

Division of Tourism  
**Kansas**  
ANNUAL REPORT FY2017



AD ASTRA PER ASPERA  
**Kansas**  
Department of Wildlife, Parks  
and Tourism

There's No Place Like  
**Kansas**  
TravelKS.com

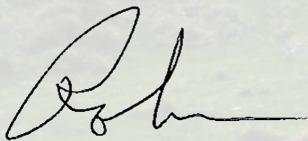
Once again, Kansas' rich cultural attractions, remarkable outdoor resources and breathtaking scenery made Kansas a prime destination for millions of visitors from every corner of the globe.

Tourism plays a prominent and growing role in our state's economy. Kansas welcomed a record 36 million visitors in Fiscal Year 2016. Those visitors supported nearly \$10.8 billion in business sales in Kansas, supporting 95,000 jobs – 5.1% of all jobs in Kansas.

A big part of this success is due to the outstanding efforts of the Kansas Tourism Division, tourism-related organizations and businesses, and the individuals who work in the industry.

I appreciate their work and offer my support to this vital industry as we continue to move Kansas forward and enhance our ability to attract visitors from around the world.

Sincerely,



Robin Jennison, Secretary  
Kansas Department Wildlife, Parks & Tourism



Storms pour down rain as they roll over the  
Arikaree Breaks.

Cover: Kanopolis State Park

#NoPlaceLikeKS

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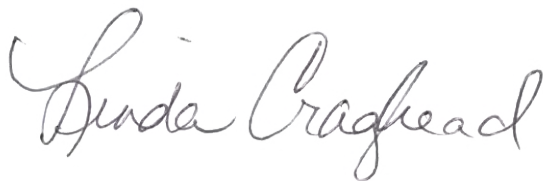
BUDGET & ECONOMIC IMPACT

Fiscal year 2017 was exciting for Kansas Tourism and the state's tourism industry! The centennial of the National Park Service, the 150th celebrations of the Chisolm Trail, the opening of the Evel Knievel Museum, the development of the Flint Hills Nature Trail, and other exciting happenings in cities and towns across the state all contributed to increased visitation, spending and jobs in Kansas' leisure and hospitality sector. New restaurants, hotels, wineries and breweries have opened at an amazing rate as developer's confidence in the industry continues to grow.

Our job within the Kansas Division of Tourism is to inspire travelers to choose Kansas, enhancing the overall economic vitality of our state. The talented, passionate and creative staff of the Kansas Tourism Division have worked hard and accomplished some great things this year toward achieving our mission. This report highlights a few of those efforts. Please take a look and let us know what you think as your feedback is important to us!

In conclusion, what we've accomplished couldn't have happened without the partnership of you and our tourism industry colleagues across all 105 counties. Every Kansan is part of the Tourism Team, as such I consider you Kansas' greatest assets. It's your capital investments coupled with friendly service and warm smiles that keep our guests coming back for more. Thank you for your commitment to our great state! Because of what you do every day, there truly is no place like Kansas to visit, live, work, play and stay!

Sincerely,



Linda Craghead, Asst. Secretary  
Kansas Department of Wildlife, Parks and Tourism



**LINDA CRAGHEAD**

Asst Secretary,  
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# KANSAS TOURISM TEAM



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# GOVERNOR'S COUNCIL ON TRAVEL & TOURISM

Jan Stevens - Dodge City Convention & Visitors Bureau  
Shelia Lampe - Lampe Heritage Farm & Pumpkin Patch  
Bridgette Jobe - Kansas City KS Convention & Visitors Bureau  
Lynda Fort - Kansas Bed & Breakfast Association  
Cheryl Collins - Riley County Historical Museum  
Jennifer Haugh - AAA Allied Group  
Suzan Barnes - Grand Central Hotel & Grill (TIAK)  
Susie Coleman - Triplett, Inc. (Petroleum Marketers)

Ken Corbet - Ravenwood Lodge  
Sarah Garten - Kansas Historical Society  
Senator Julia Lynn  
Semator Bud Estes  
Senator Tom Holland  
Representative Shannon Francis  
Representative Jan Kessinger  
Representative Adam Lusker

# MARKETING

# MARKETING HIGHLIGHTS

## ADDY AWARDS



Print Ad



Apparel



Print Ad

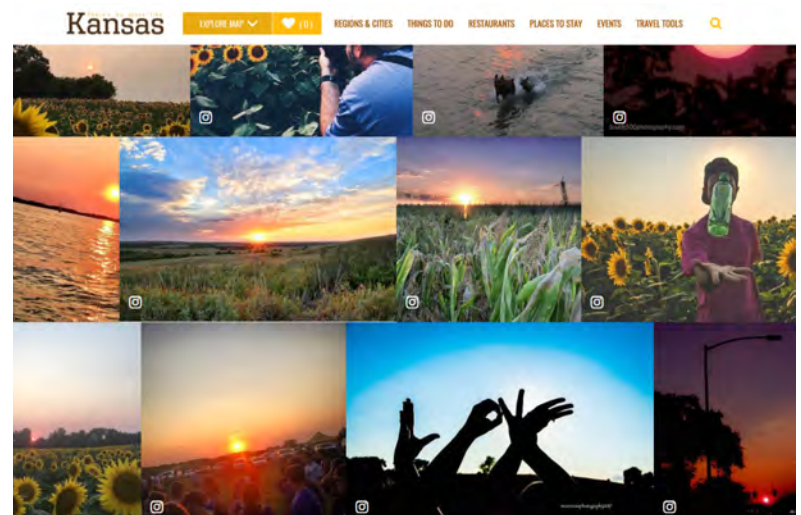
## IRMA AWARDS

International Regional Magazine Assoc.



Annual Publication

## CROWDRIFF AWARDS



Best Visual Website

# ADVERTISING CAMPAIGNS

## SPRING PRINT

**Passion**  
 World-renowned marshes that offer fantastic early-season duck and goose hunting. Abundant crop fields, rivers and reservoirs that hold untold numbers of waterfowl through mid-winter. There's no place like Kansas to watch the sunrise from a duck blind.

