





What's Inside

About Kansas Tourism

Agritourism

Education

Grants

Kansas Byways

Marketing

Resources

Research

Signage

Travel Information Centers

**About Tab
Here**

About Kansas Tourism

- Staff Directory
- Governor's Council



About

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**Marketing
Tab Here**

Marketing

- Marketing Plan
- Tourism Marketing 101
- Advertising
- Publications
- Group Tour
- TravelKS.com
- International Marketing
- Marketing Criteria



Marketing Plan

KDWPT markets to two diverse segments; leisure tourism and consumptive tourism. Defined as:

- *Leisure tourism includes urban and rural attractions and experiences, Kansas Byways, agritourism experiences and non-consumptive nature based activities such as hiking, biking, camping, and bird-watching.*
- *Consumptive tourism includes hunting and fishing.*

The marketing message is designed to fit the audience and delivery system. When targeting out-of-state audiences, There's No Place Like Kansas for the truly unique assets that will drive visitors here. When targeting Kansans, There's No Place Like Kansas with its many experiences, so why go anywhere else?

Similarly the outdoor consumptive campaigns will also tap the emotional hook of connecting (re-connecting) with nature, friends and family and will emphasize the Kansas' unique outdoor selling points. There's No Place Like Kansas for hunting pheasant or fishing for wipers, etc;

- diversity of species (both hunting and fishing)
- when applicable, mixed bag and affordability will be highlighted features

- abundance and easy access to hunting/fishing areas
- easy to have a "do-it-yourself" experience, or if you prefer, a full service package

Various media will be utilized in the campaign, most call-to-action points to TravelKS.com and in some cases to KSOutdoors.com. The marketing effort is a cross-channel approach to reach the greatest number of potential visitors efficiently within the constraints of the budget.

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.

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



April

- Non-resident deer draw, coyote hunting and trapping
- Urban fishing programs, fishing reports, crappie fishing
- Flint Hills Nature Trail, trails and other outdoor recreation at State Parks
- Post Rock Scenic Byway

May

- WIHA (promote benefits to landowners), rabbits, bullfrogs
- Bowfishing, Kansas Walleye Association tournament, fishing reports
- Watersports, camping, gardens, arboretums, Kansas River Trail
- National Trails Day (June)
- Motorsports
- Golf
- Gypsum Hills Scenic Byway

June

- Shooting ranges, squirrel season, 3-D bow shoots
- Catfish, handfishing, fishing reports, walleye for early June
- America's Get Outdoors Month
- State Park events
- Art and music festivals, art walks; shopping districts
- Flint Hills National Scenic Byway

July

- Hunter ed, resident deer draw
- Floatline fishing, late summer/

fall tournaments, bowfishing, bluegill, fishing reports

- Boating
- Cowtowns, Civil War sites, forts, rodeos
- Native American heritage sites
- Western Vistas Historic Byway

August

- Fall hunting atlas, special youth hunts
- W bass, hybrid striped bass, fishing reports
- Agritourism Edutainment (farm and ranch experiences)
- History (non-Western – historic sites and museums)
- Smoky Valley Scenic Byway

September

- Deer season teaser, WIHA, upland game bird forecast, migratory birds (dove, rail, snipe, teal), antelope
- Bass pass, black bass tournaments, wiper fishing, fishing reports
- Wildlife watching
- Hiking and biking trails
- Quick family getaways – nature centers, zoos, state fair, cultural festivals
- Prairie Trail Scenic Byway

October

- Fall turkey, looking ahead to furbear hunting and trapping seasons, migratory birds (woodcock, ducks, Canada geese,

white-fronted geese, light geese, sandhill crane)

- Rainbow trout, fishing reports
- Fall foliage
- Bird migration
- Fall events and attractions – wineries, festivals, corn mazes, pumpkin patches
- Glacial Hills Scenic Byway

November

- Deer rut, WIHA, crow season, beaver trapping, otter, light geese, dove, upland game birds
- Ice fishing
- Wildlife watching
- College sports atmosphere and events
- Microbreweries
- Holiday festivals and shopping
- Native Stone Scenic Byway

