

INSIGHTS FOR SUCCESS: SELLING GREATER WICHITA

In choosing to locate, expand, or grow a business in the greater Wichita region, we understand the need to share information in effective ways with decision makers and stakeholders across organizations. Whether you are a site selector selling the region to a client or a local sharing about the region to others, this website should provide helpful messages and data, and we invite you to review — then share — these five key elements about the greater Wichita region.

1 | Regional Snapshot: A Region on the Rise

The greater Wichita region is a region under remarkable transformation. With an aviation heritage spanning 100 years, it is a city built on entrepreneurship and innovation. A skilled talent pipeline with the pure, raw talent for building complex structures and products translates to success and growth across multiple industries.

Download the Regional Snapshot for reference and presentations:

Complete Overview

Pitch Greater Wichita Presentation

Quick Facts to Share

- Wichita is the **Air Capital of the World**, delivering over 35% of all general aviation planes built in the nation.
- The greater Wichita region is **one of the world's five true aviation clusters**, with an embedded manufacturing ecosystem of over 350 suppliers, and more than 450 suppliers across the state.
- As the **most manufacturing-specialized region in the U.S**., we're home to a diverse network of nearly 900 manufacturing firms.
- The greater Wichita region is where you will find the **nation's number-one skilled workforce**, providing direct access to the most trained and most advanced workers in the world.
- The Brookings Institution named the region **one of the fastest-growing tech centers** in the nation with a number-15 ranking for digital service job growth.
- The greater Wichita region is home to Textron Aviation which includes internationally known brands Cessna Aircraft and Beechcraft Corp. and Hawker; Airbus Engineering Design Center; The Boeing Company; and Bombardier Learjet.



2 | Regional Value: A High Quality of Life with Low Costs

The greater Wichita region is good for business. With a pro-business environment in the hard-working heart of the nation, the greater Wichita region is full of possibilities to bring your business goals to reality. Our low cost of living and low cost of doing business equals value for employers and talent.

Quick Facts to Share

- As the **most geocentric metro in the U.S.** with direct access to I-35 and I-70, business can easily transport goods and services to both coasts, Canada, and Mexico.
- Commercial utility and rental rates are below national averages providing a business environment with **low operational costs**.
- Wichita possesses what many larger metros lack — **housing affordability**, short and easy commuting, and a high degree of public safety.
- **A low cost of living** creates the best of both worlds — an affordable location, plenty to see and do, and more money to travel everywhere.
- The greater Wichita region offers an amazing quality of life for individuals of all ages and interests. What may be more surprising — to both businesses and talent alike — is the equally compelling case for the **outstanding cultural and entertainment amenities** available.





3 | Regional Differentiators: A Unique and Innovative Economy

The greater Wichita region is where the leading edge of aerospace, engineering, and materials development converge, making the complex, possible. Home to the world's great **aviation brands**, including Textron Aviation (with Beechcraft and Cessna), The Boeing Company, Bombardier and Airbus, a spirit of **entrepreneurism** fuels hundreds of start-ups in a city dedicated to big ideas.

Quick Facts to Share

- In the last decade, over $1 billion of investment has been a catalyst for **growth and future development in our downtown core**.
- As the Air Capital of the World, we have one of the highest concentrations of engineers in the U.S., a vast diversified network of nearly 900 world-class manufacturing firms in the 10-county region, and an **unrivaled commitment to workforce training and research**.
- Our region is a **hub for national security**. Home to McConnell Air Force Base, one of the main operational bases for the KC-46A Pegasus and hosts the 22nd Air Refueling Wing, the KC-135 Stratotanker and the 184th Wing of the Kansas Air National Guard.
- Entrepreneurs, community leaders, and volunteers contribute to the Greater Wichita region's **creative culture** through makerspaces, an impressive craft brewing scene, and community pride.





4 | Regional Statistics: Proof of Performance

The greater Wichita region is full of possibilities and positioned for your business to grow and thrive.

Download Regional Rankings and Statistics for reference and presentations:

Download the full list of our region's accolades

Quick Facts to Share

- **#1 U.S. Metro for Aerospace & Defense Investment**
  The Air Capital of the World has a competitive advantage built on manufacturing speed, supplier strength, workforce talent and production readiness. (Global Location Strategies 2026)
- **Top 100 Metros for STEM Jobs**
  Based on professional opportunities, STEM-friendliness and quality of place. (WalletHub 2026)
- **#4 in Manufacturing Jobs as Percent of all Jobs**
  of the 100 largest U.S. metro areas (based on Lightcast data, 2021)
- **#1 in Percentage of "Very High-Tech" Manufacturing Jobs**
  of the 100 largest U.S. metro areas (based on Lightcast data, 2021)
- **#12 U.S. Advance Industry Hotspot**
  R&D and STEM-worker intensive industries powering regional and national economic success. (based on Lightcast data, 2021)

- **Top 20 Best Large U.S. Cities for Gen Z**
  Based on data from across nine metrics, scoring out of 100. Categories include: community, economic, affordability, education, fun and green. (CommercialCafe 2026)
- **Top 10 Least Stressed Cities in the U.S.**
  Metrics included unemployment, commute times, income, housing affordability, childcare costs, separation and divorce rates, healthcare access, and crime rates. (Elevate Data 2026)
- **Top 100 Best Places to Live in the U.S.**
  Based on more than 100 data points in eight essential categories to measure a city's overall health and "fun factor." (Livability 2026)
- **#6 Hotspot for Gen Z Homeowners**
  Out of 97 metro areas, Wichita is in the top 10 metros where more than one-quarter of Gen Zers own a home. (RentCafe 2026)
- **Top 10 U.S. Cities Where Your Salary Goes the Furthest**
  Ranked among cities that offer the highest adjusted post-tax salary, effectively making a $100,000 income feel like over $80,000 at national-average prices. (Consumer Affairs 2026)
- **#5 Cities for Pet Owners**
  Based on data across 13 key metrics, to include dog veterinary cost, cat veterinary cost, veterinary access and pet-friendly spaces, Wichita ranks 5th in Forbes' top 10 cities in America for pet owners. (Forbes 2025)
- **#4 Best City to Move To**
  Based on housing costs, employment rate, monthly family income, average sunny days per year, crime rate, and more, Wichita ranked among the top 5 cities in the U.S. to move to. (Forbes 2024)