800.2.KANSAS • [KSOOutdoor.com/Hunting](http://KSOOutdoor.com/Hunting)

Central Flyway

**Escape** together, to the last of the frontier. Open, expansive skies. Majestic bison. And the hush of the prairie. There's no place like Kansas for experiencing unspoiled paradise.

800.2.KANSAS • [TravelKS.com/Escape](http://TravelKS.com/Escape)

Maxwell Wildlife Refuge

**Swish** It's the sound the river makes as you pull your paddle through water dotted with thousands of cottonwood seeds. Or the tail of a largemouth bass breaking the surface. It's subtle, peaceful, relaxing, refreshing... just like Kansas.

800.2.KANSAS • [TravelKS.com](http://TravelKS.com)

Kansas River Trail

**There's no place like Kansas**  
 TravelKS.com • 800.2.KANSAS

**Your place for all-things festive, cultural and fun.**

<b>May</b> <b>Brews, Blues &amp; Bar-B-Q</b> May 5-6 - Lansing <a href="http://Lansing.ks.us">Lansing.ks.us</a>	<b>Beef Empire Days</b> June 2-11 - Garden City <a href="http://BeefEmpireDays.com">BeefEmpireDays.com</a>	<b>July</b> <b>Amelia Earhart Festival</b> July 14-15 - Atchison <a href="http://VisitAtchison.com">VisitAtchison.com</a>	<b>September</b> <b>Kansas State Fair</b> Sept. 8-17 - Hutchinson <a href="http://KansasStateFair.com">KansasStateFair.com</a>
<b>Fort Larned Living History Weekend</b> May 27-29 - Larned <a href="http://nps.gov/fole">nps.gov/fole</a>	<b>Smoky Hill River Festival</b> June 8-11 - Salina <a href="http://RiverFestival.com">RiverFestival.com</a>	<b>Dodge City Days</b> July 28-August 6 - Dodge City <a href="http://DodgeCityDays.com">DodgeCityDays.com</a>	<b>Trails, Rails &amp; Tales Festival</b> Sept. 1-3 - Abilene <a href="http://abilenecityhall.com">abilenecityhall.com</a>
<b>June</b> <b>Wichita Riverfest</b> June 2-10 - Wichita <a href="http://WichitaRiverFest.com">WichitaRiverFest.com</a>	<b>Washunga Days</b> June 16-18 - Council Grove <a href="http://washungadays.com">washungadays.com</a>	<b>August</b> <b>Totally Eclipse</b> Aug. 27 - Atchison <a href="http://visitatchison.com">visitatchison.com</a>	<b>October</b> <b>Svensk Hyttingsfest</b> Oct. 13-14 - Lindsborg <a href="http://lindsborgcity.org">lindsborgcity.org</a>

Lindsborg

**Tour** 25,000 miles of scenic two-lane highways. Explore five epic motorcycle museums, headlined by the Official Evel Knievel Museum. There's no place like Kansas for a ride to be remembered.

800.2.KANSAS • [TravelKS.com/Tour](http://TravelKS.com/Tour)

Topeka



## FALL PRINT

**Escape** and reconnect. Take in the light show as the sun sets over the rolling Flint Hills. There's no place like Kansas for a getaway ... together.

800.2.KANSAS · [TravelKS.com/Escape](http://TravelKS.com/Escape)



Liquid Art Winery



Over a millennium, geologic shifts shaped the state's landscape to create a scenic backdrop for travelers. Follow the paths of great expedition teams and adventurers to see where history happened along Kansas' 12 distinctive byways. During the journey, visit museums and shops or enjoy local dining and lodging to create your own byway experience.

### Flint Hills National Scenic Byway

**Miles: 47 | Destinations:** Colby, Herington, Pittsburg, Cottonwood Falls, Strawn City, Council Grove  
As the Conestoga wagons headed west, endless stretches of prairie and glistening hills lay ahead. Council Grove's driving tour and programs at Pioneer Bluffs tell of early settlers and ranching heritage. Trek to the third-floor oval window of Cottonwood Falls' historic courthouse for a view of the Tallgrass Prairie National Preserve, just a short drive away.

### Frontier Military Historic Byway

**Miles: 167 | Destinations:** Baxter Springs, Pittsburg, Fort Scott, Pleasanton, Louisburg, Olathe and Leavenworth  
Dreaming of a better life, pioneers endured the difficult overland trek by seeking rest and supplies at places like Mahaffie. Stagecoach Stop and Farm in Olathe. Troops from Fort Leavenworth and Fort Scott patrolled the Kansas (free) and Missouri (slave) state borders. Today, museums and historic sites depict these significant events.

### Glacial Hills Scenic Byway

**Miles: 60 | Destinations:** White Cloud, Troy, Atchison, Leavenworth  
In 1804, Lewis and Clark explored here, recording a French fort and Kanza Indian village, even firing a cannon near Atchison to celebrate Independence Day. Shops and restaurants now line the brick streets of downtown Atchison and Leavenworth. Trolley tours tell the story of these historic steamboat and railroad towns.

### Gypsum Hills Scenic Byway

**Miles: 112 | Destinations:** Coldwater, Medicine Lodge  
Iron-rich soil and white gypsum create the stunning landscape of red rocks, buttes and mesas. After wagon trains, troops and railroads disrupted the lives of Plains Indians, the Medicine Lodge Peace Treaty helped end the conflicts. Museums and books describe the region's history, including the story of local temperance-leader Carry A. Nation.

### Kansas Historic Route 66 Byway

**Miles: 117 | Destinations:** Baxter Springs, Galena, Stoventon  
Get your kicks when you enjoy the original Kansas portion of Route 66. This stretch of "The Mother Road" features the only remaining Marshall Arch Bridge on the Route and the low truck that was the inspiration for the character "Mater" from the "Cars" movie. Also visit Nelson's Old Riverton Store, one of the most authentic stores of its kind on Route 66, still operating after more than 75 years.

### Land and Sky Scenic Byway

**Miles: 88 | Destinations:** Sharon Springs, Cowdrey, St. Francis  
Traverse this byway for the opportunity to experience the Wallace Branch of the Great Western Cattle Trail, scale the highest point in Kansas at Mount Sunflower and explore the deep canyons and rugged landscape of the Arkaree Breaks. This byway is the only one in the state that highlights agriculture and its farmers. Experience Kansas' historic agricultural roots. And meet the farmers to see where your food is grown.

