# Today's Agenda

- Where we have been
- · Where we want to go
- · How we plan to get there



# Biggest Challenge?

- · Let's take a poll
  - Which challenge do you believe is our biggest hurdle today?



# Biggest Challenge?

- 1. Kansas Tourism Marketing is in a strategy trap
- 2. Consumers are suffering advertising overload
- 3. Audience fragmentation
- 4. State Tourism budget

Poll



#### Where we have been

- Mission statement
- Situation analysis



#### KDWPT Mission

Encourage the traveling public, including Kansans, to experience Kansas by promoting the assets of the state and to contract with organizations for the purpose of promoting visitation thus generating economic growth for the state of Kansas.



#### Kansas is in a strategy trap!



- · 1998 Young Nichols Gilstrap TRUE today
  - · Kansas is in a strategy trap
- · Continual descriptive research
  - Only perpetuates the problem



- · 1998 Young Nichols Gilstrap
  - · To attract higher value visitors
    - · Tailor efforts to good customer segments
      - · Not the dictates of political and internal



- Roger Brooks
  - We're drowning in marketing overload

































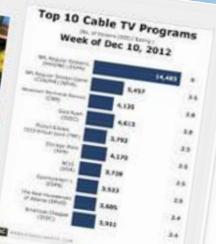


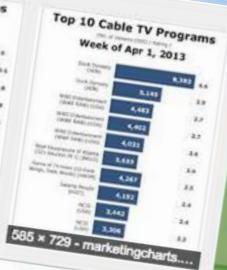
























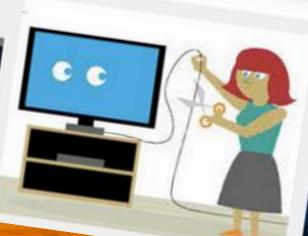






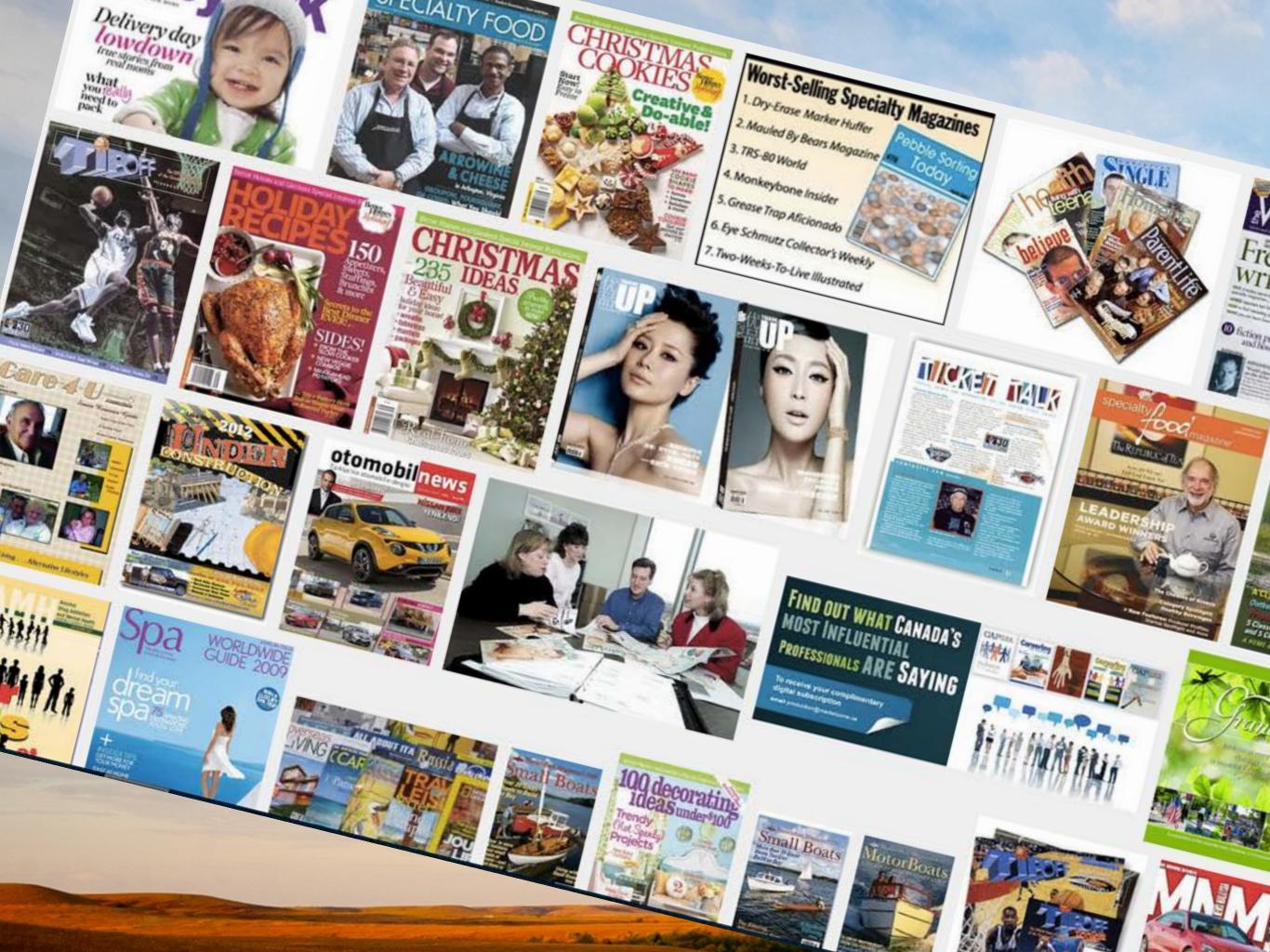
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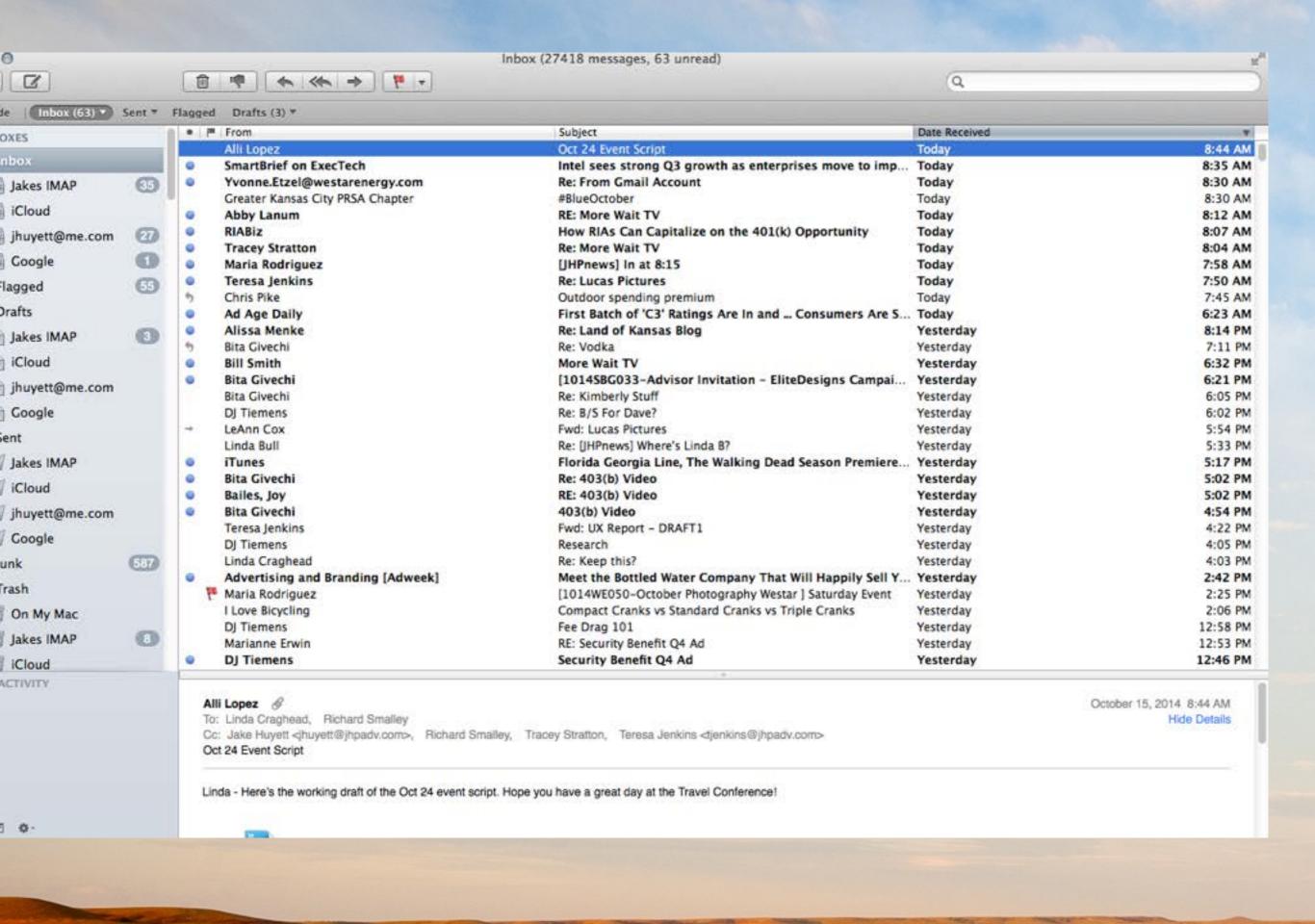






