or more times. Only 22% of the visitors were first-time visitors. There could be a problem of relying too heavily on those travelers who already know of Overland Park. Marketing efforts should focus on drawing in new travelers who don't know about how good Overland Park really is.

D. Conferences, Conventions, and Trade Shows

These special events are increasingly important to the tourism trade in Overland Park. They are as much as 13% of the travelers in the spring months and as little as 5.1% in the summer months. However, the mainstay of the hotel and motel trade in Overland Park is the Business traveler, who is as much as 72% of the total traveling public (excluding the convention and trade show travelers). It is important not to lose sight of the relative importance of these two populations.

E. Transportation to Overland Park

The automobile is important to travelers to Overland Park. Over 80% of all travelers used either private automobiles or rental cars to drive to Overland Park. Limousines, tour buses, taxicabs, and other forms of transportation provided less than 12% of all transportation. Billboards and highway signs thus become an important part of advertising and communication with visitors to Overland Park. Visitors also rely heavily on employees for driving directions.

F. Leisure Activities

When questioned about leisure activities, most visitors had very few identifiable planned activities. In fact, frequently they asked the interviewer about the listed activities and wanted recommendations about "what to do." These visitors need information about what is available, what it costs, and how to get to the various sites. Visitors Guides and trained hotel/motel employees are very helpful.

G. Traveler Demographics

Travelers were most often male, were usually between the ages of 31-45 years, and had an above average level of income (between \$75,000 and \$100,000 a year). The travel party composition was distinctly different for different types of traveler. Those traveling for Business purposes traveled most often alone. Those traveling for any other purpose were most often were in parties with both sexes represented. Those traveling for Pleasure were most often in parties with both sexes represented and often had children present.

These demographic profiles become very important when developing advertising material. They can be used to select images for media directed at different types of audiences. For example, an advertisement in the magazine, *Better Homes and Gardens*, directed at the Pleasure traveler, should probably have pictures of families or couples, while the advertisement in the airline magazine directed at the Business traveler would picture a single man or woman.

H. Geographic Distribution of Travelers

Travelers to Overland Park most often come from the Midwest, especially Kansas. The second most important region for Overland Park is the North Central region of Ohio, Indiana, Michigan, Iowa, Wisconsin, Minnesota, Illinois, North and South Dakota. Finally, the individual states of Texas, Illinois, and California also provide many visitors to Overland Park, probably reflecting the central geographic location of Kansas and Overland Park in particular.

Advertising should be placed so as to reinforce and trade off this geographic strength. Advertising outside these regions should be cautiously evaluated because it is more risky than advertising targeted at travelers from the above regions.

VIII. FUTURE RESEARCH DIRECTIONS

The next step in this line of research would be a set of indepth interviews with selected respondents who are either travelers to Overland Park or involved in providing services to travelers. Additional information on this suggested additional research will be forthcoming.

OVERLAND PARK TOURISM STUDY
AGGREGATED DATA
1988-89

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 295	Business (n=186; 63.0% of the total)	Pleasure (n=64; 21.7% of the total)	Business/Pleasure Combined (n=35; 12% of the total)	Other (n=9; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Overland Park = primary destination	69.9	70.6	68.4	66.3	78.9
Convenient Stopping Place.....	9.8	5.9	21.8	8.3	11.3
One of Several Stops.....	20.3	23.5	9.8	25.4	9.7
<u>Number of Trips to Overland Park</u>					
First Visit.....	21.7	20.3	21.4	25.0	39.7
1-2 Previous Trips.....	16.9	14.0	20.4	26.8	13.0
3-4 Previous Trips.....	14.1	15.2	16.9	4.4	8.5
5+ Previous Trips.....	47.3	50.7	41.3	43.8	38.8
<u>Purpose of Business</u>					
Not in Overland Park for Business ¹ .	20.3	—	—	—	—
Client Call.....	18.3	25.3	—	10.4	—
Service Call.....	13.5	16.9	—	13.7	—
Meeting.....	23.9	30.1	—	26.7	—
Convention.....	4.9	5.4	—	9.3	—
Trade Show.....	3.2	3.1	—	8.9	—
Training.....	4.2	4.7	—	7.8	—
Other.....	11.7	14.4	—	23.4	—
<u>Transportation to Overland Park</u>					
Private Car.....	45.1	27.4	84.2	64.5	61.9
Non-KCI Rental Car.....	2.2	1.0	1.6	7.3	11.3
Tour Bus.....	0.3	0.0	1.5	0.0	0.0
Flew to KCI, then,					
friends picked up.....	4.6	4.7	5.9	2.8	0.0
took shuttle.....	4.7	6.8	0.5	2.8	0.0
took cab.....	1.4	2.2	0.0	0.0	0.0
took company car.....	1.2	1.9	0.0	0.0	0.0
took rental car.....	32.6	45.2	6.4	16.0	17.0
Other.....	7.9	10.8	0.0	6.5	9.7

¹— designates a nonapplicable response. For example, pleasure travelers do not have business purposes for their travel

OVERLAND PARK TOURISM STUDY
 AGGREGATED DATA
 1988-89

GENERAL MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 295	Business (n=186; 63.0% of the total)	Pleasure (n=64; 21.7% of the total)	Business/Pleasure Combined (n=35; 12% of the total)	Other (n=9; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Areas of City to be Visited for Business</u>					
Downtown.....	12.6	16.0	—	20.7	—
County Club Plaza.....	12.8	15.7	—	24.1	—
Corporate Woods.....	11.1	14.0	—	18.9	—
Crown Center.....	6.0	7.0	—	12.7	—
All Over.....	9.4	12.3	—	13.2	—
Others Not Listed.....	37.3	50.5	—	40.8	—