Kansas Tourism received over

# 7 MILLION IMPRESSIONS

from our print advertising placements.

### PUBLICATIONS INCLUDED:

*Ducks Unlimited, Hog Magazine, AAA Living, Best of the Midwest, Midwest Living & American Road*

SPRING DIGITAL



**Kansas trails: Scenic. Safe. Family friendly.**

Find Your Trail >

There's No Place Like **Kansas**  
TravelKS.com



**Front-row seats to the Central Flyway**

Bird Sightings >

There's No Place Like **Kansas**  
TravelKS.com



**Evel Knievel. Vintage bikes. Epic rides.**

Ride Now >

There's No Place Like **Kansas**  
TravelKS.com



**700,000+ acres of public land. Perfect for passing it on.**

Download the Spring Turkey Atlas

There's No Place Like **Kansas**  
KSOutdoors.com



**Day on the lake. Lifetime of memories.**

Fishing Atlas

There's No Place Like **Kansas**  
KSOutdoors.com

FALL DIGITAL



**Relive history with a bang.**

Travel Guide

There's No Place Like **Kansas**  
TravelKS.com

## HIGHLIGHTS

In digital media, we reached audiences by utilizing a comprehensive media placement strategy that targeted based on demographics, geography and behavioral

# 46,296,554

Total Digital Ad Impression

## DIGITAL AD PLACEMENTS

Persona	Impressions
Hunter	9,556,928
Angler	8,729,369
Outdoor Adventure	5,857,430
Cylist	5,053,939
Birdwatcher	3,992,760
Motorcyclist	3,740,648
Road Tripper	4,875,516
History Buff	3,047,802
Kansan	1,442,162
	46,296,554

## OVERALL DIGITAL TARGET MARKETS\*

Arkansas, Arizona, California, Colorado, Iowa, Missouri, Nebraska, Oklahoma

\*Turkey and Waterfowl ads targeted nationwide.

# TRAVELKS.COM

In FY2017, Kansas Tourism unveiled a new responsive website platform on TravelKS.com. New elements include:

- A persona driven "Pick Your Kansas Adventure"
- Interactive Explorer Map
- Region & Cities navigation menu option
- Addition of specialized categories
- Microsites were also redesigned

# 2,039,063

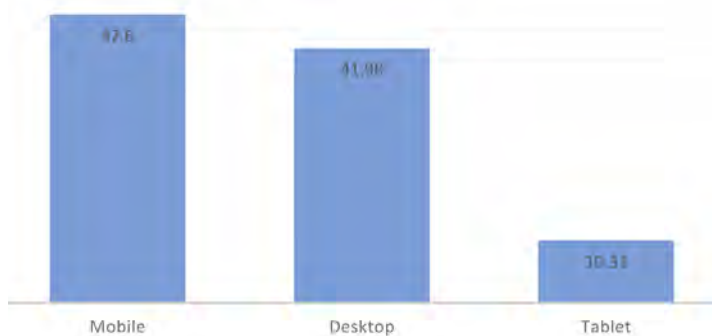
Total Pages Viewed

# 992,326

Sessions

# 780,826

Unique Visitors

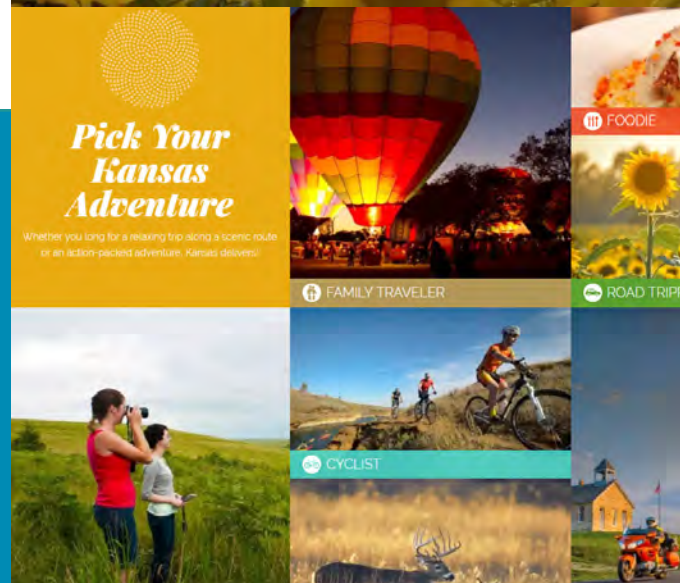


## Top 10 pages overall:

1. Home
2. Hunting
3. Events
4. Tour/motorcycling
5. Ksbucketlist
6. Travel guide
7. Cabins/lodges
8. Things to do
9. History Heritage
10. Other

#NoPlaceLikeKS

# There's no place Kansas



like  
S



SCROLL  
▼



### Kansas

EXPLORE KANSAS

INTERESTS CATEGORIES

FILTER BY REGION

FILTER BY CITY

WHAT'S NEAR ME

- Road Tripper
- Outdoor Adventurer
- Motorcyclist
- Hunter
- History Buff
- Foodie
- Family Traveler
- Cyclist
- Birdwatcher
- Angler

