


Kansas Department of Wildlife, Parks & Tourism



What questions do you have for Kansas Tourism?

 When poll is active, respond at **PollEv.com/kdwpt672**  Text **KDWPT672** to **22333** once to join

 Answers to this poll are anonymous



Total Results:
#KTC15

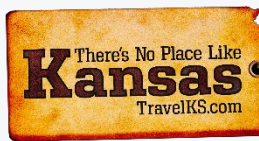
Questions? Text KDWPT672 to 22333



Kansas Secretary of Wildlife, Parks & Tourism Robin Jennison

#KTC15

Questions? Text KDWPT672 to 22333



Building Kansas Together



Growing Kansas Together



Byways of Kansas



Flint Hills | Strong City



Frontier Military | Fort Scott



Glacial Hills | Atchison



Gypsum Hills | Barber Co



Route 66 | Baxter Springs



Native Stone | Volland

Questions? Text KDWPT672 to 22333

\$1 Million Grant



Post Rock | Wilson



Prairie Trail | Lindsborg



Smoky Hill | Ness County

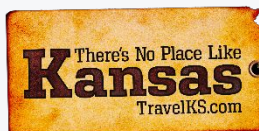


Western Vistas | Gove



Wetlands | Quivira

#KTC15



Private/Partner Investments



Cheyenne Bottoms



Lincoln Street Bridge & Dam Wichita



Hillsdale Lake Shooting Range



AT THE RANGE

H
A
N
D
G
U
N
T
A
R
G
E
T
A
N
A
L
Y
S
I
S
G
U
I
D
E

Right-Handed Shooter



Left-Handed Shooter



Flint Hills Nature Trail



Hunting & Fishing Development



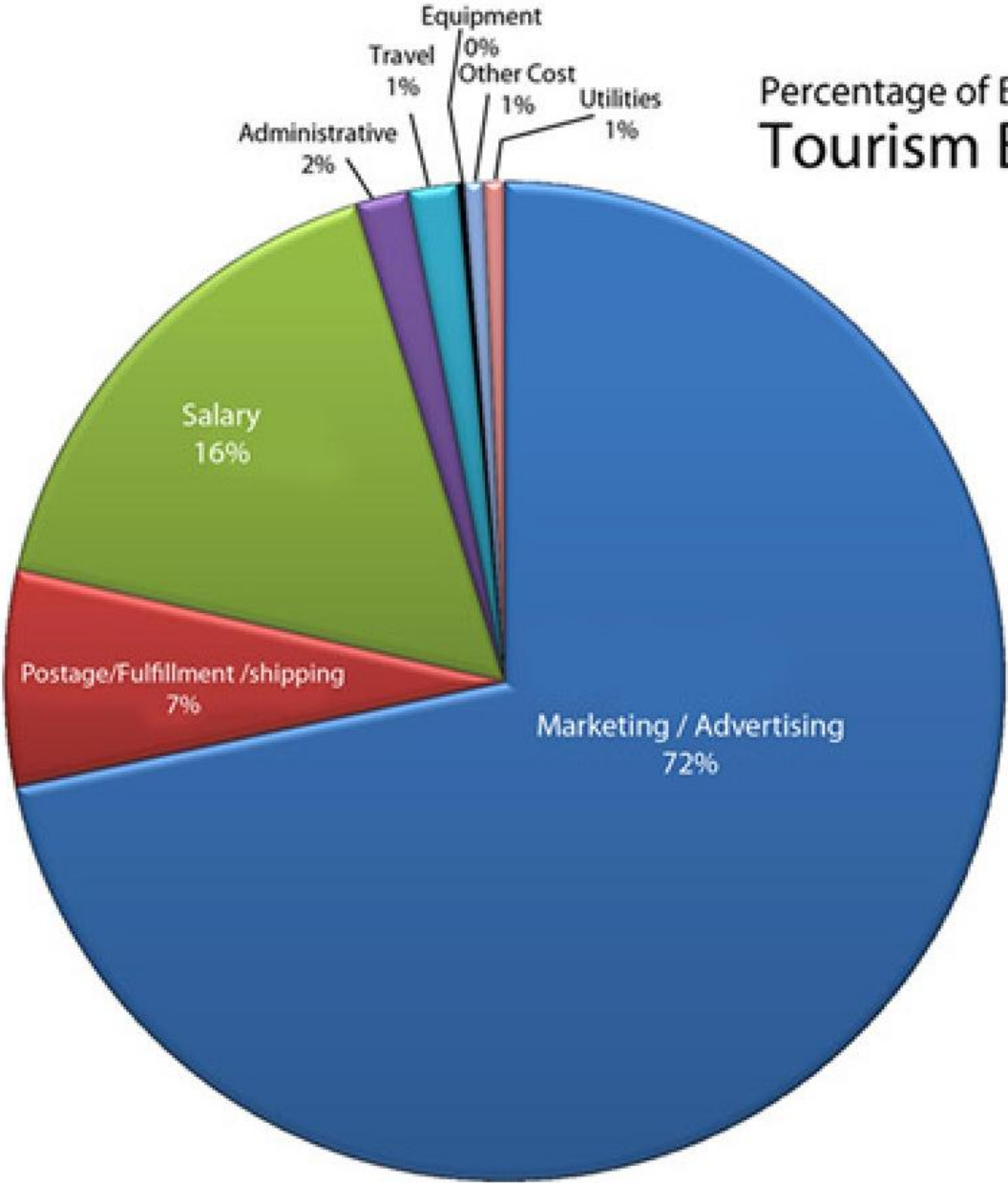
Kansas Tourism Budget

Questions? Text KDWPT672 to 22333

#KTC15



Percentage of Budget Expenditures Tourism Budget FY15



Year in Review



Questions? Text KDWPT672 to 22333

#KTC15

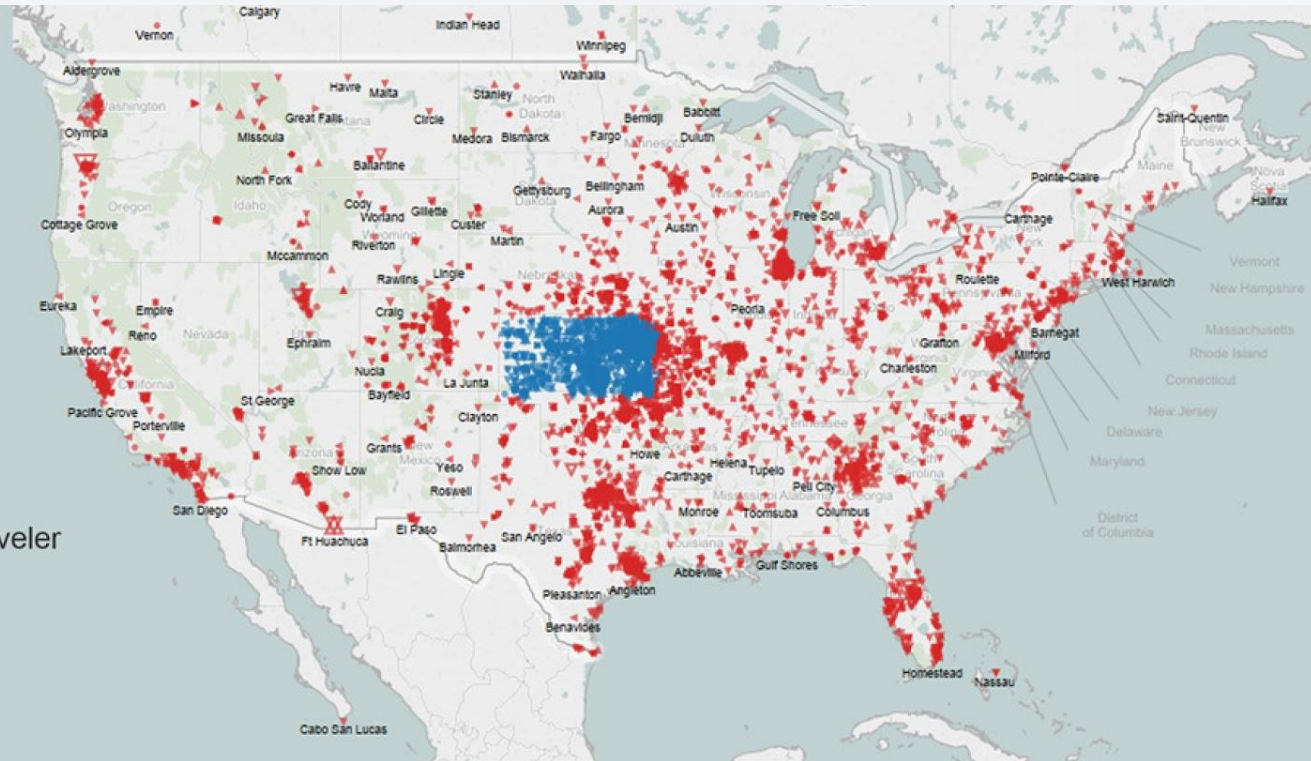


The results...

Arrivalist

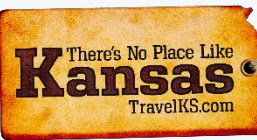
Tracking actual arrivals to Kansas after exposure to digital ads

- Location of where a traveler clicked/opened a digital ad outside of Kansas.
- Location of where the same traveler arrived within Kansas.

