

# Kansas Tourism Website & Marketing Criteria

The mission of Kansas Tourism (KST) is to encourage and promote the traveling public to visit Kansas by publicizing information as to the recreational, historic and natural advantages of the state and its facilities for transient travel and to contract with organizations for the purpose of promoting tourism within the state. In effort to accomplish this mission we encourage those Kansas entities with a tourism focus to participate in the marketing activities initiated by KST. Participation in any print, broadcast or digital media must first meet the criteria for listings or events on TravelKS.com. All content must be for a Kansas entity and of high integrity. Kansas Tourism reserves the right to reject any website, website listing, advertisement or coupon based on text or graphic elements.

## TravelKS.com

TravelKS.com is the official Kansas Tourism website. It is managed and maintained by KST staff and their contractors. If you are a Destination Marketing Organization (DMO) or an individual tourism-related entity in Kansas, you can request access to add and edit listings, events and coupons posted on this website. To request information on creating an account, please e-mail [Logan Hildebrand](mailto:Logan.Hildebrand@kansas.gov) at KST and provide your name, organization, physical address, organization's email address, website and daytime phone number as well as a contact name and their e-mail, phone, and other information.

KST staff and contractors use TravelKS.com in all planning of itineraries, marketing materials, press inquiries, EVERYTHING! You must have a presence on TravelKS.com to be further promoted by our department.

## Listings

Kansas attractions, lodging, dining and shopping establishments and traveler services are encouraged to have a listing on TravelKS.com. TravelKS.com listings are free. KST staff reviews each listing before it is allowed on TravelKS.com. Please allow up to ten business days for listing approval.

Examples of listings include:

- **Arts & Entertainment** - Art Galleries, Art Museums, Music, Night Life, Performing Arts, Roadside Attractions, Casinos, Sightseeing Tours
- **Science & Agriculture** – Farm/Ranch Experiences, Science Centers & Museums
- **History & Heritage** – Ethnic/Cultural Sites, Historic Forts/Trails, History Museums, Old West, Landmarks, Sightseeing Tours
- **Nature** – Lakes & Rivers, Parks & Trails, Bird Watching, Gardens, Nature Centers, Zoos & Animal Parks
- **Sports & Recreation** – Cycling, Equestrian, Fishing, Golf, Disc Golf, Hiking, Hunting, Motor Sports, Recreational Sports, Amusement & Water Parks, College & Professional Sports, Shooting Sports
- **Dining** – Destination Dining, Local Favorites, Wineries/Breweries, Fine Dining, Casual Dining
- **Lodging** – B&B, Cabins, Campsite/RV, Hotels/Motels, Lodges, Retreat Centers, Ranch Experiences, Vacation Rentals

- **Shopping** – Antiques, Kansas Products, Malls & Centers, Specialty Shops
- **Cities** – This would be a general listing for what there is to do in your city. If you create a city listing be sure that the only Category: Subcategory you choose is Cities: Kansas.
- **Travel Tools** – Visitor Center; Equestrian, Fishing, Hunting or Water Recreation Outfitters; Event & Meeting Space; Sport Facilities; Transportation (Airport, Rental Car, Taxi, etc...)

**All listings should include the following:** Complete and current contact information. Address should be an actual physical address, not an intersection, etc. as the mapping feature will not work without an actual physical address. The description should include a detailed overview of the experience. Please include hours of operation. Including your city name within the description helps the search tool find you more efficiently. Pictures are worth 1000 words – adding high quality photography to your listing is highly recommended. (A 2MB file size works well) Put yourself in the VISITORS' shoes when creating and reviewing listings. What information do you find most interesting and helpful when planning a trip in unfamiliar territory?

***The following are examples excluded from website listing participation:***

- **Business/Commercial** - Adult Entertainment Facility, Funeral Home, Industrial Park or Plant, Media Facility, Office Park, Radio Station, Television Station, Advertising/Marketing Agency, Website Developer, Research Company
- **Medical** - Drug Rehabilitation Facility, Extended Care Facility, Fraternal Home, Hospital, Humane Facility, Infirmary, Mental Facility, Nursing Home, Retirement Home Treatment Center, Veterans Facility
- **Governmental** – Jail, Police/Sheriff Office
- **Miscellaneous** - Animal Shelter, Mobile Home Park, Subdivision, Veterinary Facility, Community Center, Fitness Center including YMCA and YWCA, Liquor Store, Child Care Facility, Youth Organization, Bank, Convenience Store, Chain Discount Stores and Grocery Outlet

## Calendar of Events

TravelKS.com is home to the most comprehensive list of Kansas events. Submitting an event to TravelKS.com is free. KST staff reviews all events before they are allowed on the website. Please allow up to ten business days for an event to be approved.

- Must be an annual event with some exceptions – for example: national or one time major event as determined by KST.
- Must be of interest to travelers (outside a 50-mile radius) as well as to the local community
- Event venue/location must be listed on TravelKS.com
- A current and interesting photo is highly recommended
- Should own and maintain an updated website or robust Facebook page
- Complete current contact information must be available
- Full description and entrance fee should be included

***Generally, the following are excluded from website event listing participation; however some listings may be approved at the discretion of KST.***

- Easter Egg Hunts, soup suppers, pancake and chili feeds, school events, city-wide garage sales, local fund raisers, amateur theater or concert performances, homecoming parades and events,

club activities, seminars/workshops, seasonal events including local Christmas parades/productions and events directed at a limited or very specific audience.

## Coupons

TravelKS.com has a coupon page and coupons can be added at no cost by Kansas tourism entities and must meet the following criteria:

- Business must have a current listing on TravelKS.com
- Coupons must represent no less than 10% off the retail price for services or product, OR have an additional value-added benefit included that is not normally included in the price
- Coupons must have a firm beginning and ending date
- Coupons must be available to the general public

## Marketing

### Co-operative Marketing

KST provides several co-operative marketing opportunities that Kansas tourism industry members can participate in.

### Publications

KST produces the Kansas Outdoors Guide, Kansas Byways Guide, Kansas Travel Guide and KANSAS! Magazine. Listings and/or Display advertising opportunities are available in these publications for Kansas tourism industry members.

### KST Marketing

KST uses print, digital, TV/Radio broadcast, social media and several publications to promote destination, attraction, events, etc...

**In order for your business/destination/event to participate or be considered for any of the above Kansas marketing opportunities you must:**

- **Meet all criteria for a TravelKS.com listing or event**
- **Have a current and up-to-date TravelKS.com listing or event**

### Public Relations

KST and contractors provide monthly story ideas to journalists, field many journalist inquiries and help plan media trips throughout the year. A current listing or event must be active on TravelKS.com before your destination can be considered for any of these opportunities.

**In order for your business/destination/event to participate or be considered for any of the above Kansas marketing opportunities you must:**

- **Meet all criteria for a TravelKS.com listing or event**
- **Have a current and up-to-date TravelKS.com listing or event**