- Roger Brooks
  - · We're drowning in marketing overload
    - · We filter anything generic
      - · Not specifically appealing to us





	- 0	. P	From	Subject	Date Received
			Alli Lopez	Oct 24 Event Script	Today
		0	SmartBrief on ExecTech	Intel sees strong Q3 growth as enterprises move to imp	Today
	35	0	Yvonne.Etzel@westarenergy.com	Re: From Gmail Account	Today
		1	Greater Kansas City PRSA Chapter	#BlueOctober	Today
		0	Abby Lanum	RE: More Wait TV	Today
m	27		RIABiz	How RIAs Can Capitalize on the 401(k) Opportunity	Today
			Tracey Stratton	Re: More Wait TV	Today
	0		Maria Rodriguez	[JHPnews] In at 8:15	Today
	65		Teresa Jenkins	Re: Lucas Pictures	Today
	420	45	Chris Pike	Outdoor spending premium	Today
			Ad Age Daily	First Batch of 'C3' Ratings Are In and Consumers Are S	Today
	3	0	Alissa Menke	Re: Land of Kansas Blog	Yesterday
		9	Bita Givechi	Re: Vodka	Yesterday
			Bill Smith	More Wait TV	Yesterday
om		0	Bita Givechi	[1014SBG033-Advisor Invitation - EliteDesigns Campai	Yesterday
			Bita Givechi	Re: Kimberly Stuff	Yesterday
			DJ Tiemens	Re: B/S For Dave?	Yesterday
		-	LeAnn Cox	Fwd: Lucas Pictures	Yesterday
			Linda Bull	Re: [JHPnews] Where's Linda B?	Yesterday
		0	iTunes	Florida Georgia Line, The Walking Dead Season Premiere	Yesterday
		0	Bita Givechi	Re: 403(b) Video	Yesterday
		0	Bailes, Joy	RE: 403(b) Video	Yesterday
m			Bita Givechi	403(b) Video	Yesterday
			Teresa Jenkins	Fwd: UX Report - DRAFT1	Yesterday
			DJ Tiemens	Research	Yesterday
	587		Linda Craghead	Re: Keep this?	Yesterday
		0	Advertising and Branding [Adweek]	Meet the Bottled Water Company That Will Happily Sell Y	Yesterday
		Ass.	Maria Rodriguez	[1014WE050-October Photography Westar ] Saturday Event	Yesterday
			I Love Bicycling	Compact Cranks vs Standard Cranks vs Triple Cranks	Yesterday
	-		DJ Tiemens	Fee Drag 101	Yesterday
	(8)		Marianne Erwin	RE: Security Benefit Q4 Ad	Yesterday
		0	DJ Tiemens	Security Benefit Q4 Ad	Yesterday

Alli Lopez &

To: Linda Craghead, Richard Smalley

Cc: Jake Huyett < huyett@jhpadv.com>, Richard Smalley, Tracey Stratton, Teresa Jenkins < tjenkins@jhpadv.com>

Oct 24 Event Script

Linda - Here's the working draft of the Oct 24 event script. Hope you have a great day at the Travel Conference!









#### I Love Bicycling

#### Compact Cranks vs Standard Cranks vs Triple Cranks



Pedaling the bicycle is what cycling is all about! Why would you not want to be the most efficient at this one thing?

Read More

#### **Related Topics:**

How to Climb a Hill

- · FY 15 budget = \$4.8 million
  - · Adjusted = less than 10 years ago



- Media change
  - · Fragmented audiences
    - · Consumer shift to digital
      - · Broadcast below desired reach/frequency



## Strategy Trap

- · IHS Global Acknowledged International Experts
  - Nearly a decade of performance reporting
    - · Questioned by Industry and Legislature
      - · We questioned too



# Strategy Trap

- · Commissioned Tourism Economics
  - · A firm narrowly focused on tourism
    - · Results that are believable
      - · Trending up
        - · A REAL baseline to work from



- · MUST narrow our focus
  - · Cannot be all things to all people and win
    - · Age of marketing over-saturation
      - · Narrower focus, stronger success



· Something for everyone will result in mediocrity and ultimately failure!