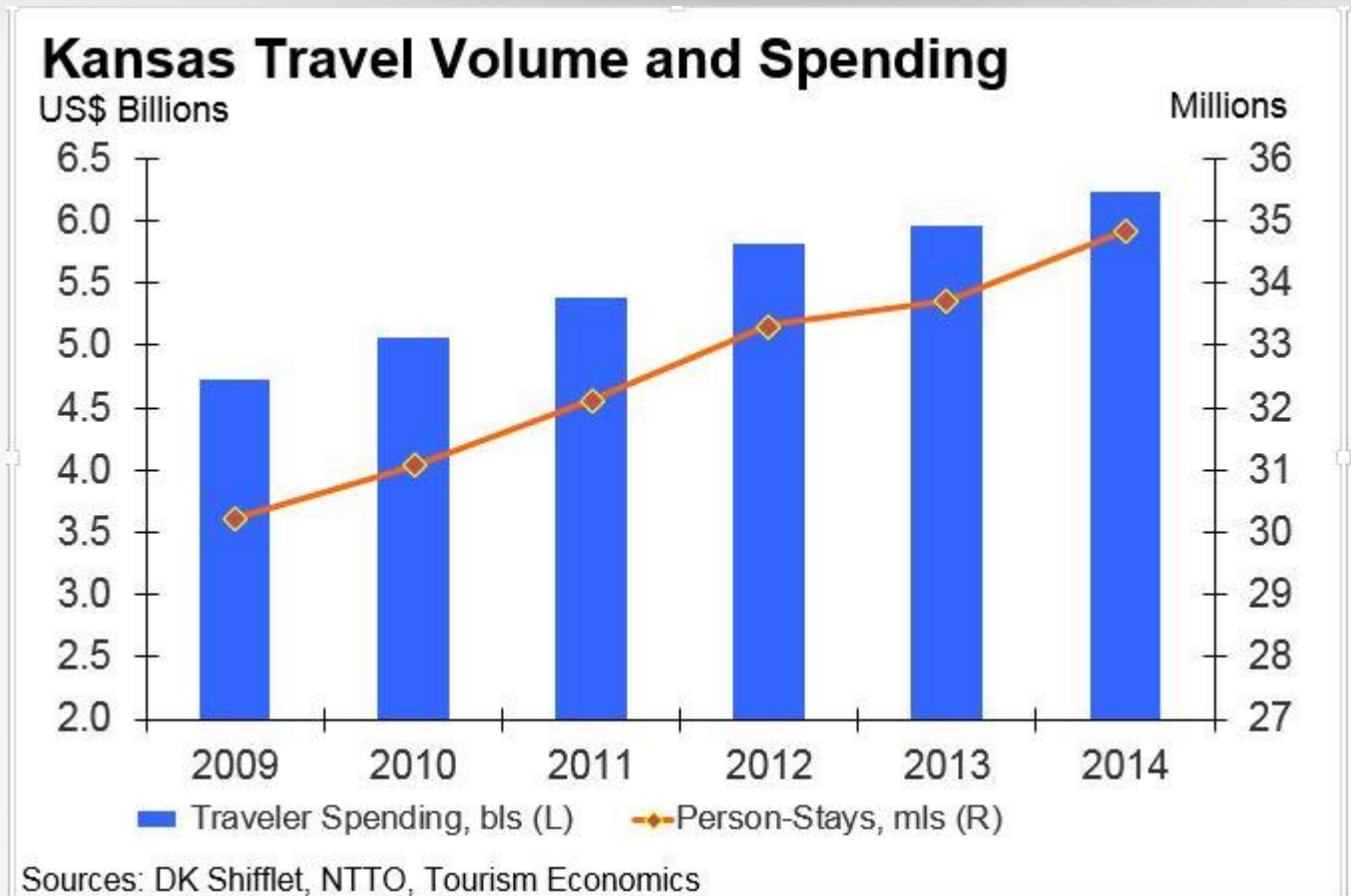


#KTC15

Questions? Text KDWPT672 to 22333

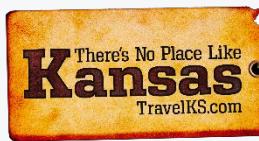


The results...

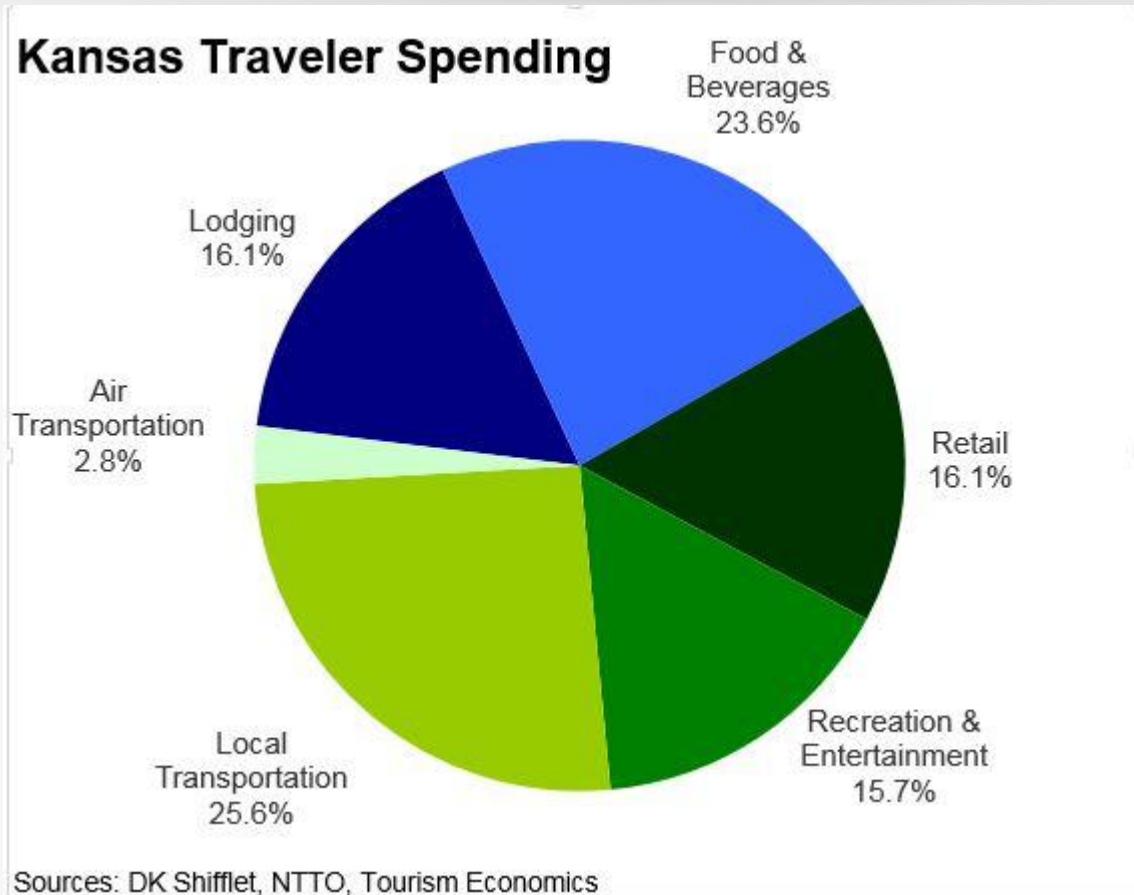


#KTC15

Questions? Text KDWPT672 to 22333



The results...