Legend

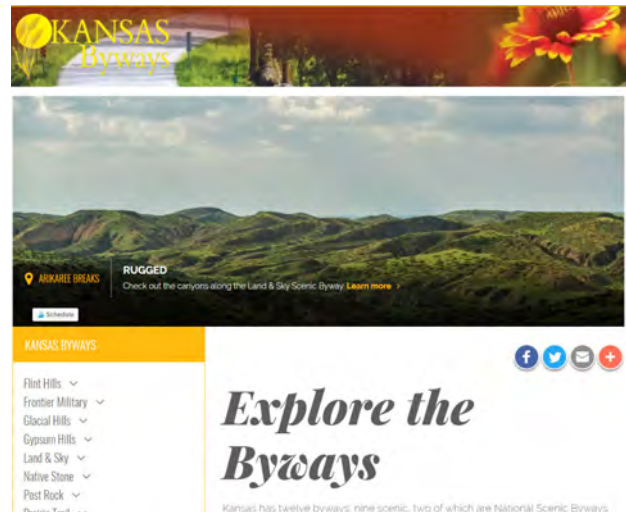
- Northwest

# MICROSITES



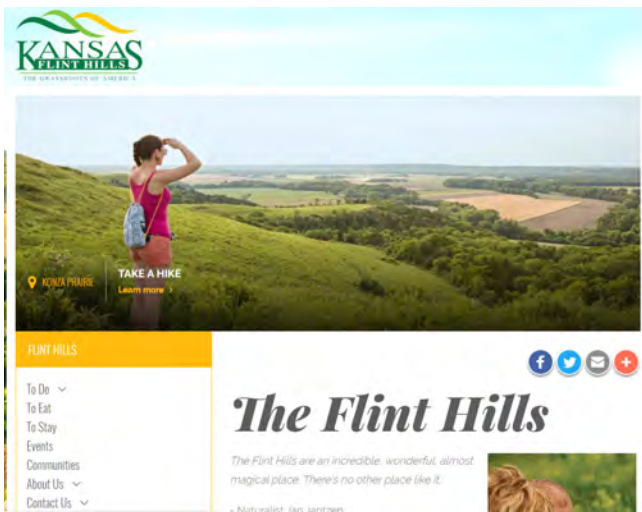
## KANSAS! magazine

Sessions : 28,528  
Page Views: 58,889  
Users: 19,716



## Kansas Byways

Sessions: 55,823  
Page Views: 42,167  
Users: 42,167



## Kansas Flint Hills

Sessions: 16,320  
Page Views: 29,365  
Users: 12,393



## Kansas River Trail

Sessions: 6,306  
Page Views: 4,553  
Users: 13,005

# TRAVELKS APP



- Download Kansas Tourism's FREE Travel App
- Build and save your own unique itinerary
- App is built with geotracking so it's easy to find what there is to see and do near you.



## NEW TRAVEL APP

Launched in February, the TravelKS App has become a dynamic digital travel guide. The app allow Kansas Tourism to reach the tech savvy market who wants everything to be all in one place and can access it all on their phone.

### FEBRUARY - JUNE

278 Downloads

50.8 Average monthly users

1:06 Median time spent in app

918 Total actions taken

61.9 Average unique users

## HIGHLIGHTS

# 1,833

## SESSIONS IN THE FIRST FIVE MONTHS

Have you downloaded our app?  
It's free on Apple i-Tunes and Google Play.

# SOCIAL MEDIA



@TravelKS  
@kansasmagazine  
@KSByways

## 40,772

Total Followers



@kansastourism  
@kansasmagazine  
@KSByways

## 11,835

Total Followers



@TravelKS  
@KANSASmag  
@KSByways

## 17,754

Total Followers

13 paid social media campaigns generated

# 1,972,279 IMPRESSIONS

## USER GENERATED PHOTOGRAPHY



To assist us in capturing the countless stunning photography shot within our state we've partnered with Crowdriff, a social media aggregator. By searching hashtags, we've connected with hundreds of photographers - both native Kansans and those visiting our state.

## 103,408

Total assets collected

## 10,893

Conversations with social media users



#NOPLACELIKEKS

# INSTAMEET | LINDSBORG

In April, Kansas Tourism hosted our first Instameet in Lindsborg, KS. We invited photographers and social influencers to a workshop presented by Jim Richardson, then attendees spent the afternoon exploring the community and nearby sites.

**73 ATTENDEES**

**186,000+**

Instagram Following of Attendees

**14,334**

Potential Reach

Before the Instameet, #NoPlaceLikeKS had been tagged 3,000+ times, a month after the Instameet it was at 5,500. As of September 2017, it has been tagged...

