

Economic Impact of the Heartland Travel Showcase

- More than \$23 billion is directly spent on group tours in the Heartland
- Approximately \$3.8 million in sales was made directly through business at the 2017 Heartland Travel Showcase
- Attendees credit 50% to 70% percent of annual business to Heartland
- Relationships developed through the Heartland Travel Showcase have generated more than \$9 million in group sales over the last three years.