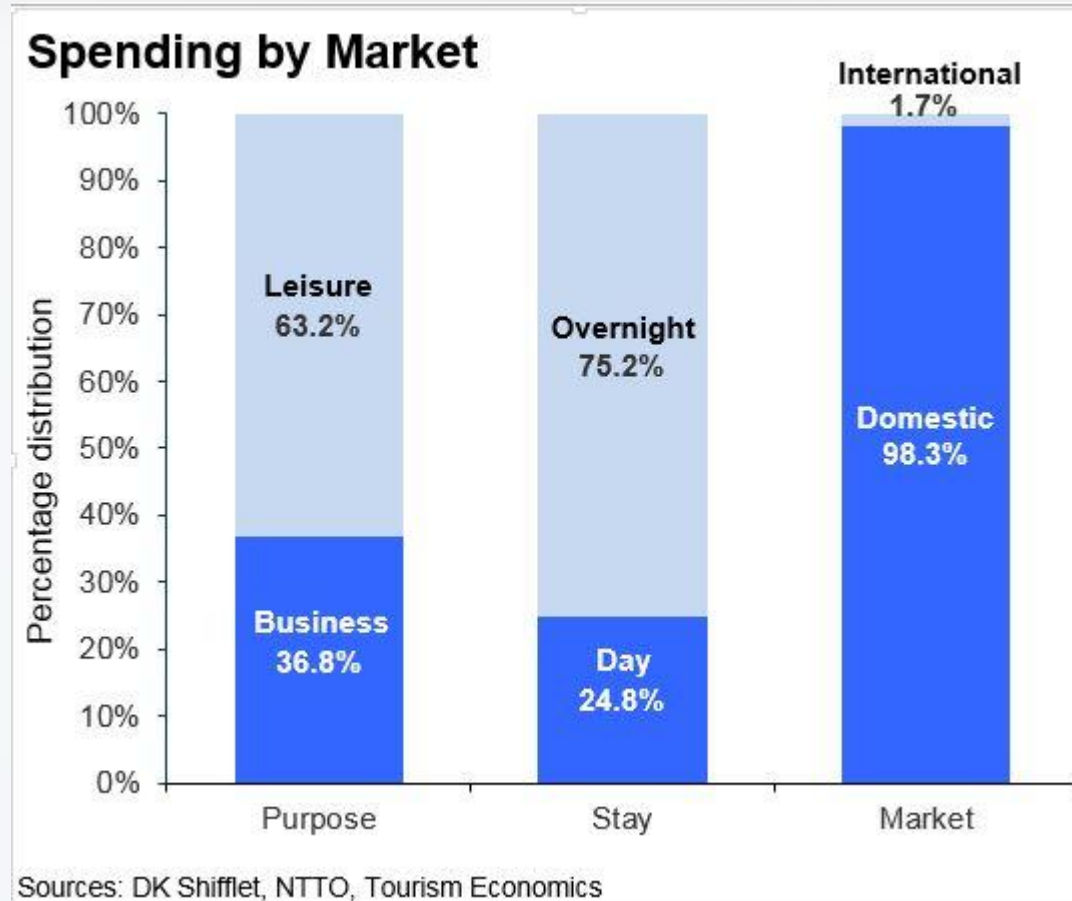


#KTC15

Questions? Text KDWPT672 to 22333



The results...

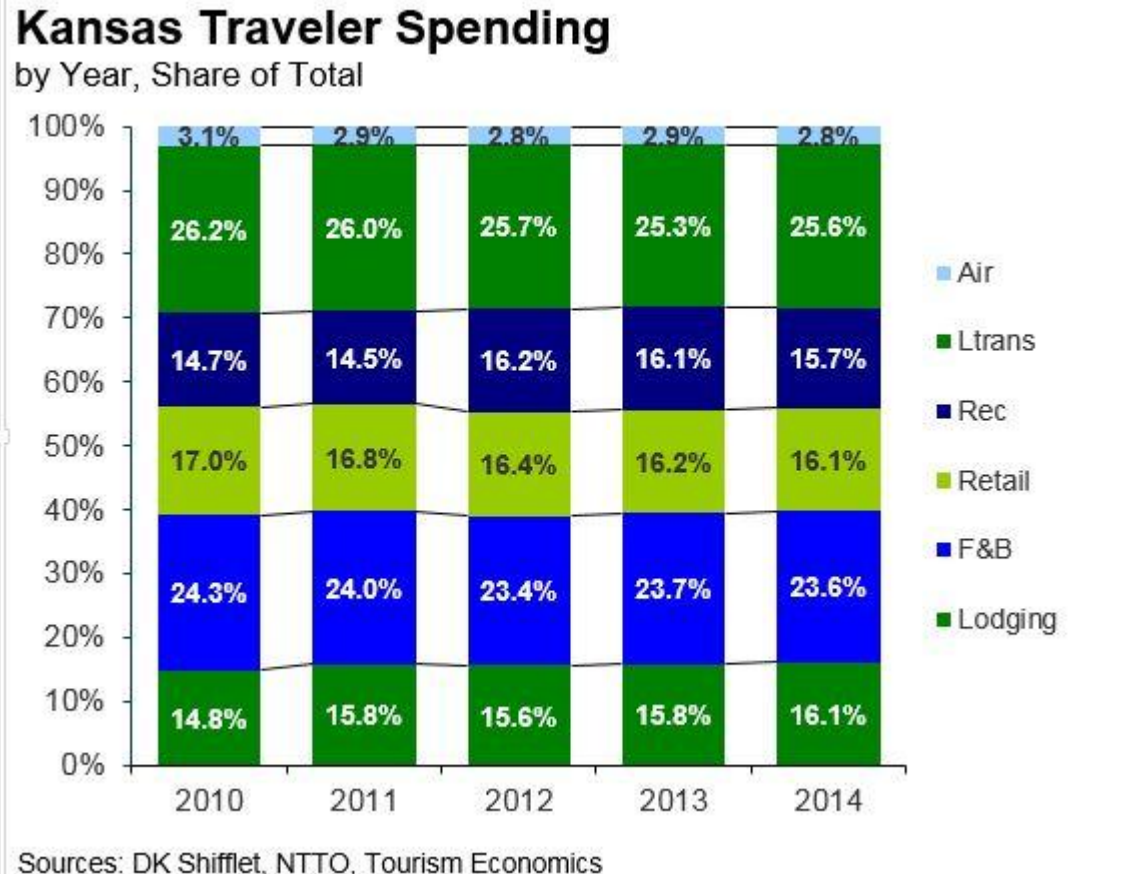


#KTC15

Questions? Text KDWPT672 to 22333



The results...



#KTC15

Questions? Text KDWPT672 to 22333

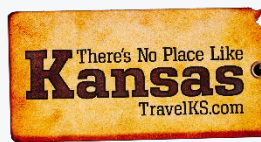


The results...