OVERLAND PARK TOURISM STUDY
AGGREGATED DATA
1988-89

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 295	Business (n=186; 63.0% of the total)	Pleasure (n=64; 21.7% of the total)	Business/Pleasure Combined (n=35; 12% of the total)	Other (n=9; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
County Club Plaza.....	22.2	13.0	43.8	37.9	0.0
Metcalf South.....	15.4	11.6	25.1	22.4	0.0
Loehmann's Plaza.....	5.9	5.4	6.2	9.9	0.0
Oak Park Mall.....	14.9	9.0	27.7	27.1	0.0
Crown Center.....	11.3	5.1	27.0	16.8	6.5
<u>Attend Sports Activity</u>					
KC Chiefs.....	0.3	0.0	1.6	0.0	0.0
KC Royals.....	5.1	2.3	14.0	2.8	8.5
KC Comets.....	0.5	0.5	0.5	0.0	0.0
KU Jayhawks.....	0.7	0.9	0.5	0.0	0.0
<u>Attend Tourist Attraction</u>					
Worlds of Fun.....	2.7	0.0	12.4	0.0	0.0
Oceans of Fun.....	0.7	0.0	3.1	0.0	0.0
Nelson-Atkins Museum of Art.....	3.1	0.7	10.8	1.7	1.6
Truman Home/Museum.....	1.1	0.0	4.7	0.0	1.6
Renaissance Festival.....	0.0	0.0	0.0	0.0	0.0
Missouri River Queen.....	0.5	0.0	2.1	0.0	0.0
<u>Attend Live Performance</u>					
Tiffany's Attic.....	0.0	0.0	0.0	0.0	0.0
Waldo Astoria.....	0.0	0.0	0.0	0.0	0.0
American Heartland.....	0.5	0.8	0.0	0.0	0.0
Missouri Repertory.....	0.0	0.0	0.5	0.0	0.0
Starlight Theater.....	0.3	0.0	1.4	0.0	0.0
Other Leisure Activities.....	21.3	14.1	41.0	19.1	29.1

OVERLAND PARK TOURISM STUDY
AGGREGATED DATA
1988-89

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 295	Business (n=186; 63.0% of the total)	Pleasure (n=64; 21.7% of the total)	Business/Pleasure Combined (n=35; 12% of the total)	Other (n=9; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Sex</u>					
Male.....	74.9	86.7	49.0	64.4	55.1
Female.....	25.1	13.3	51.0	35.6	44.9
<u>Age (in years)</u>					
Under 25.....	5.0	2.2	12.9	4.2	12.8
26-30.....	10.9	11.7	13.7	5.0	0.0
31-45.....	45.6	50.5	22.2	49.5	76.3
46-55.....	23.7	26.4	16.9	24.3	11.0
56-64.....	9.7	7.6	15.6	13.6	0.0
65+.....	5.2	7.6	18.6	3.4	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	1.5	0.0	4.0	5.1	0.0
\$10,000-\$19,999.....	4.8	2.2	7.6	11.4	12.8
\$20,000-\$29,999.....	7.6	7.5	12.5	2.6	0.0
\$30,000-\$39,999.....	10.4	7.3	18.0	13.4	12.8
\$40,000-\$49,999.....	15.5	15.1	13.3	17.8	27.9
\$50,000-\$59,999.....	12.5	12.9	14.8	10.5	0.0
\$60,000-\$74,999.....	14.5	18.2	4.1	9.2	27.4
\$75,000-\$100,000.....	16.8	20.7	5.7	13.6	19.2
Over \$100,000.....	13.2	14.8	10.6	12.5	0.0
Declined to Respond.....	3.1	1.2	9.3	3.9	0.0
<u>Composition of the Visiting Party</u>					
Alone.....	50.8	68.1	19.4	26.4	9.7
Adults, Different Sex.....	24.8	10.9	53.5	40.9	46.2
Adults, Same Sex.....	16.8	19.1	5.6	23.7	22.7
Adults with Children.....	6.6	1.4	18.4	8.9	21.5
Undetermined.....	1.0	0.5	3.1	0.0	0.0

OVERLAND PARK TOURISM STUDY
AGGREGATED DATA
1988-89

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 295	Business (n=186; 63.0% of the total)	Pleasure (n=64; 21.7% of the total)	Business/Pleasure Combined (n=35; 12% of the total)	Other (n=9; 3% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Region</u>					
New England.....	0.9	0.5	3.2	0.0	0.0
Mid Central.....	6.6	9.1	0.0	2.6	10.0
South East.....	7.5	8.6	4.8	7.7	0.0
North Central.....	20.2	21.8	15.9	17.9	20.0
Midwest.....	44.9	36.8	60.3	61.5	60.0
Western.....	13.3	16.4	11.1	2.6	0.0
West Coast.....	6.6	6.8	4.8	7.7	10.0
<u>Most Frequent States</u>					
Kansas.....	34.6	16.7	37.5	40.0	44.4
Missouri.....	13.3	16.7	7.8	17.1	22.2
Texas.....	8.4	13.4	3.1	2.9	0.0
Illionis.....	6.0	8.1	4.7	2.9	11.1
California.....	5.4	6.5	3.1	8.6	11.1
% of Total in Category	67.7	61.4	56.2	71.5	88.8