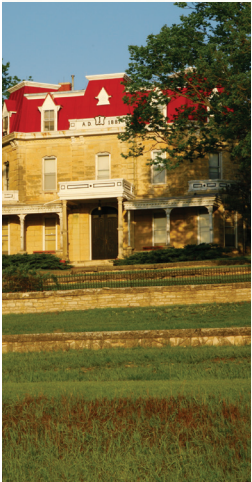
December

- Waterfowl, upcoming hunter ed classes
- Multi-year youth license (gift idea)
- take kids to Kansas' outdoors over winter break
- First Day Hikes program
- Holiday events
- Shopping and restaurants



Tourism Marketing:

Getting Down to the Basics

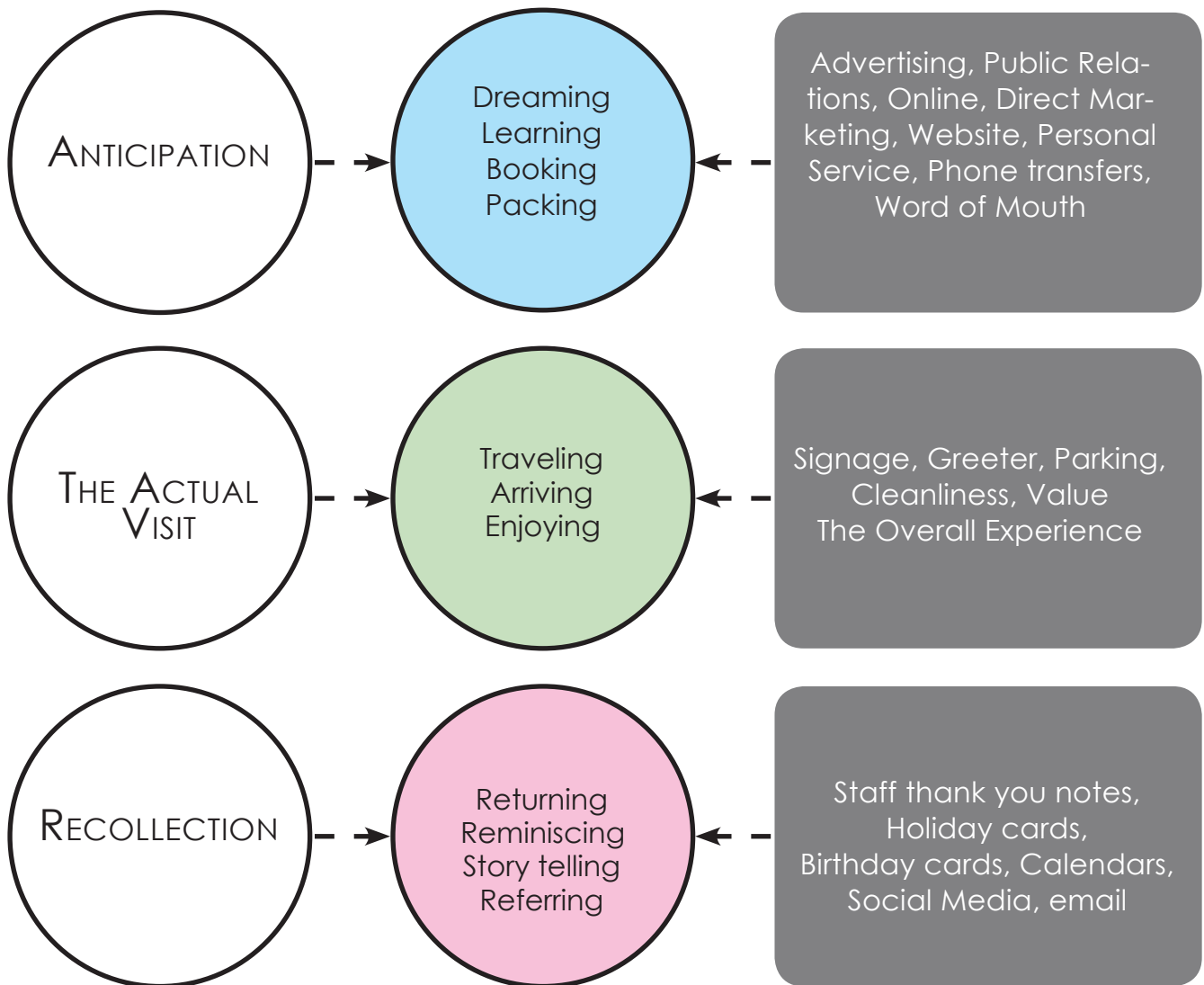


OVERVIEW

According to a study done in 2011 by IHS, the total impact of travel and tourism both direct and indirect in Kansas was \$8 billion. Over 148 thousand jobs (direct and indirect) were created by travel and tourism economic activity. The third largest private sector employer in the state. Approximately \$2.5 billion in wages and salaries were generated by travel and tourism over \$1 billion in state and local government taxes in 2011. Nationally, tourism is one of America's largest industries.

This workbook was developed to help you with the basic tourism marketing guidelines and ideas you need to be successful with your operation. The marketing plan should not be considered as an isolated piece of work, it must serve as an action instrument to achieve your overall objectives. Success of the marketing plan depends on your willingness to be honest with yourself and devote the time and effort into documenting your thoughts into a work plan.

THREE STAGES OF A VACATION:



THE QUESTION TO ASK YOURSELF IS

“HOW CAN I AS A TOURISM MARKETER IMPACT EACH OF THESE STAGES IN A POSITIVE WAY?”

THE MARKETING PLAN

WHY DO I NEED ONE?

1. Provides marketing focus over the course of a year and into the future.
2. Organizes results and feedback for what worked (or didn't work) to help build better plans for the future.
3. Helps prioritize needs and initiatives.
 - a. Helps you define the business you are in. Remember...you can't be all things to all people!
 - b. Helps you determine what you want and how you will get there.
 - c. Helps you make decisions

ELEMENTS OF THE MARKETING PLAN

1. Mission Statement - Define the business you are in and why you are doing what you are doing.
2. Objectives and timeline – Defines what you need to accomplish & when
3. Strategies for growth – Dream big – What would it take to get there?
 - a. Market segmentation – Who are my customers?
 - b. Positioning – How your target market defines who you are in relation to your competition.
 - i. What makes you unique?