- · Truly delineate Kansas as a destination
  - · Not a low-value pass-through state
    - · Unique and vibrant destination



- · Truly delineate Kansas as a destination
  - · Chris tells us -
    - · 60% Day Travelers
      - · Overnight travelers spend 4 times more



- · Truly delineate Kansas as a destination
  - · Chris tells us -
    - · Outdoor Enthusiast spend 33% more



## How we plan to get there

- Narrow marketing focus
  - · Talk to "Enthusiast"
    - · Longer stays
      - · Higher spend



- · Greatest opportunities focusing
  - · Unique
    - · Authentic
      - · Culture
      - · History
      - · Nature



- · Show case Byways
  - · Small towns
    - · Historic roots



- Unique Urban Destinations
  - · Prairie Fire
  - ·Schlitterbahn
  - · State Capitol
  - · Flint Hills Discovery Center



- · Unique Urban Destinations
  - · Rolling Hills Zoo
  - · Cosmosphere
  - ·STRATACA
  - · Exploration Place
  - · Old Town



- Unique Urban Destinations
  - · Mass Street
  - · Boot Hill Museum



- · Natural resources
  - · Parks
  - · Lakes
  - · Rivers
  - · Trails
  - Natural prairies



- · Highlight
  - · Enormous diversity of game
  - · Fishing access and diversity
  - · Extended hunting seasons
  - · Million+ acres unique walk-in-hunting



#### How we plan to get there

- Narrow marketing focus
  - · Target nine key personas
    - · Plus make Kansans Brand Champions



- Primary target audiences -
  - Journey Seekers/Leisure Tourist
  - · Outdoor Adventure Travelers includes Golf
  - · Hunters
  - Anglers



- Secondary target audiences -
  - · History/Heritage
  - Motorcyclists
  - Birdwatchers
  - Culinary
  - Bicyclists

Poll



- · Robust, engaging web experience
  - · User testing now
    - · Adding staff
      - · Adding more content
        - · Heavy additions of video
    - · Responsive Design



- Narrow cast
  - · Digital media
  - · Special interest print
  - · Cable TV



Aggressively market the state's truly unique urban, natural, cultural and historic assets targeting the high-value eco-tourist & fully independent traveler maximizing marketing ROI.



Leverage collective marketing to strategic regional and long haul markets which stimulate significant market growth and increased length of stay for Kansas visitors.



Implement a statewide strategy to recruit, retain, educate, grow and recognize the outstanding contribution of the hospitality and tourism workforce in Kansas.



Kansas trails and byways will be enhanced and expanded strategically based on interpretive themes and connectivity potential.