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SUMMER 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 59	Business (n=35; 60.2% of the total)	Pleasure (n=16; 27.7% of the total)	Business/Pleasure Combined (n=6; 10.4% of the total)	Other (n=1; 1.7% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Overland Park = primary destination	67.1	68.3	62.5	66.7	100.0
Convenient Stopping Place.....	10.4	2.9	31.3	0.0	0.0
One of Several Stops.....	22.5	28.8	6.3	33.3	0.0
<u>Number of Trips to Overland Park</u>					
First Visit.....	17.3	11.5	18.8	33.3	100.0
1-2 Previous Trips.....	19.0	14.4	25.0	33.3	0.0
3-4 Previous Trips.....	27.7	31.7	31.3	0.0	0.0
5+ Previous Trips.....	35.9	42.4	25.0	33.3	0.0
<u>Purpose of Business</u>					
Not in Overland Park for Business ¹ ..	27.7	—	—	—	—
Client Call.....	17.0	29.7	—	0.0	—
Service Call.....	17.0	26.7	—	16.7	—
Meeting.....	18.3	23.0	—	50.0	—
Convention.....	3.4	3.0	—	16.7	—
Trade Show.....	1.7	0.0	—	16.7	—
Training.....	3.4	5.9	—	0.0	—
Other.....	6.8	11.9	—	0.0	—
<u>Transportation to Overland Park</u>					
Private Car.....	42.1	19.4	93.8	33.3	100.0
Non-KCI Rental Car.....	1.7	0.0	0.0	16.7	0.0
Tour Bus.....	0.0	0.0	0.0	0.0	0.0
Flew to KCI, then,					
friends picked up.....	5.1	5.8	0.0	16.7	0.0
took shuttle.....	3.4	5.8	0.0	0.0	0.0
took cab.....	3.4	5.8	0.0	0.0	0.0
took company car.....	1.7	2.9	0.0	0.0	0.0
took rental car.....	37.4	51.8	6.3	33.3	0.0
Other.....	5.1	8.6	0.0	0.0	0.0

¹— designates a nonapplicable response. For example, pleasure travelers do not have business purposes for their travel

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SUMMER 1989

GENERAL MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 59	Business (n=35; 60.2% of the total)	Pleasure (n=16; 27.7% of the total)	Business/Pleasure Combined (n=6; 10.4% of the total)	Other (n=1; 1.7% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)

Areas of City to be Visited for Business

Down town.....	4.7	7.9	—	0.0	—
Country Club Plaza.....	15.3	17.3	—	50.0	—
Corporate Woods.....	13.2	16.5	—	33.3	—
Crown Center.....	4.7	5.0	—	16.7	—
All Over.....	5.1	8.6	—	0.0	—
Others Not Listed ²	30.6	48.9	—	16.7	—

²Others not listed include: Overland Park (8), KCMO (6).

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SUMMER 1989

	PURPOSE OF TRIP				
	Total Sample Size n = 59	Business (n=35; 60.2% of the total)	Pleasure (n=16; 27.7% of the total)	Business/Pleasure Combined (n=6; 10.4% of the total)	Other (n=1; 1.7% of the total)
LEISURE RELATED MEASURES	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Country Club Plaza.....	15.3	8.6	25.0	33.3	0.0
Metcalfe South.....	8.5	8.6	12.5	0.0	0.0
Loehmann's Plaza.....	8.1	10.8	0.0	16.7	0.0
Oak Park Mall.....	10.2	5.8	18.8	16.7	0.0
Crown Center.....	5.1	5.8	6.3	0.0	0.0
<u>Attend Sports Activity</u>					
KC Chiefs.....	0.0	0.0	0.0	0.0	0.0
KC Royals.....	8.1	2.2	18.8	16.7	0.0
KC Comets.....	0.0	0.0	0.0	0.0	0.0
KU Jayhawks.....	0.0	0.0	0.0	0.0	0.0
<u>Attend Tourist Attraction</u>					
Worlds of Fun.....	6.8	0.0	25.0	0.0	0.0
Oceans of Fun.....	3.4	0.0	12.5	0.0	0.0
Nelson-Atkins Museum of Art.....	3.4	0.0	12.5	0.0	0.0
Truman Home/Museum.....	3.4	0.0	12.5	0.0	0.0
Renaissance Festival.....	0.0	0.0	0.0	0.0	0.0
Missouri River Queen.....	1.7	0.0	6.3	0.0	0.0
<u>Attend Live Performance</u>					
Tiffany's Attic.....	0.0	0.0	0.0	0.0	0.0
Waldo Astoria.....	0.0	0.0	0.0	0.0	0.0
American Heartland.....	0.0	1.4	0.0	0.0	0.0
Missouri Repertory.....	0.0	0.0	0.0	0.0	0.0
Starlight Theater.....	0.0	0.0	0.0	0.0	0.0
Other Leisure Activities ³	28.9	28.8	37.5	0.0	0.0

³Other leisure activities include: dining out (3); family events (2); golf (5); general shopping-(1). The number in parentheses corresponds to the count of visitors participating in each activity.

