



1st Quarter Presentation

Manhattan City Commission

Tuesday April 9, 2024

VISITMANHATTANKS.ORG

Manhattan **KS**

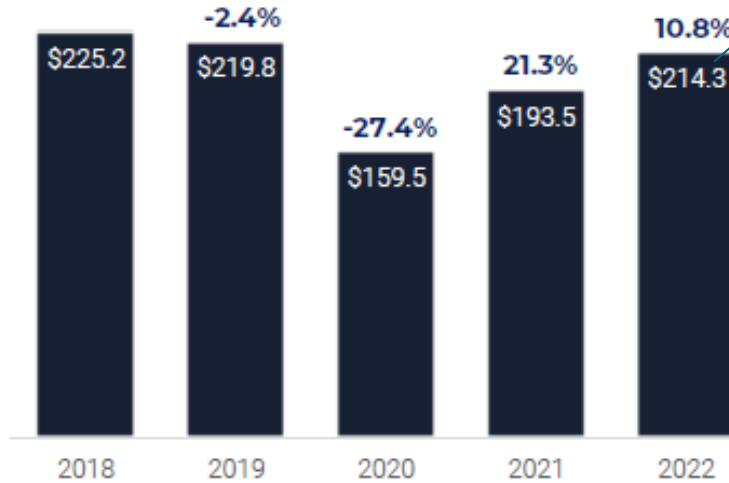


**The mission of Visit Manhattan is
to expand the local economy by
attracting visitors.**

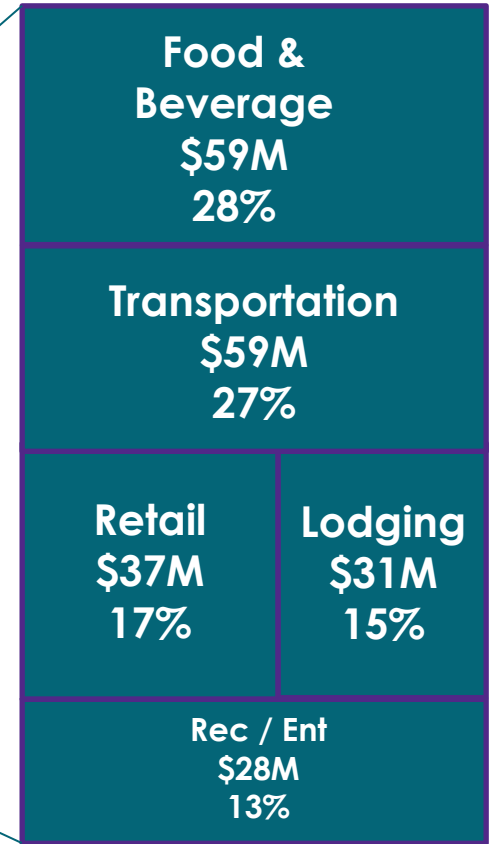
2024 Steering Committee	Members
Attractions	Danielle Tegtmeier/Liquid Art Winery (term thru 2025) Chris Gergeni/Midwest Dream Car Collection (2026)
Media	Tyler Jackson/Manhattan Magazine (2026)
Financial	Randy Stitt/Community 1 st (2024)
Hotels	Colin Noble/Noble Hospitality (2024) Cale Harrington/Bluemont (2025) Cole Woodworth/Courtyard by Marriott (2026)
Restaurants	Scott Sieben/Mr.K's/Rockin' K's/Kites (2025) Chair for 2024 Hannah Pease/Little Batch (2025)
Kansas State Athletics Kansas State University	Brett Foltz/K-State Sports (2025) Cindy Lerrick/K-State Hospitality Dept (2026)
Ex-Officio/ Manhattan City Commission	Susan Adamchak/Commissioner
Ex-Officio/Manhattan Parks & Rec	Aaron Stewart/Director
Ex-Officio/Manhattan Area Chamber of Commerce	Jason Smith/President/CEO
Ex-Officio/ Manhattan Area Chamber of Commerce Board of Directors	Gavin Schmidt/Chamber Exec Board
Ex-Officio/Visit Manhattan	Marcia Rozell/Director