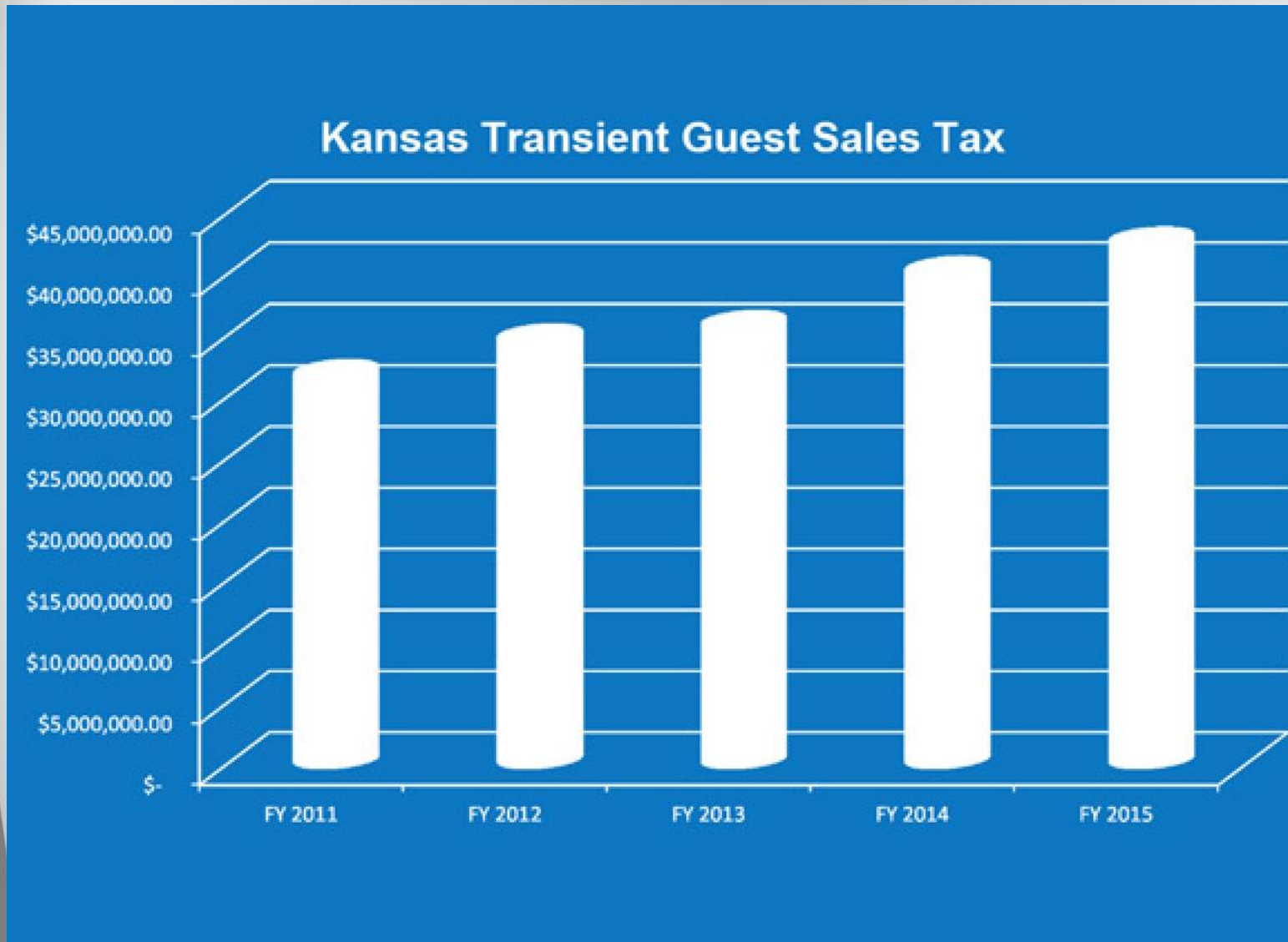


#KTC15

Questions? Text KDWPT672 to 22333



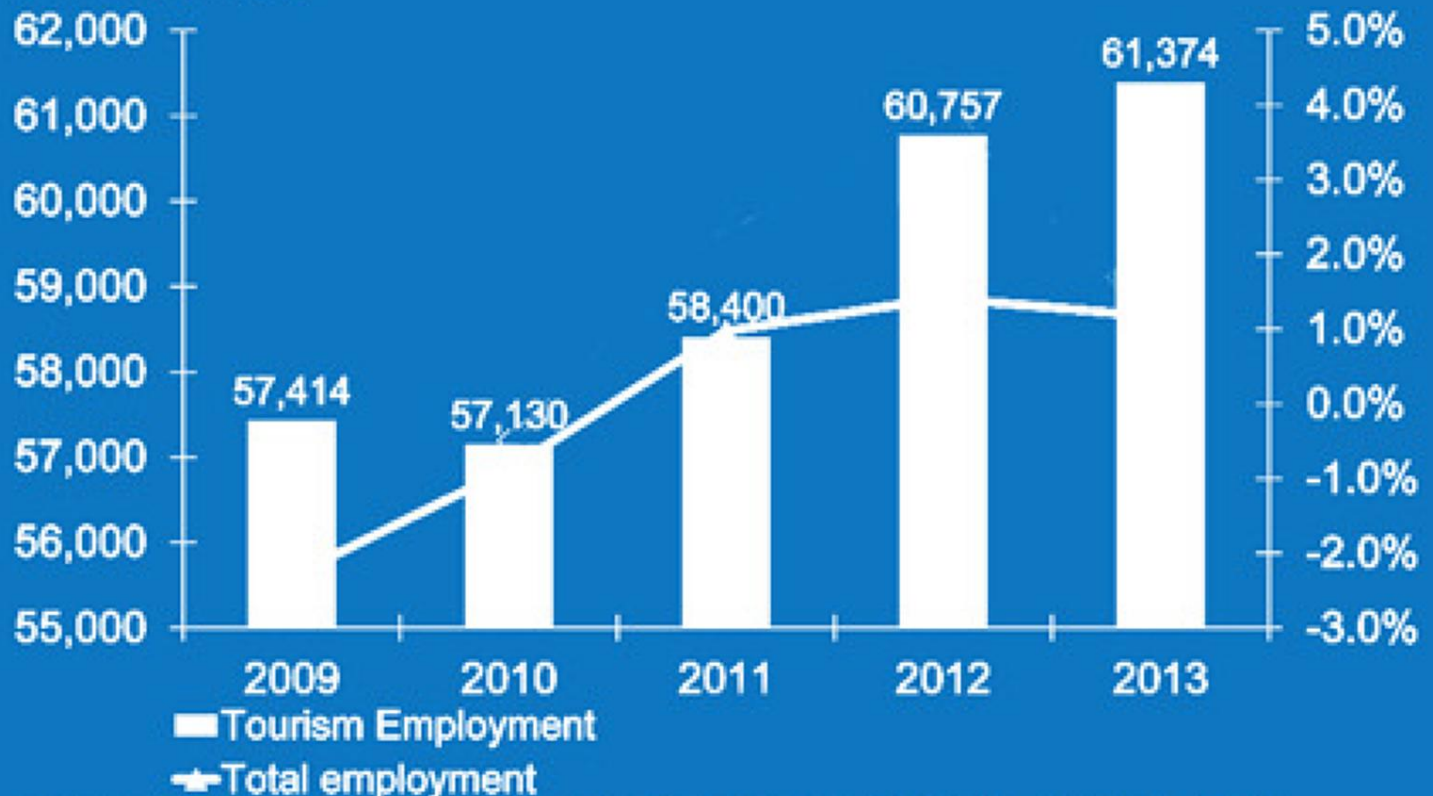
The results...



The results...

Tourism Employment

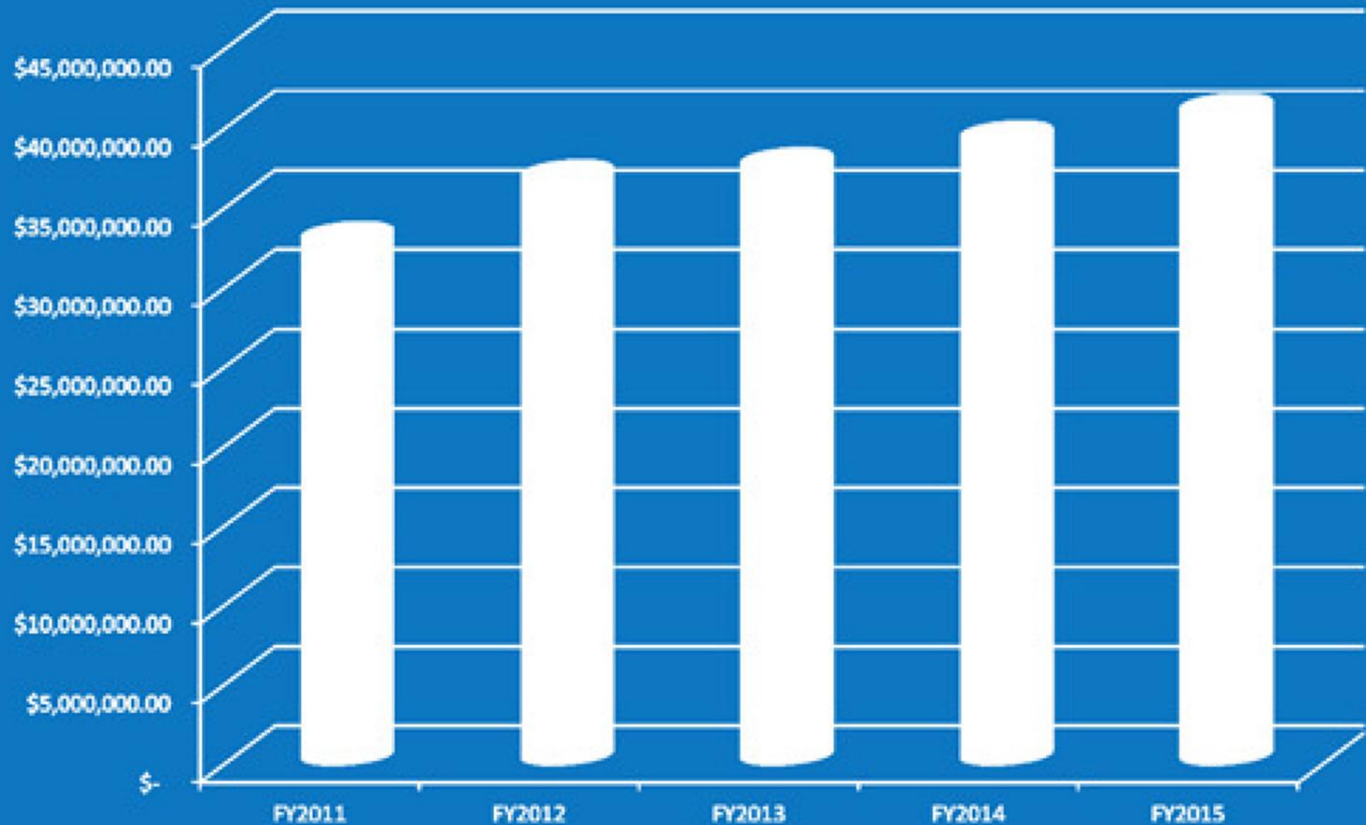
Number of Jobs



Source: Tourism Economics is currently conducting a study through FY15

The results...

Accomodation State Sales Tax Collected



Let's meet the team



#KTC15

Questions? Text KDWPT672 to 22333



The Governor's Council on Tourism



Lynda Fort

Kansas Bed & Breakfast Association



Tom Holland

Kansas Senate



Cheryl Collins

Kansas Museums Association



Adam Mills

Kansas Restaurant & Hospitality Association



Bridgette Jobe

Kansas City Kansas CVB



Jim Hanni

AAA Kansas



Jan Stevens

Dodge City CVB



Ken Corbet

Kansas Sport Hunting Association



Suzan Barnes

Grand Central Hotel & Grill



Mike King

Kansas Department of Transportation



Shelia Lampe



Butch Stucky

Kansas Petroleum Marketers Association

#KTC15

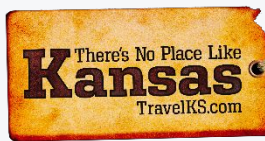


Partners



#KTC15

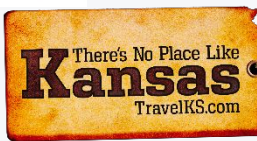
Questions? Text KDWPT672 to 22333



Partners



Questions? Text KDWPT672 to 22333

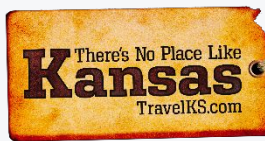


And most important.....



Questions? Text KDWPT672 to 22333

#KTC15



New Creative



#KTC15

Questions? Text KDWPT672 to 22333



New Creative



#KTC15

Questions? Text KDWP672 to 22333



New Creative




#KTC15

Questions? Text KDWPT672 to 22333



What questions do you have for Kansas Tourism?