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SUMMER 1989

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 59	Business (n=35; 60.2% of the total)	Pleasure (n=16; 27.7% of the total)	Business/Pleasure Combined (n=6; 10.4% of the total)	Other (n=1; 1.7% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Sex</u>					
Male.....	64.3	77.0	31.3	83.3	0.0
Female.....	35.7	23.0	68.8	16.7	100.0
<u>Age (in years)</u>					
Under 25.....	11.9	5.8	25.0	16.7	0.0
26-30.....	10.2	11.5	12.5	0.0	0.0
31-45.....	37.0	45.3	18.8	50.0	0.0
46-55.....	20.4	25.9	12.5	0.0	0.0
56-64.....	15.3	8.6	25.0	33.3	0.0
65+.....	5.1	2.9	6.3	0.0	100.0
<u>Annual Household Income</u>					
Under \$10,000.....	5.1	0.0	6.3	16.7	100.0
\$10,000-\$19,999.....	5.1	0.0	12.5	16.7	0.0
\$20,000-\$29,999.....	13.6	8.6	25.0	16.7	0.0
\$30,000-\$39,999.....	6.8	2.9	12.5	16.7	0.0
\$40,000-\$49,999.....	6.8	8.6	6.3	0.0	0.0
\$50,000-\$59,999.....	8.5	11.5	6.3	0.0	0.0
\$60,000-\$74,999.....	23.8	23.0	25.0	16.7	0.0
\$75,000-\$100,000.....	17.0	23.0	6.3	16.7	0.0
Over \$100,000.....	11.5	19.4	0.0	0.0	0.0
Declined to Respond.....	1.7	2.9	0.0	0.0	0.0
<u>Composition of the Visiting Party</u>					
Alone.....	42.6	57.6	12.5	33.3	0.0
Adults, Different Sex.....	25.1	13.7	43.8	50.0	0.0
Adults, Same Sex.....	18.7	23.0	6.3	16.7	100.0
Adults with Children.....	10.2	2.9	31.3	0.0	0.0
Undetermined.....	3.4	2.9	6.3	0.0	0.0

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SUMMER 1989

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 59	Business (n=35; 60.2% of the total)	Pleasure (n=16; 27.7% of the total)	Business/Pleasure Combined (n=6; 10.4% of the total)	Other (n=1; 1.7% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Region</u>					
New England.....	0.0	0.0	0.0	0.0	0.0
Mid Central.....	3.3	0.0	3.1	14.3	0.0
South East.....	8.5	5.6	9.4	0.0	50.0
North Central.....	20.3	33.3	15.6	14.3	0.0
Midwest.....	50.8	61.1	43.8	57.1	50.0
Western.....	8.5	0.0	12.5	14.3	0.0
West Coast.....	8.5	0.0	15.6	0.0	0.0
<u>Most Frequent States</u>					
Kansas.....	28.8	20.0	56.3	16.7	50.0
Missouri.....	8.5	5.7	12.5	16.7	0.0
Ohio.....	6.8	5.7	12.5	0.0	0.0
California.....	5.1	8.6	0.0	0.0	0.0
Arizona.....	5.1	8.6	0.0	0.0	0.0
% of Total in Category	54.3	48.6	81.3	33.3	50.0

OVERLAND PARK TOURISM STUDY
QUARTERLY SUMMARY DATA
SPRING 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 113	Business (n=60; 53.1% of the total)	Pleasure (n=32; 28.3% of the total)	Business/Pleasure Combined (n=17; 15.0% of the total)	Other (n=5; 4.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Overland Park = primary destination	64.1	73.9	48.4	49.2	76.7
Convenient Stopping Place.....	11.4	4.6	28.6	10.4	0.0
One of Several Stops.....	24.5	21.5	23.0	40.4	23.3
<u>Number of Trips to Overland Park</u>					
First Visit.....	33.5	37.2	30.8	21.7	40.8
1-2 Previous Trips.....	21.1	12.8	22.3	58.8	0.0
3-4 Previous Trips.....	8.3	6.3	11.1	6.8	20.4
5+ Previous Trips.....	37.1	43.8	35.8	12.7	38.8
<u>Purpose of Business</u>					
Not in Overland Park for Business ¹ ..	30.8	—	—	—	—
Client Call.....	12.0	21.3	—	0.0	—
Service Call.....	10.9	15.0	—	17.2	—
Meeting.....	17.3	23.5	—	21.1	—
Convention.....	10.2	14.8	—	13.6	—
Trade Show.....	2.5	1.8	—	10.4	—
Training.....	6.3	7.1	—	15.9	—
Other.....	10.0	16.5	—	5.2	—
<u>Transportation to Overland Park</u>					
Private Car.....	45.9	23.7	78.9	76.4	30.9
Non-KCI Rental Car.....	2.6	0.0	5.8	9.1	0.0
Tour Bus.....	0.0	0.0	0.0	0.0	0.0
Flew to KCI, then,					
friends picked up.....	3.8	3.7	7.0	0.0	0.0
took shuttle.....	7.0	11.9	1.7	0.0	0.0
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	1.0	1.7	0.0	0.0	0.0
took rental car.....	30.0	44.6	7.5	10.0	40.8
Other.....	9.7	14.3	0.0	4.5	23.3

¹— designates a nonapplicable response. For example, pleasure travelers do not have business purposes for their travel. Other business purposes include: visit local office/personnel (2); military (2); interview (1).

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SPRING 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 113	Business (n=60; 53.1% of the total)	Pleasure (n=32; 28.3% of the total)	Business/Pleasure Combined (n=17; 15.0% of the total)	Other (n=5; 4.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)

Areas of City to be Visited for Business

Downtown.....	11.9	17.4	—	15.9	—
Country Club Plaza.....	5.2	8.7	—	3.0	—
Corporate Woods.....	4.1	5.6	—	6.8	—
Crown Center.....	0.4	0.0	—	3.0	—
All Over.....	9.2	16.6	—	0.0	—
Others Not Listed ²	39.2	53.6	—	59.3	—

²Others not listed include: Johnson County area (38); Topeka (1); Westport (1); Bendix Plant (1).