 - ii. Is this considered a benefit to your target audience?
4. Pricing
 - a. What is my product worth?
 - b. What do my competitors charge?
 - c. What are my costs?
 - d. How do I compare?
5. Promotion tactics
 - a. Advertising – Determine the right message at the right time to the right audience within the budget.
 - b. Direct sales - such as trade shows
 - c. Public Relations (PR)
 - d. Packaging
6. Budget
7. Measurement and evaluation – How will I know if I am successful?

A BASIC MARKETING PRINCIPAL THAT WILL HELP BRING YOUR PLAN TOGETHER

PRODUCT DIFFERENTIATION

How is my product different than those products similar to mine, what makes me special?

MARKET SEGMENTATION

Identification of the people (market segment) that want my particular product.

TOOLS TO HELP YOU DEVELOP YOUR MARKETING PLAN

ASSESSING YOUR SITUATION: DEVELOP A SWOT ANALYSIS.

- S**TRENGTHS: Helps identify benefits of your destination to feature in promotions/ads and spark new ideas for promotion.
- W**EAKNESSES: Helps identify things that need to be corrected or worked around.
- O**PPORTUNITIES: Helps identify potential future opportunities.
- T**HREATS: These may be out of my control.

BE HONEST WITH YOURSELF

Strengths

*What does my destination deliver well on?
What does my destination have going for it?*

Weaknesses

*What about my destination be improved?
Where could I personally make improvements?*

Opportunities

*What are potential opportunities for
business and growth?*

Threats

*What are the factors that have potential to
harm my business or reputation?
(May be internal as well as external factors)*

CONDUCT RESEARCH!!!

ASK YOURSELF THESE QUESTIONS.

Where do my present customers live? _____

What are their tastes and preferences? _____

Do I have different types of customers buying from me? _____

Why did my past customers select my business? _____

Why did travelers choose my competition over my business? _____

Do I respond to changes in the expectations of my customers? _____

HOW DO I FIND THE ANSWERS?

- Customer survey - see sample on page 15
- Talk to your staff
- Read the magazines your customers read
- Talk to competitors
- Observe customers, competitors and trends
- Peer review - talk to industry counterparts
- Industry associations
- Internet/online research
- Kansas Travel & Tourism Office

CONSIDER YOUR OWN HABITS.