 When poll is active, respond at **PollEv.com/kdwpt672**  Text **KDWPT672** to **22333** once to join

 Answers to this poll are anonymous

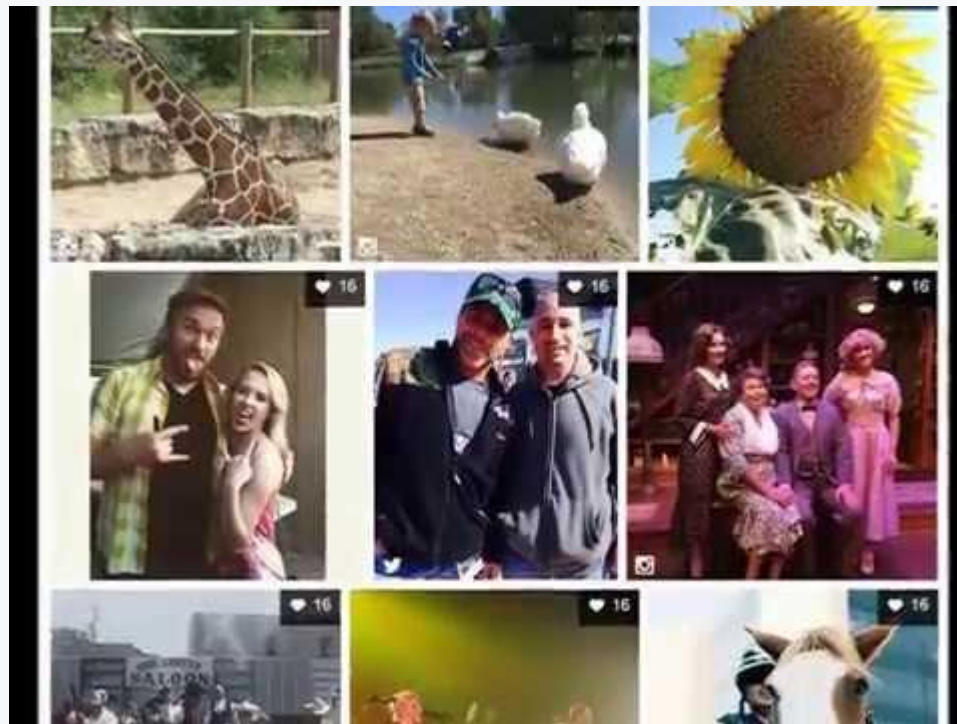


Total Results:
#KTC15

Questions? Text KDWPT672 to 22333



#KSBucketList



#KTC15

Questions? Text KDWPT672 to 22333



Micro-Moments



#KTC15

Questions? Text KDWPT672 to 22333



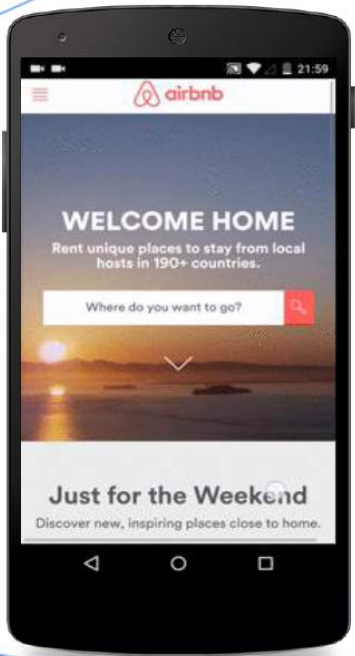
Making Micro-Moments