Economic Impact

Manhattan visitor spending
Amount in \$ millions

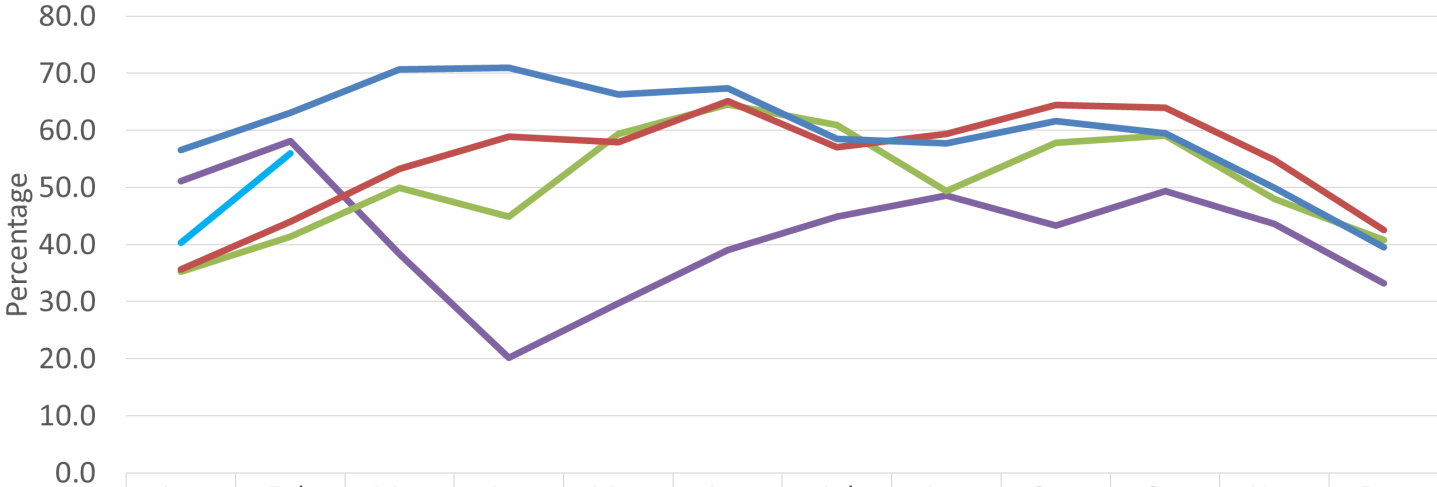


Source: Tourism Economics



Smith Travel Research (STR)