When do I travel? _____

What hours do I do things when I travel? _____

Is it easy to find places? _____

What else can I do there? _____

WHY DO I NEED TO KNOW THIS STUFF?

HELPS DEFINE YOUR TARGET MARKETS AND PLACE THEM INTO THEIR VARIOUS MARKET SEGMENTS.

Market segments can be defined and differentiated by:

- Geographic area
- Demographic traits
- Lifestyle traits
- Purpose of their trip
- Frequency of travel
- Seasonality

Knowing this information helps you identify the best message, the best vehicles and the best timing for delivering your marketing messages.

The Four P's of Marketing

1. Price

Break-even analysis - What does it cost to keep the doors open?

- Factors include utilities, services, staff, promotion, etc. _____

How does my price compare with other destinations and the competition?

- Comparable product, experience, competition _____

Other than price, what is the perceived value of my destination compared to others? _

What is it worth to me? _____

How much do I want to make? _____

2. Product

What business am I in? _____

What differentiates my destination from others? _____

What can I do to make it unique? _____

3. Place

Where am I doing business? _____

Do I have a choice of location? _____

4. Promotion

Who is my target(s)? _____

How am I going to reach them? _____

What should my message be? What are the experiences my destination can offer that will make it an indelible part of consumers' lives? _____

Focus on the entire experience!

The challenge: Get the right message (offer) at the right time, to the right person.

Closely evaluate the following:

How does my communication reflect on my destination?

Through your market segmentation analysis you may identify more than one target which means you may need different messages and ways to reach them!

The Promotion **MUST** of Tourism Marketing: **ONLINE/DIGITAL**

Critical to tourism marketing efforts today!

- Travelers are heavy online searchers.
- Defines your credibility.

How do I go about creating a great online presence?

1. Harvest the questions of your customers through social media, blog comments.
2. Create the engagement online through social and blogs, consider your website a "holding tank" of information for you to share online and the destination to find you.
3. Utilize great photography, video and links showing customers enjoying themselves at your destination. (Show your customers more than just a building!)
4. Utilize helpful marketing tools such as pay per click, Search Engine Optimization etc.
5. Track your results and follow the trends in what sort of subjects are garnering the most attention.

THE FOUR P's OF TOURISM

1. PARTNERSHIPS

Most of us by ourselves are not enough for the customer. People want travel packages and ideas. List at least three businesses that would complement yours. - Make sure to include a mix of attractions, events, lodging, places to eat, must see and do, etc. _____

2. PACKAGING

What are the types of packages I could put together with the partners listed above? _____

3. PROGRAMMING

What are some off-season ideas that we (your package partners above) could put together? _

4. PEOPLE

You and your staff make the experience special. What customer service training could I do for my staff? _____

Is there a commitment among me and my staff to the idea that the customer always comes first?

SUMMARY

- **Market what you are, not what you want to be.**
- **Take care of the basics first which in today's world means online.**
- **Don't price shop when it comes to marketing decisions, make sure it's what you need to reach and influence your customer.**
- **What's your message? Right offer, at the right time, to the right person.**
- **People and Packaging**

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

– Thomas Edison

MEDIA 101

PRIMARY VEHICLES:

• BROADCAST • CABLE TV • RADIO • PRINT • ONLINE

BROADCAST

Pro: Reaches broad audience in each Designated Market Area (DMA) through networks like NBC, ABC, CBS and FOX.

Con: Expensive to purchase and if your audience is really targeted, can yield a significant amount of waste.

CABLE TV

Pro: Great medium to leverage the power of a TV commercial (sight and sound) with a more targeted audience through the careful selection of appropriate cable networks

- i.e. HGTV is a great targeted network to reach females while ESPN primarily reaches men.

Pro: In many markets, cable can be purchased by zone so you can choose to run your spots in specific zip codes in a market, eliminating a significant amount of waste.

Con: Audience reach is smaller on a per station basis than the local network TV stations.

- Not every HH subscribes to cable and the cable networks typically have niche audiences.
- Example: a 7 PM spot on the local CBS affiliate station will pull a larger audience than a 7 PM spot on A&E.