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SPRING 1989

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 113	Business (n=60; 53.1% of the total)	Pleasure (n=32; 28.3% of the total)	Business/Pleasure Combined (n=17; 15.0% of the total)	Other (n=5; 4.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Country Club Plaza.....	11.7	9.0	15.5	18.9	0.0
Metcalf South.....	12.6	5.9	20.5	29.2	0.0
Loehmann's Plaza.....	2.9	2.3	4.0	4.5	0.0
Oak Park Mall.....	12.2	5.9	26.3	14.9	0.0
Crown Center.....	8.8	0.0	29.9	3.0	15.5
<u>Attend Sports Activity</u>					
KC Chiefs.....	0.0	0.0	0.0	0.0	0.0
KC Royals.....	13.2	8.3	29.9	0.0	20.4
KC Comets.....	0.0	0.0	0.0	0.0	0.0
KJ Jayhawks.....	0.0	0.0	0.0	0.0	0.0
<u>Attend Tourist Attraction</u>					
Worlds of Fun.....	5.0	0.0	19.6	0.0	0.0
Oceans of Fun.....	0.0	0.0	0.0	0.0	0.0
Nelson-Atkins Museum of Art.....	3.2	0.0	12.6	0.0	0.0
Truman Home/Museum.....	0.0	0.0	0.0	0.0	0.0
Renaissance Festival.....	0.0	0.0	0.0	0.0	0.0
Missouri River Queen.....	0.0	0.0	0.0	0.0	0.0
<u>Attend Live Performance</u>					
Tiffany's Attic.....	0.0	0.0	0.0	0.0	0.0
Waldo Astoria.....	0.0	0.0	0.0	0.0	0.0
American Heartland.....	0.0	0.0	0.0	0.0	0.0
Missouri Repertory.....	0.0	0.0	0.0	0.0	0.0
Starlight Theater.....	1.2	0.0	4.5	0.0	0.0
Other Leisure Activities ³	28.2	20.9	56.2	10.0	15.5

³Other leisure activities include: general shopping (7); wedding (4); reunion (4); graduation (1); movie (2); visit family/friends (4); golf (4); bars (3); Swope Park (1). The number in parentheses corresponds to the count of visitors participating in each activity.

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SPRING 1989

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 113	Business (n=60; 53.1% of the total)	Pleasure (n=32; 28.3% of the total)	Business/Pleasure Combined (n=17; 15.0% of the total)	Other (n=5; 4.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Sex</u>					
Male.....	68.0	90.4	49.4	28.6	23.3
Female.....	32.0	9.6	50.6	71.4	76.7
<u>Age (in years)</u>					
Under 25.....	6.2	3.2	14.6	4.5	0.0
26-30.....	6.8	6.4	11.0	3.0	0.0
31-45.....	41.2	50.0	24.6	24.9	76.7
46-55.....	26.6	30.9	12.0	37.4	23.3
56-64.....	12.1	7.1	20.3	21.0	0.0
65+.....	7.1	2.5	17.5	9.1	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	3.3	0.0	5.3	13.6	0.0
\$10,000-\$19,999.....	5.9	1.5	11.0	15.9	0.0
\$20,000-\$29,999.....	9.5	10.7	10.0	6.8	0.0
\$30,000-\$39,999.....	8.2	7.7	12.5	5.4	0.0
\$40,000-\$49,999.....	22.0	20.4	13.7	31.1	59.2
\$50,000-\$59,999.....	8.3	7.3	14.3	4.5	0.0
\$60,000-\$74,999.....	8.5	14.6	1.7	0.0	0.0
\$75,000-\$100,000.....	16.9	21.9	3.3	13.6	40.8
Over \$100,000.....	14.6	14.0	21.6	9.1	0.0
Declined to Respond.....	2.7	1.7	6.7	0.0	0.0
<u>Composition of the Visiting Party</u>					
Alone.....	47.2	74.9	12.5	9.8	23.3
Adults, Different Sex.....	30.4	9.3	64.6	42.9	56.3
Adults, Same Sex.....	11.5	12.4	5.0	24.0	0.0
Adults with Children.....	10.8	3.5	18.0	23.3	20.4
Undetermined.....	0.0	0.0	0.0	0.0	0.0

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 SPRING 1989

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 113	Business (n=60; 53.1% of the total)	Pleasure (n=32; 28.3% of the total)	Business/Pleasure Combined (n=17; 15.0% of the total)	Other (n=5; 4.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Region</u>					
New England.....	2.6	1.7	6.5	0.0	0.0
Mid Central.....	6.2	10.0	0.0	0.0	20.0
South East.....	8.0	6.7	6.5	17.6	0.0
North Central.....	15.0	18.3	16.1	5.9	0.0
Midwest.....	51.3	43.3	58.1	64.7	60.0
Western.....	8.0	11.7	6.5	0.0	0.0
West Coast.....	8.9	8.3	6.5	11.8	20.0
<u>Most Frequent States</u>					
Kansas.....	2.7	18.3	31.3	35.3	40.0
Missouri.....	15.9	15.0	12.5	23.5	20.0
Texas.....	4.4	8.3	0.0	0.0	0.0
Illinois.....	2.6	3.3	3.1	0.0	0.0
California.....	8.0	6.7	6.3	11.7	20.0
% of Total in Category	33.6	51.6	53.2	70.5	80.0