**10,503 times    3.5x GROWTH**



@ms\_pix



@huyettejake



@sosborn0202



@erika\_rea



@charlesmorgan

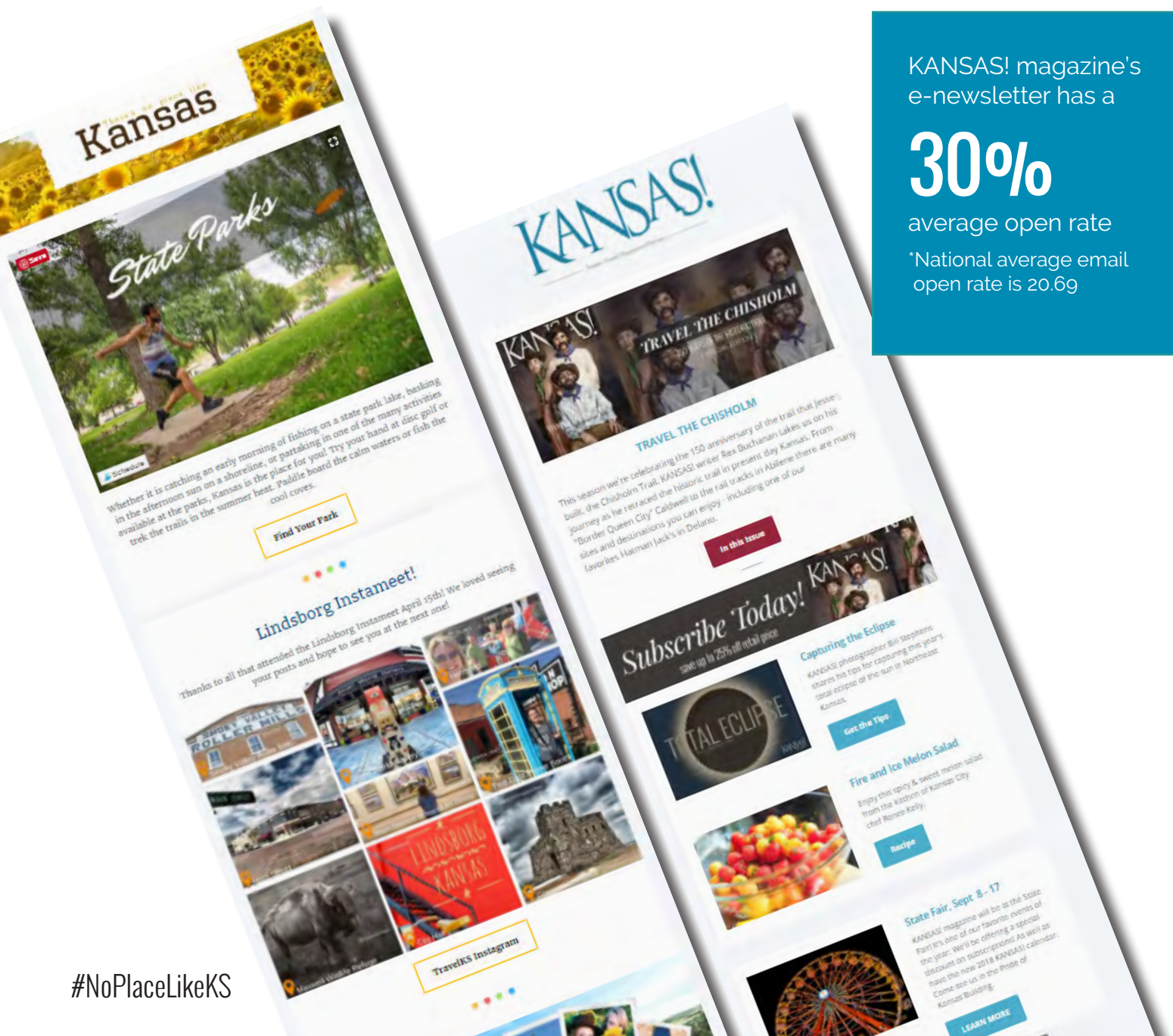
# EMAIL MARKETING

# 651,503

Total eBlasts sent to consumers

# 49,122

Total combined subscribers



KANSAS! magazine's e-newsletter has a

# 30%

average open rate

\*National average email open rate is 20.69

#NoPlaceLikeKS



## PUBLICATIONS

# 972,360

Total Publications Distributed

## HIGHLIGHTS

In FY2017, Kansas Tourism increased our print run by 50,000 guides, making our total print count 400,000 copies. These additional guides were polybagged with *Midwest Living* magazine to subscribers in Iowa and Arkansas. This was made possible by our partnership with Meredith Corporation

# 1,412

Listings in the 2017 Travel Guide

## Top 10 Request Markets

- |             |              |
|-------------|--------------|
| 1. Kansas   | 6. Michigan  |
| 2. Texas    | 7. Indiana   |
| 3. Missouri | 8. Tennessee |
| 4. Illinois | 9. Wisconsin |
| 5. Ohio     | 10. Florida  |

*Other publications distributed include: Kansas Road Maps, Byways Fun Facts, Kansas Wineries Map, Kansas State Park Coloring Book, Fishing Atlas, Fishing Regulations, Hunting Atlas & Hunting Regulations*



@nguye612



@zipkc



@woolfzsch



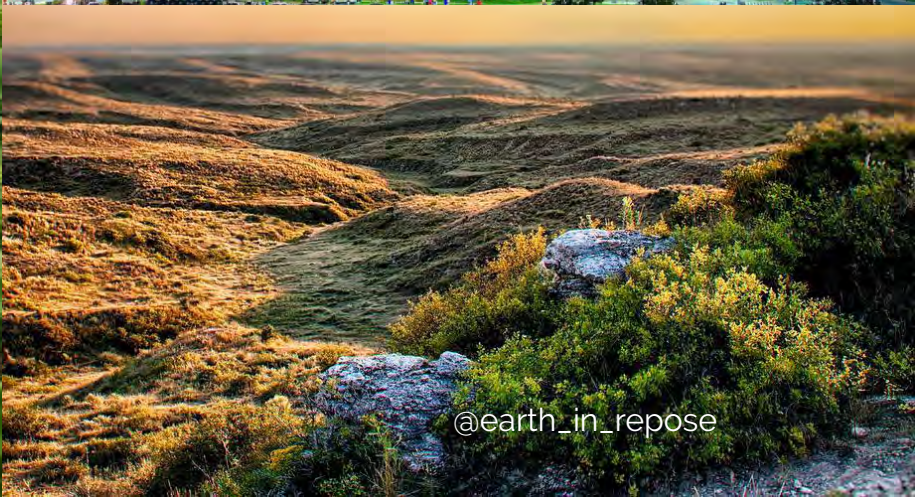
@chasingescape



@micahnaeger



@mjfelter.nef



@earth\_in\_repose

# PUBLIC RELATIONS

# PUBLIC RELATIONS

## HIGHLIGHTS

Over

# 600 MILLION

earned media impressions

Over

# \$3.6 MILLION

in media value

Added over

# 2,200

articles to the PR database

Assisted with over

# 380

articles, story ideas and photo requests



## HIGHLIGHTS



**Group Travel Leader**

March 2017

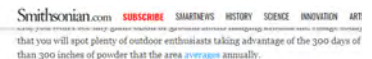
"Explore America's Crossroads"



**Chicago Tribune**

November 2016

"New statues in Kansas commemorate Orphan Train movement"



**Abilene, Kansas, Population 6,590**



The Old West doesn't feel quite so old in Abilene, Kansas. People come from all over Abilene to get a sense of the cow town where a handful of rough-and-tumble character thousands of cattle coming up from Texas. The work was dangerous but profitable: herded the animals through the oft-tumultuous terrain, avoiding natural disasters a characters, you'd collect a rich reward.

**Smithsonian Magazine**

May 2017

"Abilene named one of 20 Best Small Towns to Visit in 2017"

#NoPlaceLikeKS

# MEDIA SHOWS

## 97 MEDIA CONNECTIONS

### EVENTS ATTENDED

- North American Travel Journalist Assoc.
- New York Times Travel Show



### HIGHLIGHTS

This April, Kansas Tourism partner Meredith Corporation held an exclusive spring media event at their Headquarters. Attending Kansas communities met with writers and editors of many Meredith publications promoting their destinations and building stronger media connections.