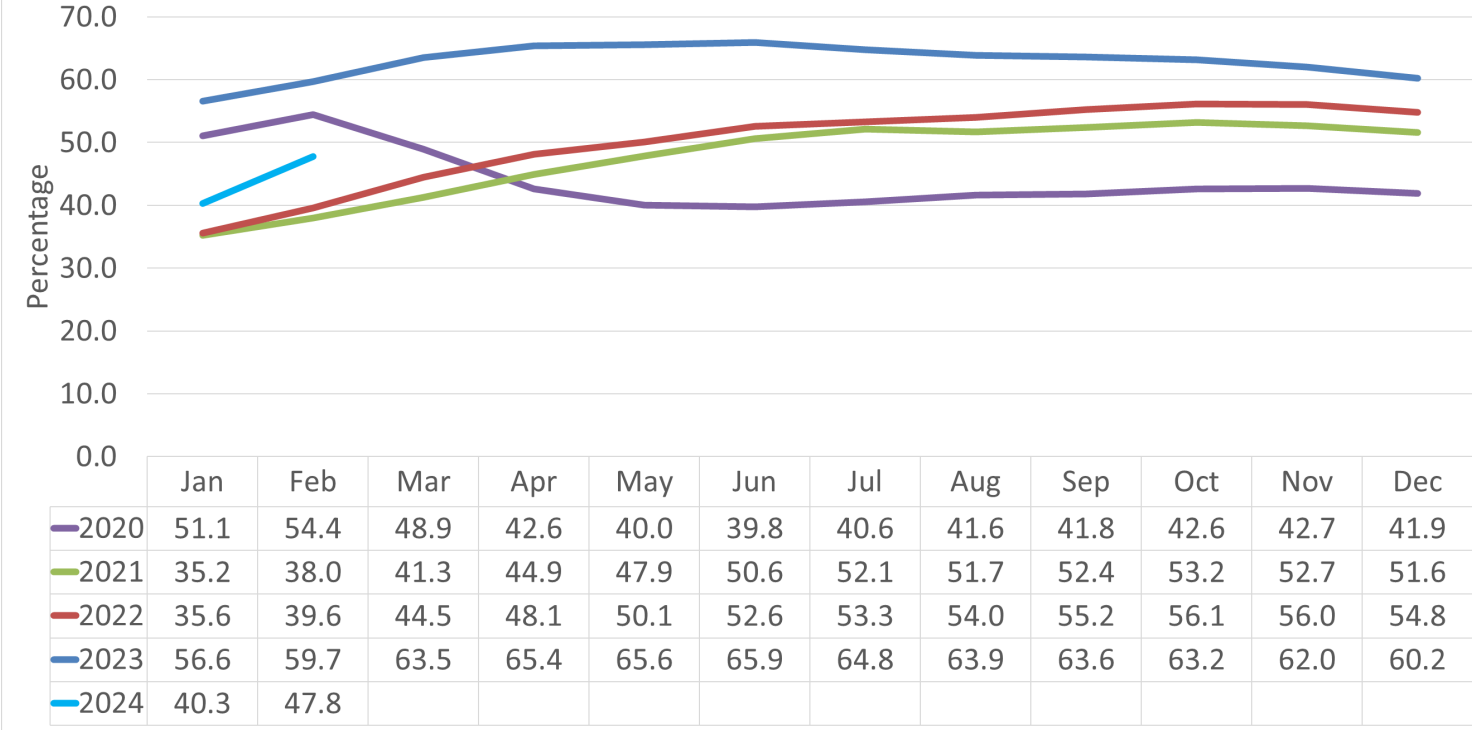
Monthly Occupancy



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2020	51.1	58.1	38.4	20.2	29.7	39.0	44.9	48.6	43.3	49.4	43.6	33.2
2021	35.2	41.4	49.9	44.9	59.4	64.5	60.9	49.4	57.8	59.1	48.0	40.8
2022	35.6	44.0	53.2	58.9	57.9	65.1	57.0	59.4	64.4	64.0	54.8	42.5
2023	56.6	63.1	70.7	71.0	66.3	67.4	58.5	57.7	61.6	59.5	49.9	39.5
2024	40.3	56.0										

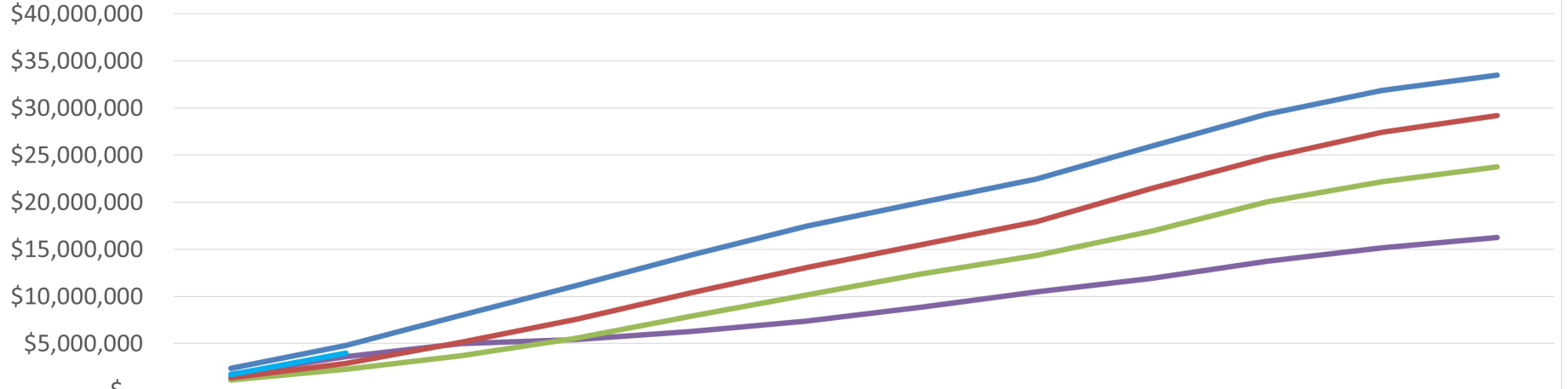
Smith Travel Research (STR)