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 WINTER 1989

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 97	Business (n=79; 81.4% of the total)	Pleasure (n=9; 9.3% of the total)	Business/Pleasure Combined (n=7; 7.2% of the total)	Other (n=2; 2% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Overland Park = primary destination	68.3	68.2	86.1	33.7	100.0
Convenient Stopping Place.....	7.9	6.4	13.9	18.4	0.0
One of Several Stops.....	23.8	25.4	0.0	47.9	0.0
<u>Number of Trips to Overland Park</u>					
First Visit.....	18.4	16.8	13.9	29.4	50.0
1-2 Previous Trips.....	14.6	15.5	22.2	0.0	0.0
3-4 Previous Trips.....	16.9	21.3	0.0	0.0	0.0
5+ Previous Trips.....	50.1	46.4	63.9	70.6	50.0
<u>Purpose of Business</u>					
Not in Overland Park for Business ¹ ..	13.0	—	—	—	—
Client Call.....	18.5	19.7	—	36.8	—
Service Call.....	12.8	10.9	—	35.6	—
Meeting.....	29.0	35.6	—	9.2	—
Convention.....	2.6	3.2	—	0.0	—
Trade Show.....	6.5	8.2	—	0.0	—
Training.....	2.8	3.5	—	0.0	—
Other.....	14.9	18.8	—	18.4	—
<u>Transportation to Overland Park</u>					
Private Car.....	41.1	38.2	64.8	36.8	50.0
Non-KCI Rental Car.....	4.5	2.8	0.0	11.0	50.0
Tour Bus.....	1.3	0.0	13.0	0.0	0.0
Flew to KCI, then,					
friends picked up.....	4.9	4.3	13.9	0.0	0.0
took shuttle.....	7.0	7.1	0.0	18.4	0.0
took cab.....	0.0	0.0	0.0	0.0	0.0
took company car.....	0.9	1.1	0.0	0.0	0.0
took rental car.....	34.6	41.0	8.3	15.3	0.0
Other.....	5.7	5.4	0.0	18.4	0.0

¹— designates a nonapplicable response. For example, pleasure travelers do not have business purposes for their travel

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 WINTER 1989

GENERAL MEASURES (continued)	PURPOSE OF TRIP				
	Total Sample Size n = 97	Business (n=79; 81.4% of the total)	Pleasure (n=9; 9.3% of the total)	Business/Pleasure Combined (n=7; 7.2% of the total)	Other (n=2; 2% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Areas of City to be Visited for Business</u>					
Downtown.....	15.9	12.9	—	73.6	—
Country Club Plaza.....	15.0	14.3	—	47.9	—
Corporate Woods.....	18.2	17.8	—	54.0	—
Crown Center.....	6.7	8.4	—	0.0	—
All Over.....	7.7	9.7	—	0.0	—
Others Not Listed ²	42.8	48.6	—	36.8	—

²Others not listed include: Overland Park (29), Lenexa (3), Olathe (2), KCKS (2), KCMO (2), Ward Parkway (2), Westport (1), Raytown (1), Topeka (1)

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 WINTER 1989

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 97	Business (n=79; 81.4% of the total)	Pleasure (n=9; 9.3% of the total)	Business/Pleasure Combined (n=7; 7.2% of the total)	Other (n=2; 2% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Country Club Plaza.....	15.9	11.4	26.9	54.0	0.0
Metcalf South.....	14.6	13.2	36.1	6.1	0.0
Loehmann's Plaza.....	5.1	3.5	8.3	18.4	0.0
Oak Park Mall.....	13.8	12.4	35.2	6.1	0.0
Crown Center.....	3.6	4.0	4.6	0.0	0.0
<u>Attend Sports Activity</u>					
KC Chiefs.....	0.0	0.0	0.0	0.0	0.0
KC Royals.....	0.0	0.0	0.0	0.0	0.0
KC Comets.....	0.0	0.0	4.6	0.0	0.0
KU Jayhawks.....	0.0	0.0	4.6	0.0	0.0
<u>Attend Tourist Attraction</u>					
Worlds of Fun.....	0.0	0.0	0.0	0.0	0.0
Oceans of Fun.....	0.0	0.0	0.0	0.0	0.0
Nelson-Atkins Museum of Art.....	3.1	0.0	22.2	11.0	0.0
Truman Home/Museum.....	1.4	0.0	13.9	0.0	0.0
Renaissance Festival.....	0.0	0.0	0.0	0.0	0.0
Missouri River Queen.....	0.0	0.0	4.6	0.0	0.0
<u>Attend Live Performance</u>					
Tiffany's Attic.....	0.0	0.0	0.0	0.0	0.0
Waldo Astoria.....	0.0	0.0	0.0	0.0	0.0
American Heartland.....	1.1	1.4	0.0	0.0	0.0
Missouri Repertory.....	0.0	0.0	4.6	0.0	0.0
Starlight Theater.....	0.0	0.0	0.0	0.0	0.0
Other Leisure Activities ³	13.0	5.8	55.6	18.4	100.0

³Other leisure activities include: dining out (7); family events (3); visit bars or jazz clubs (4); Westport (1); exercise (1). The number in parentheses corresponds to the count of visitors participating in each activity.

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 WINTER 1989

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 97	Business (n=79; 81.4% of the total)	Pleasure (n=9; 9.3% of the total)	Business/Pleasure Combined (n=7; 7.2% of the total)	Other (n=2; 2% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Sex</u>					
Male.....	81.2	85.6	46.3	81.6	100.0
Female.....	18.3	14.4	53.7	18.4	0.0
<u>Age (in years)</u>					
Under 25.....	5.5	1.8	18.5	11.0	50.0
26-30.....	13.4	13.3	13.9	18.4	0.0
31-45.....	54.0	56.7	27.8	52.1	50.0
46-55.....	17.2	19.9	13.9	0.0	0.0
56-64.....	7.7	5.7	17.6	18.4	0.0
65+.....	2.3	1.8	8.3	0.0	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	0.0	0.0	0.0	0.0	0.0
\$10,000-\$19,999.....	8.4	3.5	18.5	29.4	50.0
\$20,000-\$29,999.....	9.4	8.3	27.8	0.0	0.0
\$30,000-\$39,999.....	9.5	8.5	8.3	24.5	0.0
\$40,000-\$49,999.....	8.6	9.8	8.3	0.0	0.0
\$50,000-\$59,999.....	13.9	13.9	27.8	0.0	0.0
\$60,000-\$74,999.....	20.0	19.8	0.0	36.8	0.0
\$75,000-\$100,000.....	16.0	19.3	0.0	9.2	50.0
Over \$100,000.....	8.3	10.4	0.0	0.0	0.0
Declined to Respond.....	6.0	6.4	9.3	0.0	0.0
<u>Composition of the Visiting Party</u>					
Alone.....	55.8	64.0	23.1	46.0	0.0
Adults, Different Sex.....	16.0	11.0	54.6	24.5	0.0
Adults, Same Sex.....	23.1	25.0	0.0	29.4	50.0
Adults with Children.....	3.7	0.0	22.2	0.0	50.0
Undetermined.....	1.4	0.0	0.0	0.0	0.0

