

# POWER of TRAVEL KANSAS

## KANSAS TOURISM

*FY 2013 Results*

Our mission is to promote and encourage the traveling public to visit and travel within Kansas and to generate and facilitate tourism and travel-related spending throughout the state by promoting recreational, historic, cultural and natural attractions.

Please visit [TravelKS.com/Industry](http://TravelKS.com/Industry) for more information and resources.



### Print Advertising

**14**

ads placed

**49,280**

inquiries



### Broadcast Advertising

**6,182**

broadcast ads run



### Digital

**14,500**

digital display ad click-thrus to TravelKS.com

**307,027**

pay-per-click ad clicks

**76,193,525**  
Total Impressions

40,000,000 » BROADCAST

10,720,270 » SOCIAL

9,485,754 » PAY-PER-CLICK

7,157,504 » PRINT

6,200,000 » DIGITAL

1,894,767 » TRAVELKS.COM

735,230 » E-BLAST

### Private Sector Support

**\$195,374**

investment secured for marketing initiatives

**46**

cooperative marketing partner opportunities offered

**\$358,196**

Travel Guide advertising support

**\$548,509**

KANSAS! Magazine subscription and newsstand revenue

**\$158,290**

magazine advertising revenue

**61%**

funding partnership from Oklahoma for International program





## Social Media

**3,415**  
posts

**30,485**  
followers

**313,758**  
interactions



## Travel Information Centers

**200,000**  
travelers greeted



## Travel Trade

**210** travel agent/tour operator sales and training contacts  
**61** packaged tour operator itineraries selling Kansas

**628,000**  
Publications Produced

- 300,000 » TRAVEL GUIDES
- 128,000 » KANSAS! MAGAZINE
- 100,000 » OUTDOOR GUIDES
- 100,000 » BYWAY GUIDES

## TravelKS.com

**432,669**  
unique visitors

**141,920**  
mobile/tablet visitors

**14,660**  
listings entered/approved

## Consumer e-Blasts

**10.5%**  
open rate

**12.13%**  
click-thru rate



## Industry Communication

**142,000**  
e-blast messages deployed

**22%**  
e-blast message open rate

**14**  
training sessions conducted

**346**  
training participants

## Attraction Development Grants

**14 / 6**  
applications evaluated /  
applications awarded

**\$99,644**  
grant monies awarded

## Marketing Grants

**7 / 3**  
applications evaluated /  
applications awarded

**\$7,924**  
grant monies awarded



## Tourism Signs

**17 / 14**  
applications evaluated /  
applications awarded

## Agritourism

**303**  
registrations



Kansas Department of Wildlife, Parks & Tourism  
1020 S. Kansas Ave., Suite 200  
Topeka, KS 66612  
**785.296.2281 • TravelKS.com**