### COMMUNITIES WHO ATTENDED

Manhattan, Leocompton, Kansas City, Dodge City, Liberal, Wichita, Concordia, I-70 Association, Salina & Goodland

### PUBLICATIONS IN ATTENDANCE

*Better Homes & Gardens, Midwest Living, Successful Farming, Living the Country Life, Country Gardens, Traditional Home, Diabetic Living & AllRecipes*



# DIGITAL ASSETS

# 37,628

total digital assets stored

## NEW CREATIVE CAMPAIGNS

- Evel Knievel Museum
- Kansas Outdoor Adventure
- Wanderlust Road Trip
- Couples Getaway

## HIGHLIGHTS

In FY2017, Kansas Tourism selected Libris by Photo Shelter to be our digital asset management tool. Libris allows for us to store both digital photography and video in one location. With it's robust search abilities it has streamlined the process of locating digital media.

It also allows for photographers, partners and other state agencies to share and upload their photography and videos directly to the system. Media can also request files for download to use in articles, blogs and publications.





# SOCIAL MEDIA INFLUENCERS



@LMONTIZ



@HERHEARTLANDSOUL



@CHRISTINEEXPLORING



## HIGHLIGHTS

Over

# 60,000

impressions on influencers' social media accounts

## COMMUNITIES VISITED

Lucas, Sylvan Grove, Lindsborg, Canton, Marquette, Minneapolis, Lawrence, Kansas City, Manhattan, St. Francis, Dodge City, Greensburg, Medicine Lodge, Hays, Goodland, Scott City, Garden City, Winfield, Independence, Ottawa, Junction City, Ellis, Collyer, Quinter & Oakley



@dorion.antares



@ourchanginglives



@hayleykad



@eatmovemake



@blue\_barn\_productions

# INTERNATIONAL & GROUP SALES

# INTERNATIONAL

## UK MARKETING MISSION

Last summer Kansas Tourism, in partnership with Oklahoma Tourism, hosted a 12-day marketing mission to the United Kingdom and Ireland, **meeting with 24 wholesale tour operators, 101 retail travel agents and 10 travel media** in Edinburgh, Preston, Chesterfield, Nottingham, Leicestershire, London, Southampton, Bromley, Winchester, Cork, Belfast and Dublin.

## 26 CONSUMER TRADE SHOWS

Germany (Dortmund, Stuttgart, Dresden, Hanover, Hamburg, Munich, Berlin, Dusseldorf and Kempton); Austria (Vienna); Switzerland (St Gallen, Zürich, Bern and Lucerne); United Kingdom (London, Belfast, Southampton); and Ireland (Dublin, Cork and Middleton).

## 70,000 DISTRIBUTION OF INTERNATIONAL GUIDE

## HIGHLIGHTS

In Wuppertal, Germany, near Dusseldorf, the Road Stop hotel provides themed rooms for their guests. There is now a Kansas/Oklahoma themed room. Other initiatives also included wrapping vehicles and public transportation generating millions of consumer impressions.



IPW, held in Washington D.C.

# GROUP SALES

## HIGHLIGHTS

### TOUR KANSAS

Provided sponsorship dollars to attend the American Bus Association Convention in Cleveland, OH.

Seventeen appointments were conducted with tour operators promoting the state of Kansas.

### SPORTS KS

Provided sponsorship dollars to help host the Sports Relationship Conference in Overland Park, KS.

Over 40 sports event planners and 13 Kansas destinations attended the Sports KS night event at Pinstripes.

### MEET KANSAS

Provided sponsorship dollars to help support the Kansas Society of Association Executives conference in Lawrence.

Over 35 meeting planners attended the conference.



Tour Kansas Showcase at Botanica in Wichita



Sports KS Night Event

# TRAVEL INFORMATION CENTERS

# TRAVEL INFORMATION CENTER

# 211,156

Total visitors at Kansas' State Travel Information Centers

## 3 NEW DESIGNATED

Community Travel Information Centers in McPherson, Marysville & St. Francis.

### Other community travel information centers:

Abilene, Arkansas City, Atchison, Colby, Concordia, Dodge City, Great Bend, Greensburg, Hays, Lawrence, Liberal, Lindsborg, Oakley, Olathe, Ottawa, Paxico, Topeka & Wilson.

## HIGHLIGHTS

In FY2017, Mona Carver, Kansas Tourism's Travel Information Centers Manager, developed a certification program for Travel Information Center staff. To date Kansas Tourism has recognized six National Certified Counselors.

## PARTNERSHIPS

This last year, our Travel Information Center partnered with many Kansas communities to promote their destinations and attractions.

**461 ENROLLED BROCHURES**

**17 COMMUNITY BACKLITS**

**14 SHOWCASES**

**9 REFRESHMENT HOSTS**



Belle Plaine Travel Information Center. Kansas also has a Travel Information Center in Goodland.



# BYWAYS & AGRITOURISM



# BYWAYS



## HIGHLIGHTS

This past year, Kansas Byways welcomed a new addition, the Land & Sky Scenic Byway in northwest Kansas. In October, the byway held a ribbon cutting officially opening the scenic route between Wallace, Sherman and Cheyenne counties along Kansas Highway 27.

The Native Stone Scenic Byway received a designation of an extension in FY2017. It now includes K-99 north of I-70, then turns west onto K-18, west to K-177, and ending at the K-177 & I-70 interchange. Attractions along the extension include the Konza Prairie, Pillsbury Crossing, Flint Hills Discovery Center and the Beecher Bible and Rifle Church.



# AGRITOURISM



## HIGHLIGHTS

The number of registered agritourism businesses continues to grow. In the 2017 Kansas Official Travel Guide, a number of registered wineries were featured in the *Sips & Swigs* story. As well as our farm-to-table restaurants in *The Dish* feature.