YTD Occupancy



Smith Travel Research (STR)

YTD Revenue

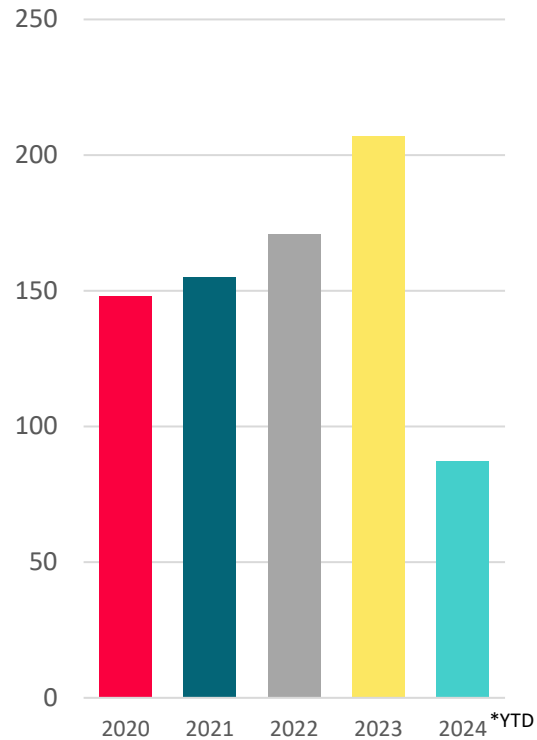


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2020	\$1,724,955	\$3,628,382	\$4,971,156	\$5,437,816	\$6,262,086	\$7,392,124	\$8,853,884	\$10,487,779	\$11,937,702	\$13,708,999	\$15,171,578	\$16,244,933
2021	\$1,114,580	\$2,260,905	\$3,714,523	\$5,554,996	\$7,927,941	\$10,160,412	\$12,378,850	\$14,362,365	\$16,944,120	\$20,037,823	\$22,170,314	\$23,771,610
2022	\$1,362,280	\$2,915,447	\$5,151,515	\$7,594,360	\$10,369,817	\$13,070,441	\$15,473,182	\$17,936,126	\$21,464,777	\$24,710,263	\$27,418,754	\$29,208,774
2023	\$2,357,119	\$4,817,429	\$7,982,370	\$11,144,105	\$14,421,302	\$17,471,853	\$19,965,149	\$22,486,866	\$25,954,630	\$29,319,412	\$31,859,652	\$33,499,540
2024	\$1,681,205	\$3,998,201										

AirDNA

YTD through February	Occupancy	ADR	RevPAR	Supply	Demand	Revenues	Available Listings
2020	46.7%	\$102	\$48	3,851	1,798	\$183,219	155
2021	43.1%	\$110	\$48	3,044	1,313	\$144,997	130
2022	45.9%	\$128	\$59	3,458	1,586	\$203,156	156
2023	40.6%	\$154	\$63	4,234	1,721	\$264,903	205
2024	41.9%	\$161	\$67	5,307	2,221	\$357,056	254

Meetings & Sporting Event Booked



Meetings Held in Q1

January - March	Meetings	Attendees
2020	31	3,715
2021	8	191
2022	27	4,210
2023	35	3,411
2024	38	4,372

Meetings Booked in Q1

January - March	Meetings	Attendees
2020	36	4,211
2021	22	2,140
2022	24	2,233
2023	49	3,603
2024	59	5,704

Q1 Meeting Highlights

- Kansas Association of Realtor's Winter Advocacy Conference
- Women Managing the Farm
- Kansas Interscholastic Athletic Administrators Association



Sporting Events Held in Q1

January - March	Events	Attendees
2020	4	260
2021	3	195
2022	8	455
2023	11	705
2024	14	1,210

Sporting Events Booked in Q1

January - March	Events	Attendees
2020	6	280
2021	26	1,781
2022	11	550
2023	21	1,191
2024	28	1,611

Q1 Sport Highlights

- 53rd Annual Little Apple Classic Wrestling
- Kansas State Athletics Track & Field
- Heart of America Volleyball Border Series
- Kansas Special Olympics Basketball & Cheerleading
- NCAA Women's Basketball Round 1 & 2



2024



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