

There's no place like Kansas

SAMPLE BLOG POST

How to use: Draft your blog post using the outline below, replacing text in gold with destination/organization-specific stats and anecdotes. Feel free to tweak remaining copy as you see fit.

Useful resources: Kansas Tourism's [Economic Impact Study](#).

Travel Then and Now in COUNTY/CITY

Even if we weren't there at the time, many are likely familiar with LOCAL FACT/HISTORICAL EVENT RELEVANT TO TOURISM OR A POPULAR ATTRACTION, i.e. *"those iconic black-and-white photos of the opening day of Disneyland in 1955"*. It's amazing how much has changed over the years GIVE EXAMPLES OF GROWTH, CHANGES, NEW CONSTRUCTION, NEW VISITOR NUMBERS, ETC.

One thing that has stayed remarkably the same, though: travel and tourism's economic power in the lives of LOCAL RESIDENTS.

Travel is a top-10 employer in Kansas and nationwide. International travel is our country's [No. 2 export](#). One in nine Americans depend on travel to and within the U.S. for their employment—and it's not just those directly working in the travel industry, either: overall, travel supports 15.3 million jobs and is a \$2.3 trillion U.S. industry.

In 2016, travel generated \$72 billion in state and local tax revenue, enough to pay the salaries of all the 1.2 million elementary school teachers, or the 978,000 state and local police and firefighters across the U.S.

Travel is powerful for cities and states, and COUNTY/CITY is no exception. INSERT COUNTY/CITY-SPECIFIC ECONOMIC IMPACT NUMBERS, I.E. JOBS SUPPORTED, SMALL BUSINESS UPHELD BY TRAVEL, ETC.

Think back on how travel to COUNTY/CITY looked for a visitor in BYGONE YEAR. You're probably conjuring up images of quaint mom-and-pop businesses, like tour operators, hotels and restaurants, fueled by eager visitors wearing STYLE OF THE DAY, i.e. *"bellbottoms and leisure suits"*. Now re-envision 2018: the clothing styles may have changed, but the strength of small businesses supported by travel has not. LARGE TRAVEL-RELATED CORPORATION/HOTEL/ATTRACTION i.e. "Disney" may be a big name around here, but in fact, 84 percent of travel and travel-related businesses are

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small businesses. Take, for example, **SMALLER LOCAL TRAVEL BUSINESS, MAYBE ONE THAT'S BEEN AROUND FOR A WHILE, STATS ABOUT THEIR JOBS SUPPORTED/IMPACT, ETC.**

That's why it's so important to keep visitors coming to **COUNTY/CITY**—and why our industry is highlighting “Travel Then and Now” during National Travel and Tourism Week (NTTW) 2018, May 6-12. We encourage you to join us in observing NTTW this

year, and celebrate all that travel does for **COUNTY/CITY**, and for our country as a whole. Here are a few ways to get involved:

- **Join our rally event** on **DATE/TIME** at **LOCATION**.
- **Contact your member of Congress** and tell them about why travel is important to **LOCATION/DESTINATION**.
- **Get social** and engage with the #NOPLACELIKEKS hashtag on Twitter, Facebook and Instagram.

For more great ideas and resources, check out this [toolkit](#) from Kansas Tourism.

This year's NTTW is more than just another campaign. It's a movement that positions the travel industry as a primary driver in the U.S. economy, and an important part of our daily lives in **COUNTY/CITY**.