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 WINTER 1989

ORIGIN OF TRAVELER	PURPOSE OF TRIP				
	Total Sample Size n = 97	Business (n=79; 81.4% of the total)	Pleasure (n=9; 9.3% of the total)	Business/Pleasure Combined (n=7; 7.2% of the total)	Other (n=2; 2% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Region</u>					
New England.....	0.0	0.0	0.0	0.0	0.0
Mid Central.....	7.2	0.0	0.0	16.7	0.0
South East.....	8.2	10.7	0.0	0.0	0.0
North Central.....	22.7	24.0	22.2	16.7	50.0
Midwest.....	36.1	36.0	44.4	50.0	50.0
Western.....	16.5	18.7	22.2	0.0	0.0
West Coast.....	4.1	2.7	11.1	16.7	0.0
<u>Most Frequent States</u>					
Kansas.....	18.5	12.7	44.4	42.9	50.0
Missouri.....	12.4	15.2	0.0	0.0	0.0
Texas.....	13.4	13.9	22.2	0.0	0.0
Illinois.....	9.3	8.9	11.1	0.0	50.0
% of Total in Category	53.6	50.1	77.8	42.9	100.0

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 FALL 1988

GENERAL MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 129	Business (n=82; 65.6% of the total)	Pleasure (n=24; 19.2% of the total)	Business/Pleasure Combined (n=16; 12.8% of the total)	Other (n=3; 2.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Destination of Trip</u>					
Overland Park = primary destination	78.3	72.1	87.0	93.7	53.3
Convenient Stopping Place.....	9.4	8.4	10.1	6.3	46.7
One of Several Stops.....	12.3	19.4	2.9	0.0	0.0
<u>Number of Trips to Overland Park</u>					
First Visit.....	16.7	15.9	16.9	22.1	0.0
1-2 Previous Trips.....	13.6	13.0	14.4	7.7	53.3
3-4 Previous Trips.....	8.0	5.0	17.2	6.2	0.0
5+ Previous Trips.....	61.8	66.1	51.6	64.0	46.7
<u>Purpose of Business</u>					
Not in Overland Park for Business ¹ ..	41.0	—	—	—	—
Client Call.....	20.8	32.1	—	12.9	—
Service Call.....	11.0	18.8	—	0.0	—
Meeting.....	24.2	34.2	—	27.9	—
Convention.....	1.8	1.6	—	6.2	—
Trade Show.....	1.5	.6	—	7.7	—
Training.....	11.2	3.2	—	7.7	—
Other.....	27.6	9.6	—	37.6	—
<u>Transportation to Overland Park</u>					
Private Car.....	49.6	24.1	88.6	80.5	100.0
Non-KCI Rental Car.....	0.3	0.6	0.0	0.0	0.0
Tour Bus.....	0.0	0.0	0.0	0.0	0.0
Flew to KCI, then,					
friends picked up.....	4.6	5.2	6.6	0.0	0.0
took shuttle.....	1.6	2.8	0.0	0.0	0.0
took cab.....	2.4	4.1	0.0	0.0	0.0
took company car.....	1.3	2.2	0.0	0.0	0.0
took rental car.....	30.1	45.8	4.8	13.3	0.0
Other.....	0.0	15.3	0.0	6.2	0.0

¹ — designates a nonapplicable response. For example, pleasure travelers do not have business purposes for their travel.

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 FALL 1988

GENERAL MEASURES (Continued)	PURPOSE OF TRIP				
	Total Sample Size n = 129	Business (n=82; 65.6% of the total)	Pleasure (n=24; 19.2% of the total)	Business/Pleasure Combined (n=16; 12.8% of the total)	Other (n=3; 2.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)

Areas of City to be Visited for Business

Downtown.....	15.7	23.6	—	12.2	—
Country Club Plaza.....	37.9	22.1	—	20.1	—
Corporate Woods.....	28.1	15.4	—	7.7	—
Crown Center.....	29.9	12.8	—	24.5	—
All Over.....	34.2	14.1	—	36.1	—
Others Not Listed.....	57.3	50.9	—	37.8	—