#KTC15

Questions? Text KDWPT672 to 22333





Mobile: Why to How

Why the biggest opportunities
are in the smallest moments

Shaun Aukland, Destinations Evangelist

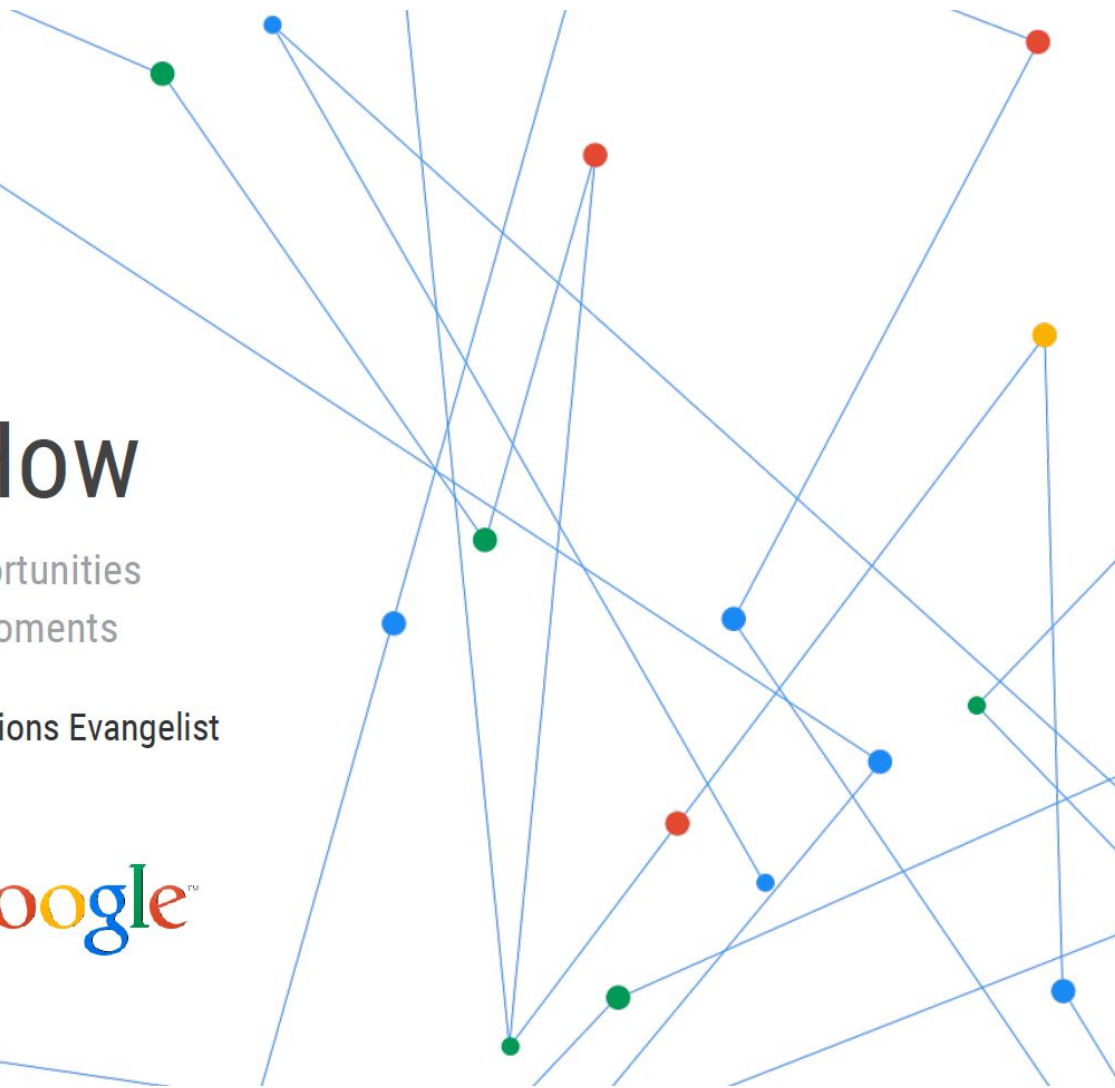
U.S. TRAVEL ASSOCIATION'S

ESTO

PORTLAND

AUGUST 23-25

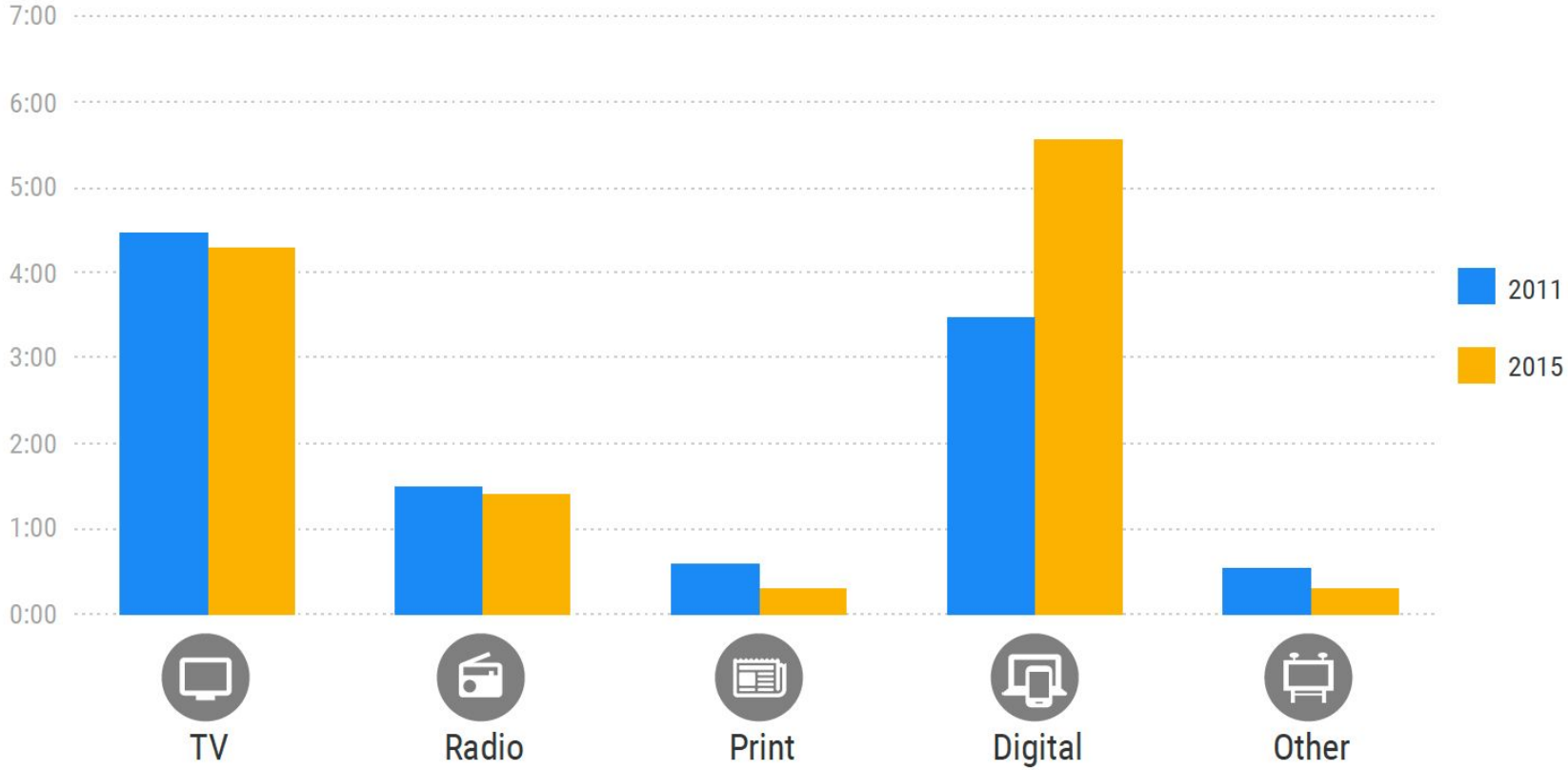
Google™



Nothing new

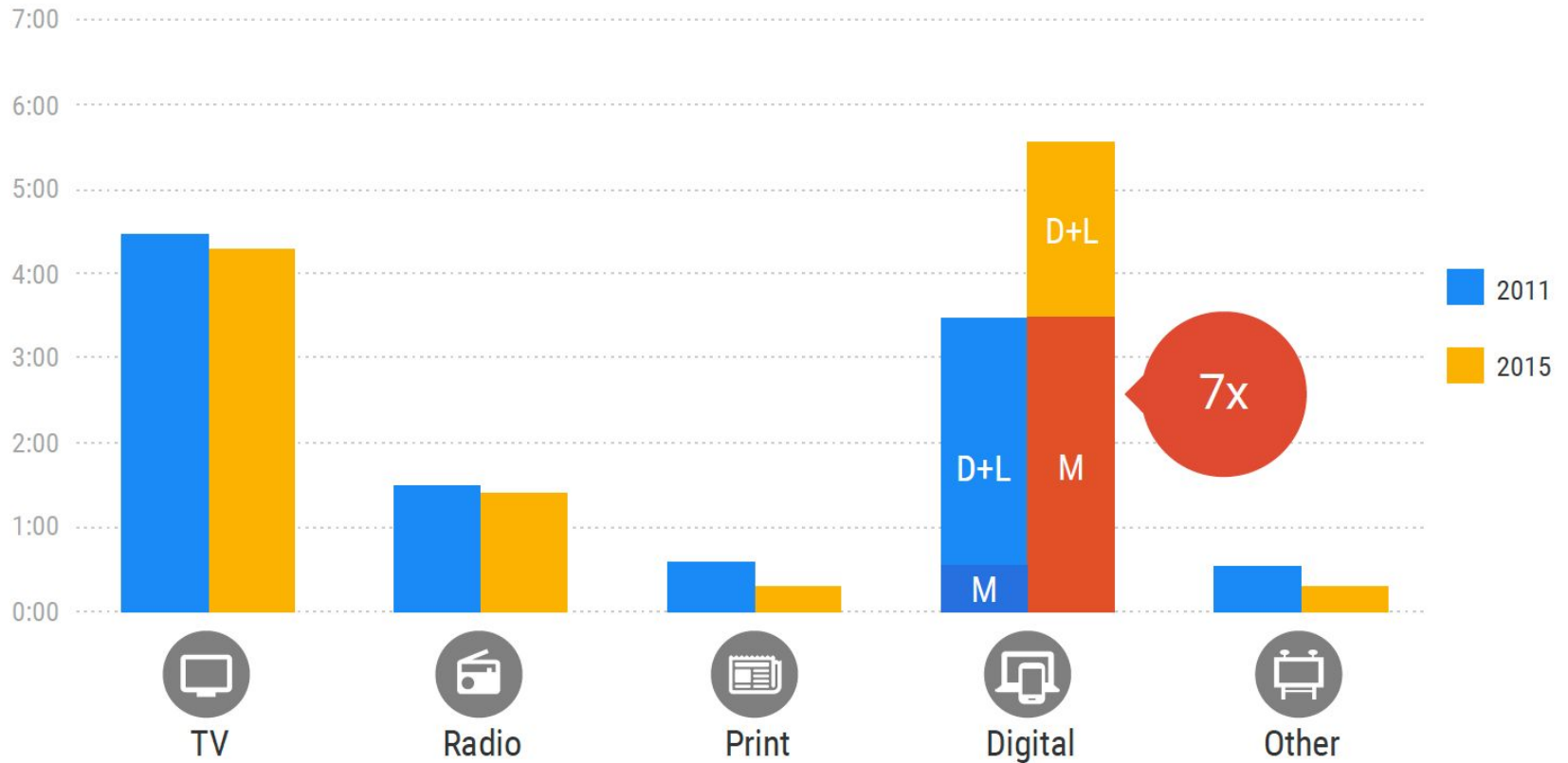
Except the pace of change is getting faster!

