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## EXPLORE LAWRENCE ANNOUNCES VISITOR SPENDING NUMBERS FOR 2023

Douglas County visitor spending jumps \$17.1 million over the prior year

**Lawrence, KS, November 18, 2024**– The travel sector is an integral part of the economy of Douglas County, Kansas, according to the most recent (2023) Tourism Satellite Account conducted by Tourism Economics, an Oxford Economics Company. [Read the executive summary of the report here.](#)

The economic impact study measures spending and employment in several economic sectors, including lodging, recreation, retail, food, and beverage.

Headline results from the study include:

- Visitors spent \$296 million in Douglas County in 2023 as spending increased by more than \$17 million, a jump of 6% from the prior year.
- Visitor spending in Douglas County ranks 5<sup>th</sup> among all counties in the state.
- This spending directly supports 2,759 jobs, with overall visitor-supported economic activity supporting 3,779 jobs – 7% of employment in the county.
- State and local government revenues increased by nearly \$800,000 to reach \$31.3 million flowing to governments from visitor activity in Douglas County in 2023.

[Read the entire report here.](#)

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eXplore Lawrence represents the travel & tourism for Lawrence and Douglas County, Kansas. We are dedicated to creating economic development by attracting visitors, conventions, and events to our city.

Tourism Economics, an Oxford Economic Company, partners with more than 300 leading companies, associations, and destinations for annual economic impact, forecasting, and market assessments.