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 FALL 1988

LEISURE RELATED MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 129	Business (n=82; 65.6% of the total)	Pleasure (n=24; 19.2% of the total)	Business/Pleasure Combined (n=16; 12.8% of the total)	Other (n=3; 2.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Shopping</u>					
Country Club Plaza.....	41.4	21.0	91.4	49.6	0.0
Metcalf South.....	23.8	16.4	35.6	38.2	0.0
Loehmann's Plaza.....	7.9	6.4	12.4	7.7	0.0
Oak Park Mall.....	21.3	9.9	33.5	51.1	0.0
Crown Center.....	23.8	10.1	47.9	43.4	0.0
<u>Attend Sports Activity</u>					
KC Chiefs.....	1.1	0.0	4.8	0.0	0.0
KC Royals.....	0.0	0.0	0.0	0.0	0.0
KC Comets.....	1.1	1.9	0.0	0.0	0.0
KU Jayhawks.....	1.9	3.2	0.0	0.0	0.0
<u>Attend Tourist Attraction</u>					
Worlds of Fun.....	0.0	0.0	0.0	0.0	0.0
Oceans of Fun.....	0.0	0.0	0.0	0.0	0.0
Nelson-Atkins Museum of Art.....	2.6	2.6	3.8	0.0	6.7
Truman Home/Museum.....	0.2	0.0	0.0	0.0	6.7
Renaissance Festival.....	0.0	0.0	0.0	0.0	0.0
Missouri River Queen.....	0.0	0.0	0.0	0.0	0.0
<u>Attend Live Performance</u>					
Tiffany's Attic.....	0.0	0.0	0.0	0.0	0.0
Waldo Astoria.....	0.0	0.0	0.0	0.0	0.0
American Heartland.....	0.8	1.3	0.0	0.0	0.0
Missouri Repertory.....	0.0	0.0	0.0	0.0	0.0
Starlight Theater.....	0.0	0.0	0.0	0.0	0.0
Other Leisure Activities ²	16.7	7.7	24.0	36.1	46.7

²Other leisure activities include: See Plaza lights (7); visit family or friends (5); visit bars or jazz music (2); visit Westport (1); visit library (1); visit Fine Arts Theatre (1). The number in parentheses correspond to the count of visitors participating in each activity.

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 FALL 1988

DEMOGRAPHIC MEASURES	PURPOSE OF TRIP				
	Total Sample Size n = 129	Business (n=82; 65.6% of the total)	Pleasure (n=24; 19.2% of the total)	Business/Pleasure Combined (n=16; 12.8% of the total)	Other (n=3; 2.4% of the total)
	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)	Percent (Down)
<u>Sex</u>					
Male.....	82.9	91.4	63.1	79.0	93.3
Female.....	17.1	8.6	36.9	21.0	6.7
<u>Age (in years)</u>					
Under 25.....	3.4	1.9	9.1	1.1	0.0
26-30.....	12.5	14.4	16.5	1.1	0.0
31-45.....	42.7	43.3	17.7	69.4	100.0
46-55.....	26.5	29.7	23.1	23.2	0.0
56-64.....	9.1	10.1	10.1	5.2	0.0
65+.....	5.8	0.6	23.5	0.0	0.0
<u>Annual Household Income</u>					
Under \$10,000.....	0.9	0.0	4.0	0.0	0.0
\$10,000-\$19,999.....	0.7	1.2	0.0	0.0	0.0
\$20,000-\$29,999.....	4.2	3.5	9.1	0.0	0.0
\$30,000-\$39,999.....	12.6	5.2	26.4	15.5	46.7
\$40,000-\$49,999.....	14.6	15.5	14.3	13.9	0.0
\$50,000-\$59,999.....	14.6	15.5	10.1	20.1	0.0
\$60,000-\$74,999.....	14.7	18.1	7.9	5.5	0.0
\$75,000-\$100,000.....	16.4	19.8	10.1	15.5	0.0
Over \$100,000.....	15.2	19.3	2.9	20.6	0.0
Declined to Respond.....	6.0	2.0	15.1	8.8	0.0
<u>Composition of the Visiting Party</u>					
Alone.....	55.0	73.8	30.1	29.4	0.0
Adults, Different Sex.....	26.4	10.2	50.0	41.9	93.3
Adults, Same Sex.....	14.8	16.0	7.5	24.3	0.0
Adults with Children.....	2.6	0.0	7.5	4.4	6.7
Undetermined.....	1.1	0.0	4.8	0.0	0.0

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 FALL 1988

Travelers by Origin

Region	State	State-By-State Percentage	Regional Percentage
New England	Maine	—	—
	New Hampshire	—	—
	Vermont	—	—
	Massachusetts	—	—
	Rhode Island	—	—
	Connecticut	—	—
			<hr/> 0.0%
Mid Central	New York	—	
	New Jersey	0.8	
	Pennsylvania	2.3	
	Washington DC	0.8	
	Delaware	—	
	Maryland	1.6	
	West Virginia	—	
	Virginia	1.6	
			<hr/> 7.1%
South East	North Carolina	—	
	South Carolina	1.6	
	Kentucky	—	
	Tennessee	0.8	
	Louisiana	—	
	Mississippi	—	
	Alabama	—	
	Georgia	0.8	
	Florida	1.6	
Arkansas	1.6		
			<hr/> 6.4%
North Central	Ohio	1.6	
	Indiana	1.6	
	Michigan	2.3	
	Iowa	4.7	
	Wisconsin	3.1	
	Minnesota	2.3	
	Illinois	6.3	
	North Dakota	—	
	South Dakota	—	
			<hr/> 21.9%

OVERLAND PARK TOURISM STUDY
 QUARTERLY SUMMARY DATA
 FALL, 1988

Travelers by Origin

Region	State	State-By-State Percentage	Regional Percentage
Midwest	Kansas	20.3	
	Missouri	10.9	
	Colorado	1.6	
	Nebraska	7.8	
	Oklahoma	3.1	
			43.7%
Western States	Montana	—	
	Idaho	—	
	Wyoming	—	
	Utah	2.3	
	Arizona	2.3	
	New Mexico	2.3	
	Nevada	—	
Texas	7.8		
			14.7%
West Coast	Washington	0.8	
	Oregon	—	
	California	5.5	
			6.3%