Average time spent per day by US Adults Shifts Toward Digital



Source: eMarketer 2015 - via US Census

Most of the growth in digital from here on out will be from mobile



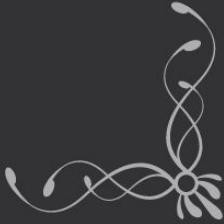

Source: eMarketer 2015 - via US Census



Nomophobia

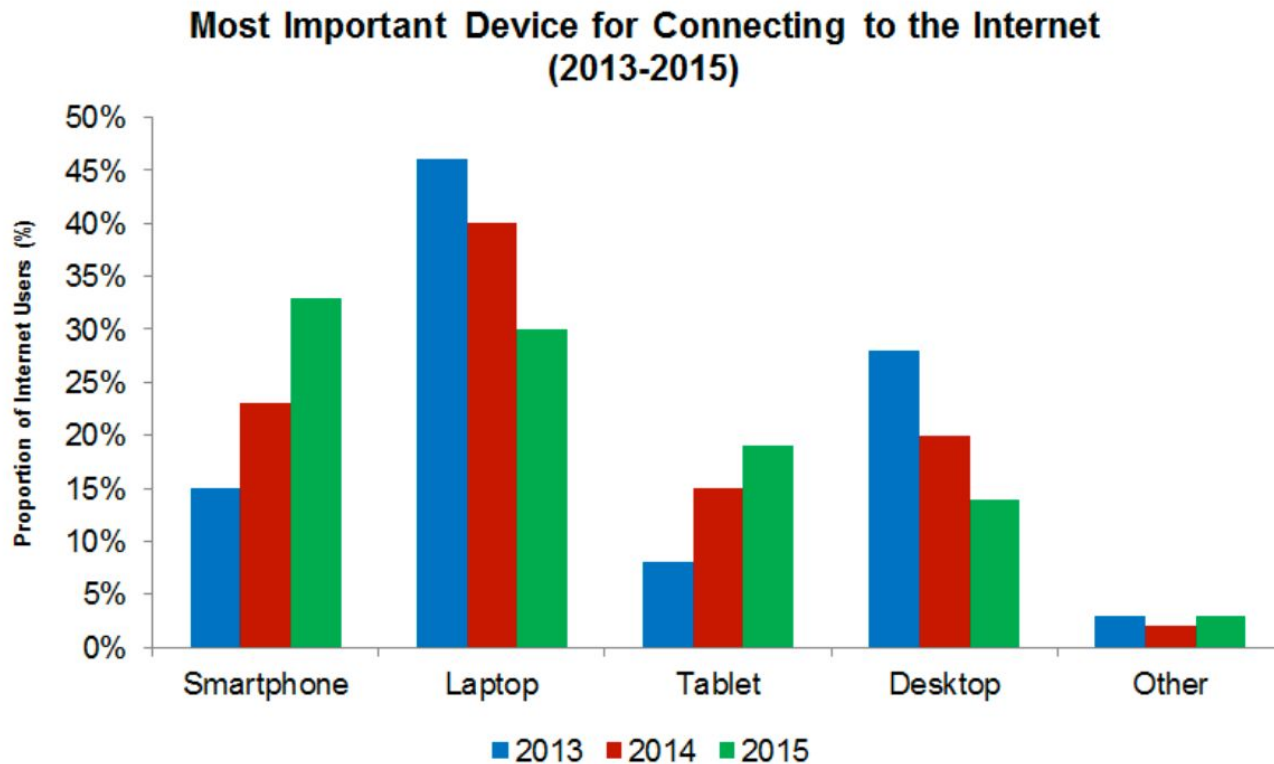
noun

a fear of being without
mobile device, power
source, or service area



This is an acknowledged fear in society today

The device people care about for the internet is shifting dramatically

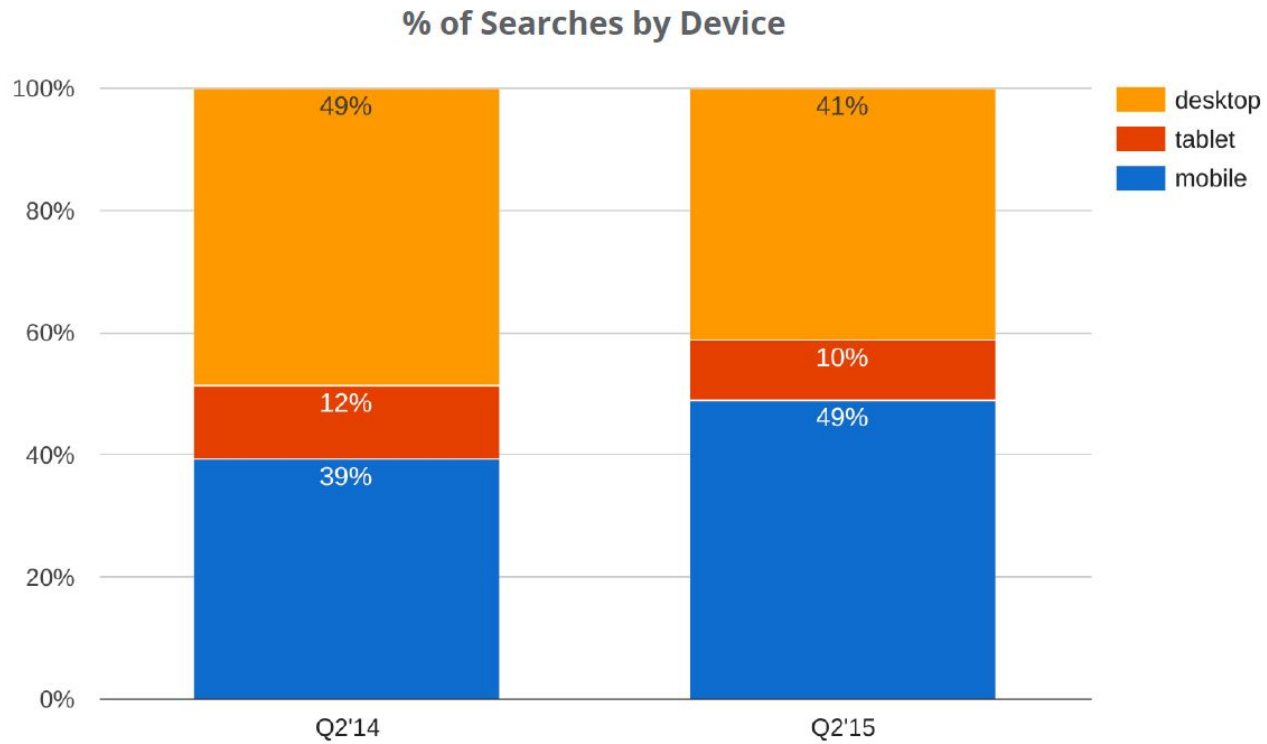


Source: Ofcom Technology Tracker, Q1 data, Adults 16+ who use internet at home or elsewhere



Searches grew by 18% in Q2'15 for destinations & attractions

Destinations & Attractions



59% of your searches are now on Mobile Devices

59% of your
searches
are now on
Mobile Devices

Mobile has changed how we act and react in life



Immediacy of action

Acting on any stimulus,
whenever we're motivated to



High expectations

for relevance and for
frictionless experiences



Unscripted decisions

People are more loyal to the
need in the moment vs. a brand



define: micro-moment



Web

Videos

Images

Shopping

News

More ▾

Search tools

About 44,800,000 results (0.37 seconds)

mi·cro·mo·ment

/ 'mīkrō/ / 'mōmənt/

*noun; plural noun: **micro-moments***

1. A moment when we act on a need – a need to learn something, do something, discover something or buy something.
2. An intent-rich moment when decisions are being made or preferences being shaped.



TECH

3/02/2015 @ 12:46AM – 2,242 views

Our Marketing Models Are Broken. We Need To Make A Shift

Now mass marketing has shifted to mass personalization and messaging and targeting have given way to activation. It is no longer enough to simply grab attention, we have to hold attention. Rather than merely selling products, today's marketers need to inspire movements... That requires a major shift in mental models.



If your plans don't
include mobile, your
plans are not finished.

Wendy Clark
CMO, Coca-Cola

Insight

mobile video connection = personal connection

Smartphone video viewers are:



2X as likely
as TV viewers



1.3X as likely
as desktop viewers



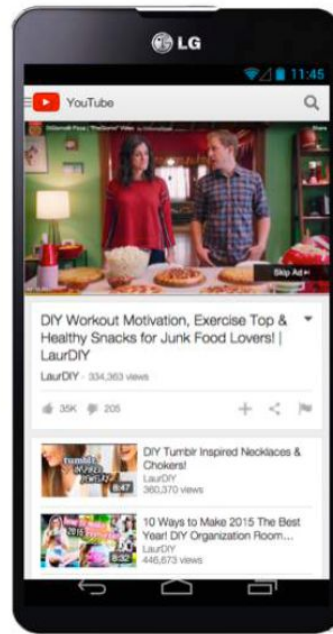
to feel a sense of **personal connection**
to brands that show video content or
ads on their devices.

Source: Google/Ipsos, Brand
Building on Mobile Survey (U.S.),
February 2015.

Insight

Watch time on YouTube mobile is up 90% YoY

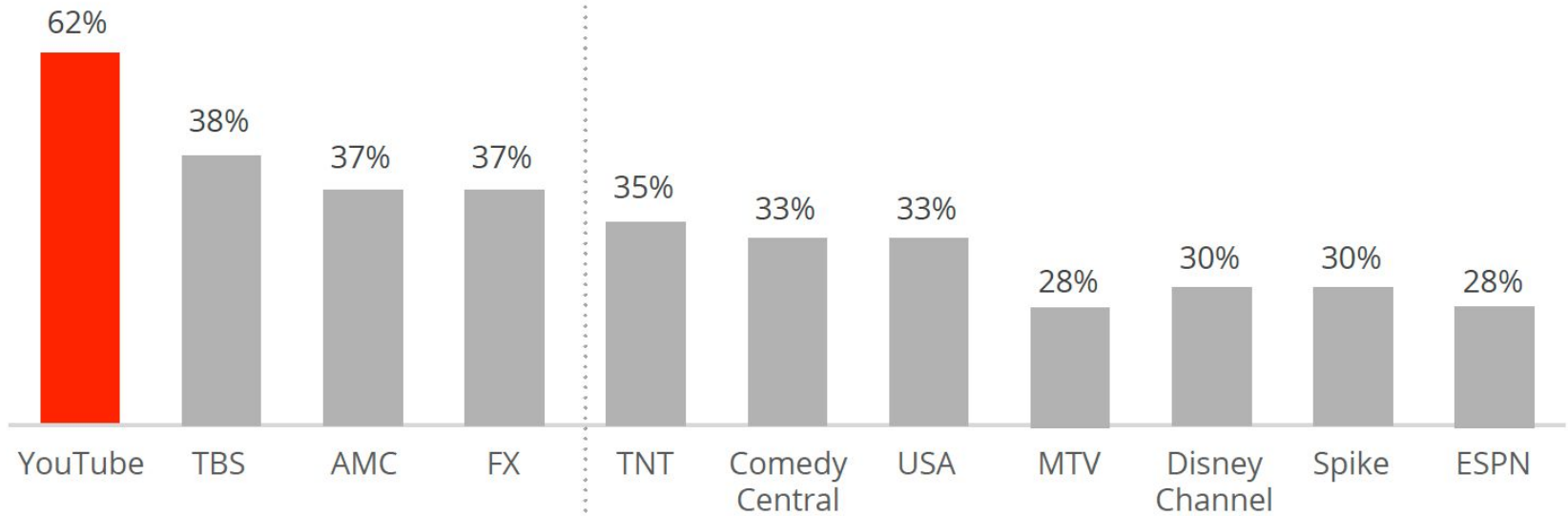
YouTube reaches more **18-49 year-olds on mobile** than any cable network



30-40%
of consumers
watch mobile video
each day.

Insight

Watch time amongst adults 18-49



Source: Google-commissioned Nielsen study, December 2013 – February 2015. Audience Reach (000) among Persons 18-49 for YouTube (mobile only) and 124 U.S. cable networks individually (television only)

So what does that mean?

- To succeed
 - You must be mobile
 - Provide video within the mobile environment

Igniting Change



#KTC15

Questions? Text KDWP672 to 22333



TravelKS.com

- [Responsive Design](#)
- [Interactive Map](#)
- [Related Content](#)
- [Images/Video](#)
- [Regions/Cities](#)

Questions? Text KDWPT672 to 22333

#KTC15



CrowdRiff

The screenshot displays the TravelKS.com website interface. At the top, the slogan "There's no place like Kansas" is prominently featured in a large, white, serif font. To the right of the slogan is a "Click Here To Request A Travel Guide!" button and a search bar labeled "explore Kansas...". Below the slogan is a navigation menu with links for "#KSBucketList", "Calendar of Events", "Things To Do", "Dining", "Lodging", "Shopping", and "International Visitors".