# 340

registered agritourism businesses

# 39

**NEW AGRITOURISM REGISTRATIONS**

#NoPlaceLikeKS

# GRANTS & SPONSORSHIPS

# GRANTS



Lowell Milken Center for Unsung Heroes

## ATTRACTION DEVELOPMENT AWARDEES

Lowell Milken Center for Unsung Heroes, New exhibits  
*Fort Scott*

Wamego Freedom Festival, Banner & trail blazing signage  
*Wamego*

## MARKETING GRANT AWARDEES

Lewis & Clark Auto Tour, Website advertising and digital display ads  
*Atchison - Kansas City*

William Inge Theatre Festival Digital Advertising, eblasts & newsletter  
*Independence*

Little House on the Prairie Museum, Brochures & post cards  
*Independence*

Rice County Tourism, Tourism video production  
*Rice County*

# SPONSORSHIPS

## SPONSORSHIPS

**SportsKS Conference**  
*Statewide*

**From the Land of KS Conference**  
*Manhattan*

**Smoky Hills Public Television**  
*Bunker Hill*

**KTWU, Portrait of the Flint Hills**  
*Topeka*

**USATF National Junior Olympic Track & Field**  
*Lawrence*

**Symphony in the Flint Hills**  
*Geary County*

**Chisholm Trail 150th Celebration**  
*Central Kansas*



PORTRAIT OF A LANDSCAPE  
THE FLINT HILLS



@rach\_gabby89



@szazjk100



Norma Davey

@normadavey



@kansa\_traveler

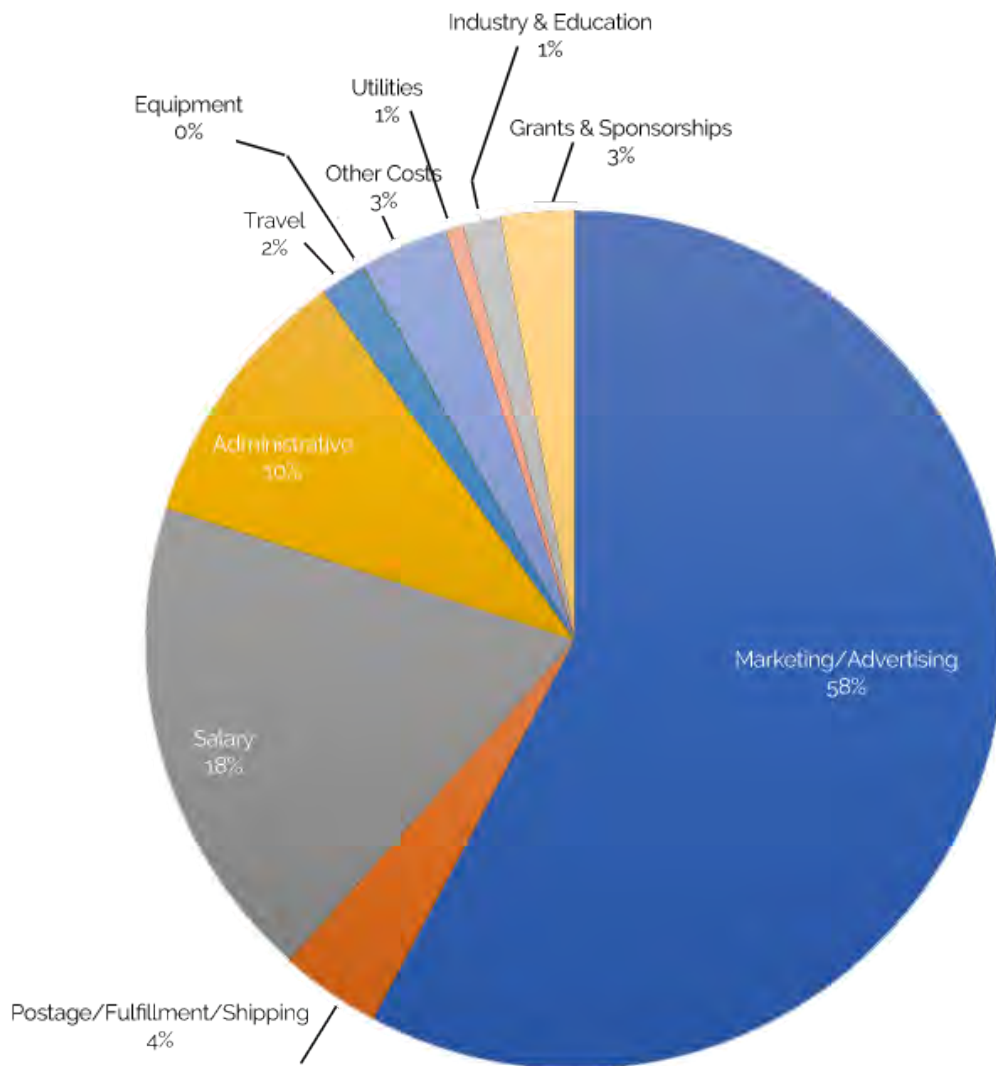
#NoPlaceLikeKS



@macalterego

# BUDGET & ECONOMIC IMPACT

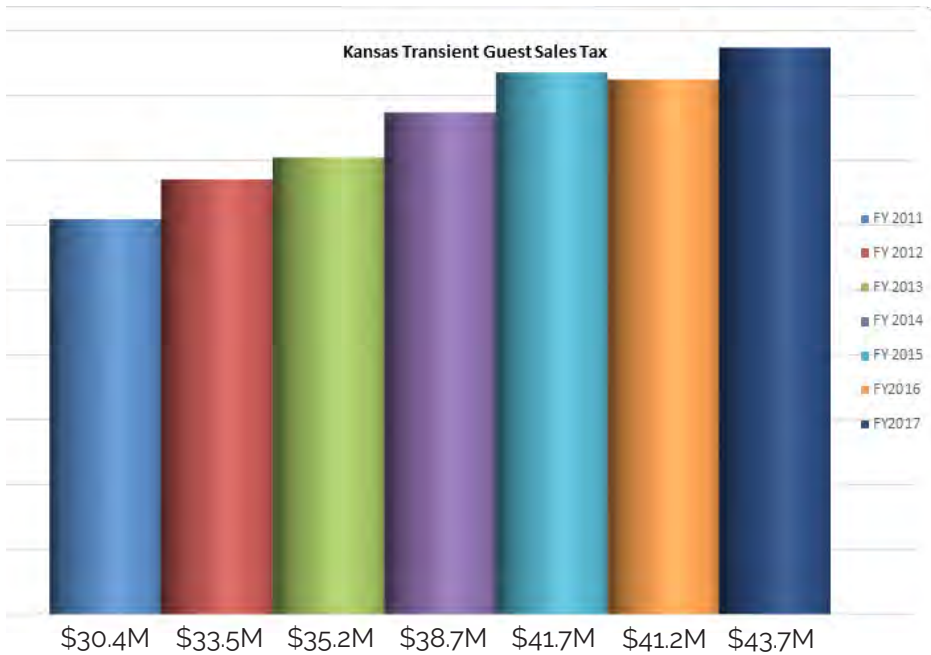
# BUDGET



Marketing	58%
Salary	18%
Administrative	10%
Postage/Fulfillment/Shipping	4%
Grants	3%
Other Costs	3%
Travel	2%
Industry/Education	1%
Utilities	1%
Equipment	0%