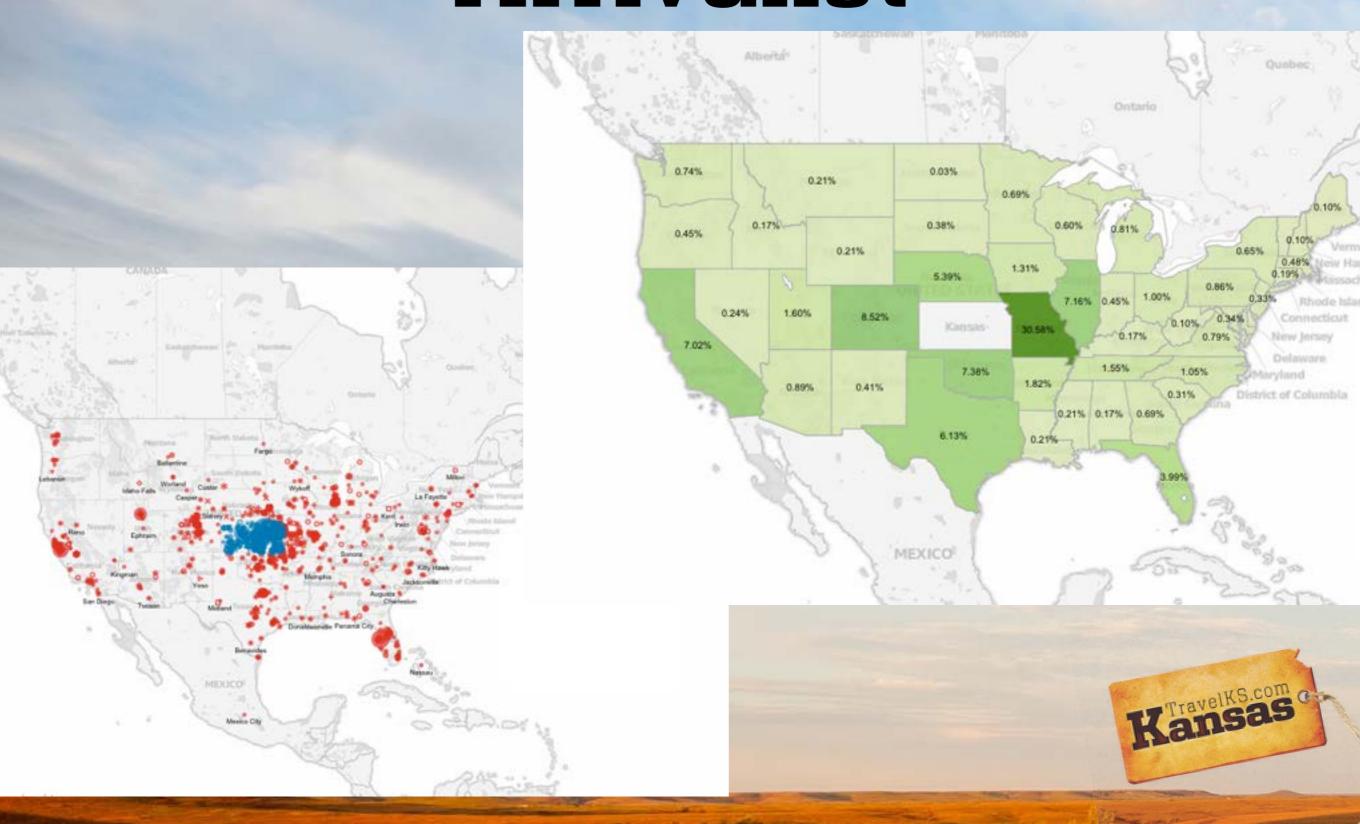
Develop public-private partnerships with corporate entities whose messaging support and parallel the state's brand to enhance message delivery to target audiences.



Conduct timely and relevant research including economic impact and ad effectiveness studies. Define and continuously monitor appropriate metrics relating to digital advertising, web traffic, lead generation, etc. to assure maximum efficiency and effectiveness of the marketing efforts.



# Arrivalist

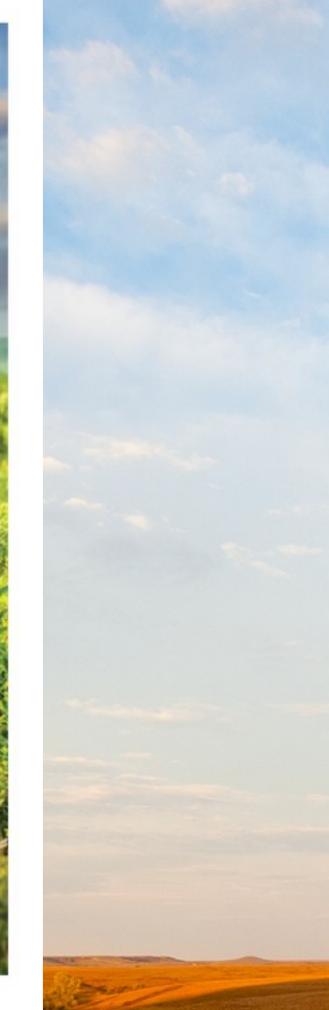


# 2015 Marketing Opportunities

- · What's New?
  - More options
  - · Greater/broader outreach







## Quick Start Guide - Making Marketing Easier

# STEP 1

## What kind of business are you?

Browse the categories on the next page to find the one that best fits you, then jump to the page number shown for that category.

## STEP 2

## What's your budget?

Review the budget ranges and the marketing opportunities shown in each range. If a certain opportunity doesn't feel like a good fit for you, no worries...

all plans are fully customizable!

## STEP 3

## Select your marketing opportunities!

Follow the page numbers to learn more about each opportunity, including distribution, audience, deadlines, costs and contact information.

# STEP 4

## Make your buys!

Contact the representatives listed for each marketing opportunity to ask questions or to place your order



Still unsure? Contact Andrea Johnson at (785) 296-6292 or Andrea.Johnson@TravelKS.com





# STEP 1

What kind of business are you?