The main content area features a large image of a yellow bucket with the "BUCKET LIST" logo. Below the bucket are four yellow buttons: "About #KSBucketList", "Events", "Things To Do", and "Sign In". To the right of the bucket is a large photograph of a person standing by a lake at sunset, with a green tent pitched nearby. The photo includes "Like" and "Follow" social media icons.

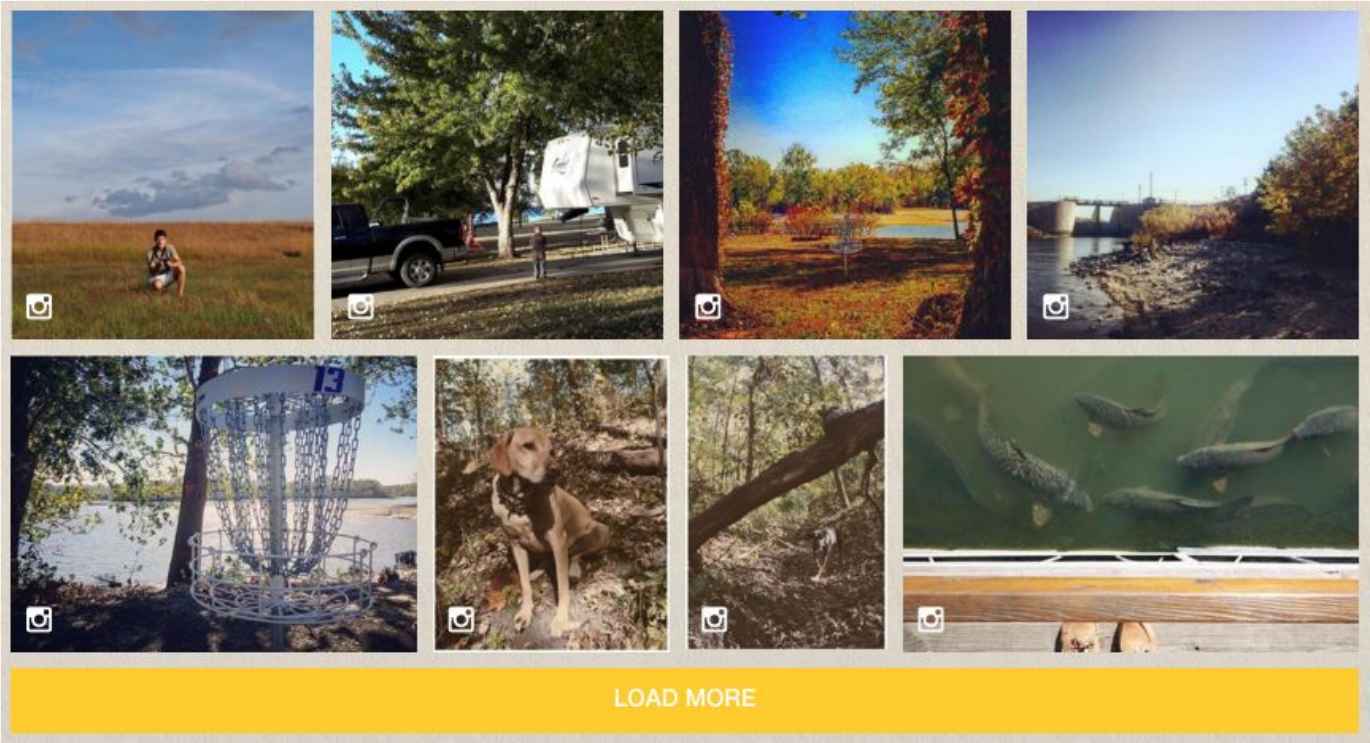
Below the main image is a navigation bar with "#KSBucketList", "Popular", "Recent", and "TravelKS.com" options. The "Recent" tab is selected, showing a grid of three images: a cave opening, a person in a witch costume, and the Kansas State Capitol building.

#KTC15

Questions? Text KDWPT672 to 22333

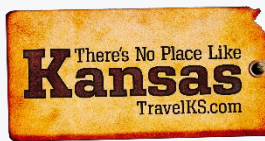


CrowdRiff

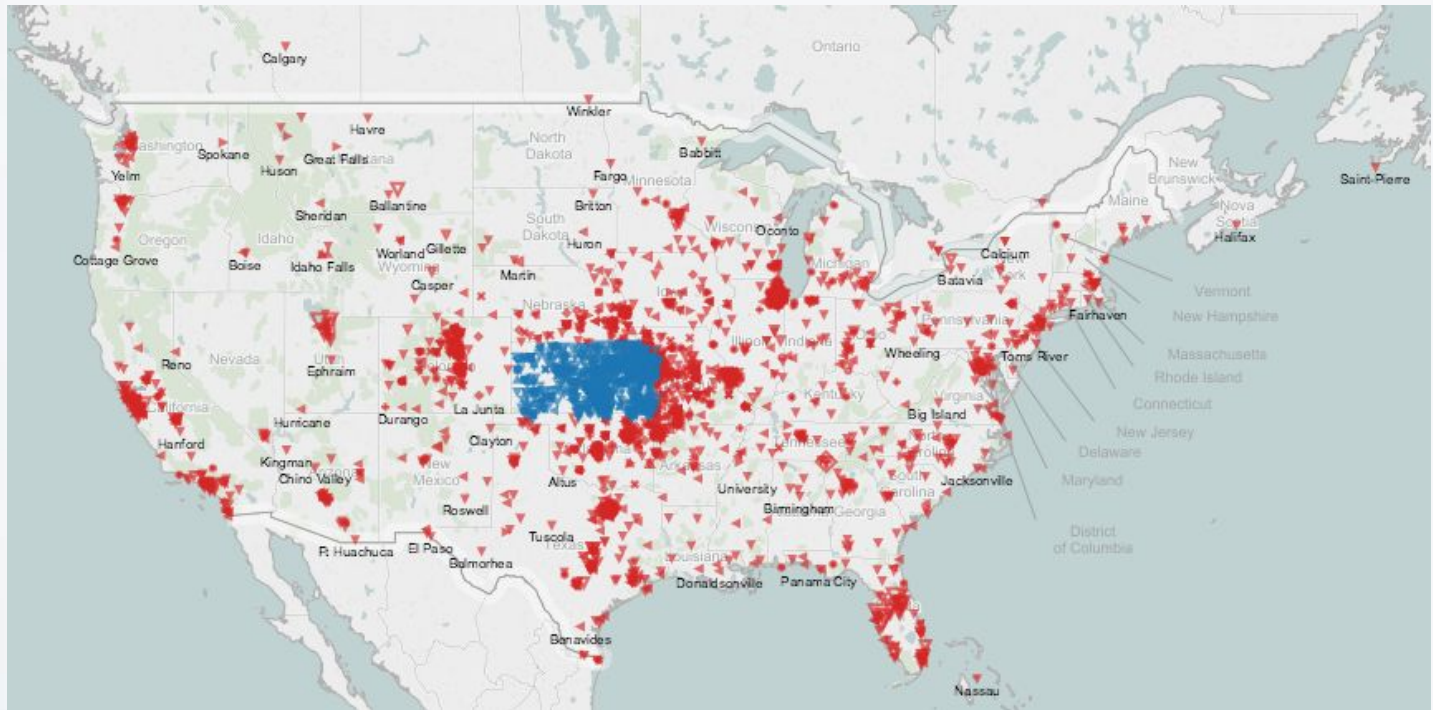


#KTC15

Questions? Text KDWPT672 to 22333



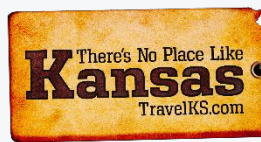
Arrivalist



2014 Arrivals

#KTC15

Questions? Text KDWPT672 to 22333



Arrivalist ROI



\$112.09



\$85.55



\$83.67



\$37.84



\$28.44



\$12.51

#KTC15

Questions? Text KDWP672 to 22333



Arrivalist Co-op

- 4 participants started in May
- Varying budget levels, creative
- 0.21% CTR
- 1,305 estimated arrivals
- **\$25.69 ROI**

Questions? Text KDWPT672 to 22333

#KTC15



Arrivalist 2016

- Open it up
 - Participate through co-op
 - or –
 - Get pixels & place yourself

Questions? Text KDWPT672 to 22333

#KTC15



Destination Dashboard

Powerful Insights. Centralized Data

- Connects all of our data feeds
- Ability to create multiple dashboards
 - [Website Dashboard](#)


Questions? Text KDWPT672 to 22333

#KTC15



What questions do you have for Kansas Tourism?

 When poll is active, respond at **PollEv.com/kdwpt672**  Text **KDWPT672** to **22333** once to join

 Answers to this poll are anonymous



Total Results:
#KTC15

Questions? Text KDWPT672 to 22333



Ignite Tourism...Ignite Kansas



#KTC15