# ECONOMIC IMPACT



Over a  
**\$2.46 Million**  
 increase between FY16 and FY17

Source: KS Department of Revenue

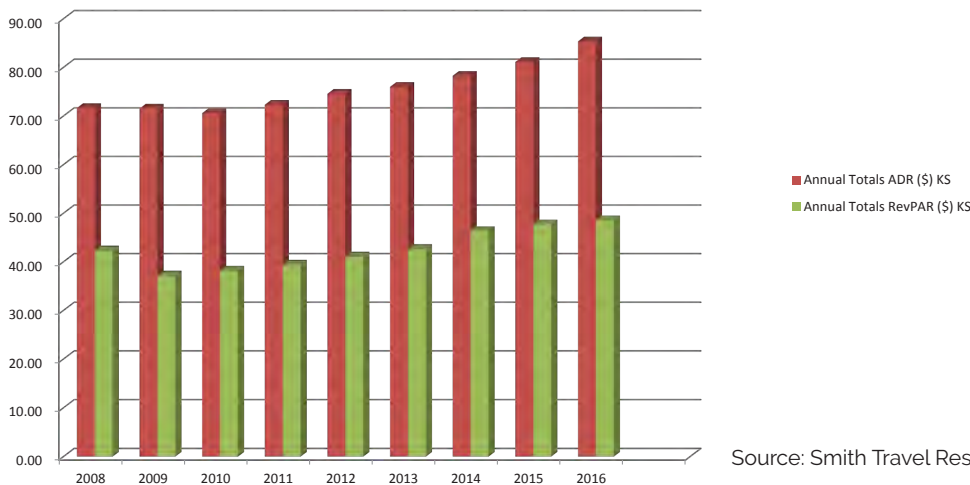
**\$15.3**  
 MILLION  
 INCREASE

## KANSAS STATE SALES TAX

In the last year, \$328.7 million in sales tax was generated in tourism industry NAICS codes (arts, entertainment, recreation, accomodation & food service).

Source: KS Department of Revenue

## ANNUAL TOTALS OF HOTEL ROOM REVENUE



Source: Smith Travel Research

# ECONOMIC IMPACT

## TRAVEL EMPLOYMENT

According to a study by U.S. Travel Association and U.S. Department of Labor, travel employment has increased universally across all 50 states.

Kansas is in the top

# 1 OF 13 STATES

where the growth of travel employment grew at least 100% faster than the rest of the economy between 2010-2015.

### Tourism employment growth

Tourism employment grew 0.8% in 2016, marking six straight years of employment growth.

### Tourism supported employment in Kansas

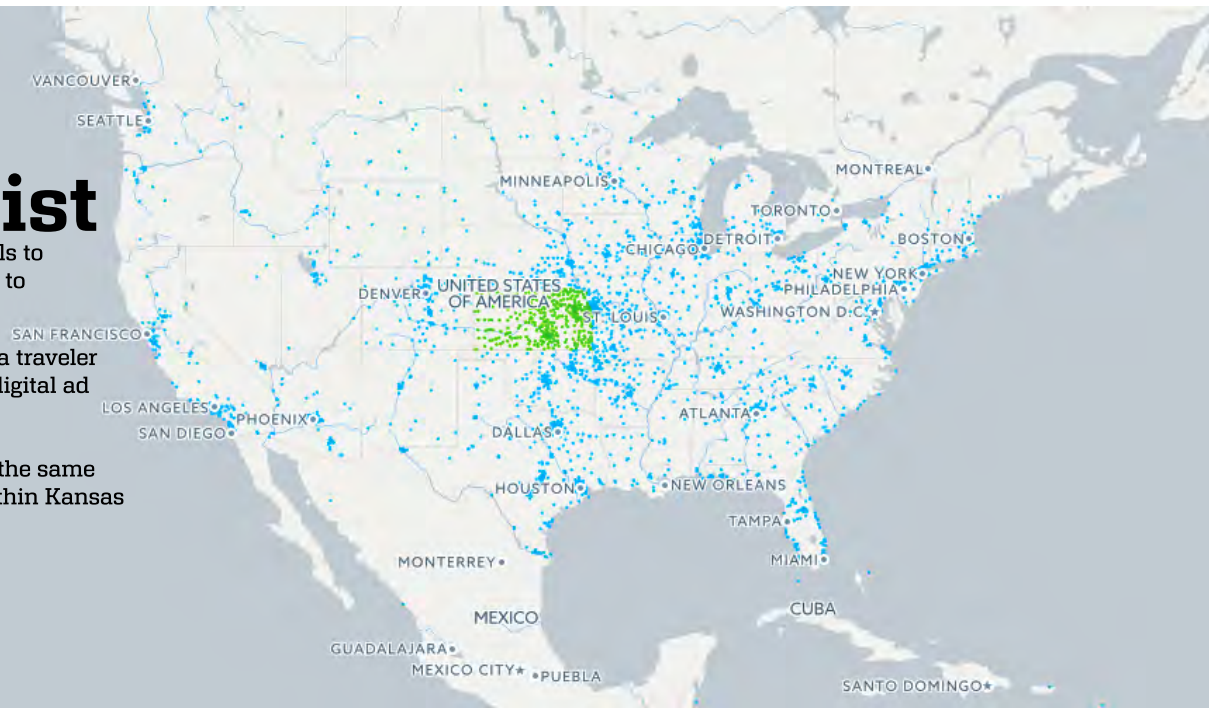


Source: Tourism Economics

## 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



## Visitation and visitor spending in Kansas



Source: Tourism Economics



There's No Place Like  
**Kansas**  
TravelKS.com