ATTRACTIONS
Page 10

(museums, historic sites, galleries, parks, trails, sports teams, roadside attractions, etc.)



EVENTS Page 11

(festivals, annual and cultural events, concerts or other productions, fairs, etc.)



GREAT OUTDOORS Page 12 (outdoor outfitters, water recreation, horseback riding, hunting and fishing guides, controlled shooting areas)



LODGING Page 13 (hotels, motels, bed & breakfasts, lodges, campgrounds, etc.)



CULINARY Page 14 (restaurants, diners, bakeries, wineries, breweries, chocolatiers, etc.)



RETAIL Page 15 (specialty shops, boutiques, antique stores, shopping centers or districts, etc.)



DMOs Page 16 (Destination Marketing Organizations, including regions & Kansas Byways)



AGRITOURISM Page 17

(vineyards, you-pick, ranches, dairies, etc.)



VENUES

Page 18

(theatres, performing arts centers, conference centers, etc.)



CONVENIENCE STORES
Page 19

(chain or locally owned)



(museums, historic sites, galleries, parks, trails, sports teams, roadside attractions, etc.)

## STEP 2: What's your budget?

Review the budget ranges and the marketing opportunities shown in each range. If a certain opportunity doesn't feel like a good fit for you, no worries...all plans are fully customizable!

#### If you have less than \$500...

- FREE Digital TravelKS.com Event and Web Listings (see page 21)
- FREE Digital TravelKS.com coupons (see page 22)
- FREE Trade Show Kansas State Fair Participation (see page 49)
- FREE Travel Information Center Brochure Distribution (see page 51)
- FREE PR Media Leads & Requests (see page 53)
- FREE PR News Releases, Story Tips, etc. (see page 53)
- . Digital Ads on TravelKS.com (see page 25)
- Digital E-blasts to TravelKS.com's email list (see page 24)
- Digital TravelKS.com Event e-blasts (see page 23)
- Travel Information Center Kansas Showcase (see page 51)

### If you have less than \$1,000...

All the opportunities above, plus...

- Travel Information Center Refreshment Host (see page 52)
- Social Media All About You Week (see page 25)

#### If you have less than \$5,000...

All the opportunities above, plus...

- . Digital Pay-per-click Ads (see page 26)
- Print Kansas Press Association Ad Event Listings (see page 29)

#### If you have less than \$10,000...

All the opportunities above, plus...

- Digital Display Ads (see page 27)
- Digital Mobile Ads (see page 27)
- RUF e-Leads (see page 27)

#### If you have less than \$20,000...

All the opportunities above, plus...

- Digital Online Video Ads (see page 26)
- Print Publication Ads (see pages 31-42)
   o We recommend: Kansas Travel Guide,
   KANSAS! Magazine, Kansas Byways
   Guide, State Parks Guide, AAA Magazines,
   American Road, Best of the Midwest, Rider
   Magazine, Road Runner, Wing World
- Print Newspaper Inserts (see page 30)
- Trade Shows Travel Shows (see pages 45-49)
- Outdoor Gas Tank Toppers (see page 43)
- International Travel Writer Press Trips (see page 56)

#### If you have more than \$20,000 ...

All the opportunities above, plus...

- Travel Information Center Backlit Advertising (see page 52)
- Rack Card Co-op Distribution (see page 44)
- International Americana (recreational and Western riders event) (see page 57)
- Broadcast and/or Cable TV call Teresa Jenkins at Jones Huyett Partners, (785) 228-0900



# Marketing Calendar

## **KDWPT Monthly Marketing Calendar Themes**

A monthly themed content calendar has been created to drive messaging across all channels including public relations. This calendar messages traditional leisure tourism assets as well as timely hunting and fishing messages as well as featuring a byway each month.

## January

- · Late season waterfowl, elk season
- Fishing forecast/regulations, new fishing license season, year in review of state record fish
- Bald eagle viewing events and locations
- Kansas history-related events/attractions (Kansas Day)
- Frontier Military Historic Byway

## February

- Deer draw, special hunts, March furbearer running season
- Trout, fishing atlas
- State Park cabin reservations
- Couples getaways, arts & culture attractions

## March

 Spring turkey atlas, WIHA, turkey combo permits

- Paddlefish snagging, bass and walleye tournaments, fishing reports
- Birdwatching
- State Park Open House
- Edutainment attractions and spring break family getaways
- Wetlands & Wildlife National Scenic Byway

# Discussion

Call to schedule a follow-up discussion