HINTS FOR EVALUATING AND BUYING BROADCAST

Dayparts:

Make sure your spots run in dayparts that your audience watches.

Highest viewing dayparts are typically:

- Early News: evening local news broadcasts
- Early Fringe: 6:30 PM – 7 PM broadcasts
- Primetime: 7 PM – 10 PM programming
- Late News: local news broadcasts beginning at 10 PM
- Late Fringe: broadcasts beginning at 10:30 PM such as Letterman and Jay Leno

Programming Environment:

Make sure spots run in television shows with appropriate content. You should approve your specific buy by daypart and program. (Be especially careful with program choice on cable networks.)

Beware of ROS spots (Run Of Schedule) that allows stations to place your spots anywhere they want...could be running overnight while most people are sleeping!!!

Evaluate spots and schedules based on GRP (Gross Rating Point) delivery—NOT number of spots.

- Gross Rating Points represent the audience delivery of a spot during a specific program. One GRP represents 1% of the target market.
- For instance, a spot during Price is Right on Monday at 10 AM may deliver .5 GRPS while a spot during Extreme Home Makeover on Sunday at 7 PM may deliver 4.5 GRPS. More spots does not mean a larger audience delivery.

RADIO

Pro: Great medium to add more frequency and target-ability to a campaign.

Pro: Great medium to add significant added-value through promotional components.

- On-air contests, DJ involvement, etc.

Pro: Typically a very low-cost investment for production of a radio spot.

- In many cases, radio stations will record a spot for you.

Con: Due to the targeted audiences of specific radio stations (Country-lovers, Rock 'n' Rollers or Classic Rock) you must buy several stations at the same time to achieve a significant audience reach within a market.

HINTS FOR EVALUATING AND BUYING RADIO:

Similar principles as discussed with television also apply to radio. A few exceptions are:

Dayparts:

Popular dayparts are:

- AM Drivetime & PM Drivetime (people in their cars commuting to and from work)
 - High listener engagement because there are usually no distractions from other people and they can be very loyal to a particular morning show and/or DJ.

Spots are usually purchased in :60 second or :30 second units.

- Consider how much time you need to deliver your message.

MAGAZINE

Pro: Allows flexibility in audience targeting and longer shelf life than newspapers.

Con: Cluttered environment. Long lead time.

HINTS FOR EVALUATING AND BUYING MAGAZINES:

Sales representative can provide detailed information on subscriber base.

Evaluate cost efficiency of different publications on a Cost Per Thousand (CPM) based from subscribers — not readership.

Magazines with paid subscribers have a more loyal and engaged audience.

Always negotiate value added elements.

NEWSPAPER

Pro: Provides a platform for communicating more extensive information and or delivering promotional coupons.

Con: In recent years has experienced a significant decline in readership among all audiences.

- This, however, may not be the case in smaller, local market newspapers.

HINTS FOR EVALUATING AND BUYING NEWSPAPER:

Ad size:

- Typically sold in units known as "column inches".
- The width of a newspaper is measured by a certain number of columns wide
 - Count the number of columns of article copy that go across the width of the paper.
- The height of a newspaper is measured in inches.
 - A 3 column x 8 inch ad represents the amount of space allowed by 3 newspaper columns of text x 8 inches deep.
 - Or, a contract that allows 24 column inches would allow you to run the following sizes of ads:
 - 2 columns x 12 inches
 - 3 columns x 8 inches
 - 4 columns x 6 inches

a 5-column newspaper page

Newspaper sections:

- Be sure to place your ads in newspaper sections that your target reads.
 - For example, if your target is Women, you should place your ad in the Local News or Lifestyle section, not the Sports section.
 - Your local newspaper representative will be able to provide you with readership statistics on the different newspaper sections.



DIGITAL

Pro: Important source of information for travelers.

- More than 75% of travelers use the internet for gathering information on travel destinations.

Pro: If website is constructed properly and ads are tagged, track-ability is almost instantaneous.

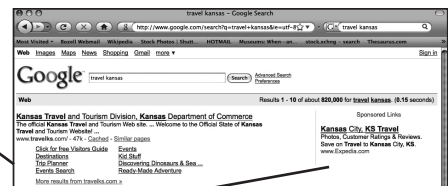
Con: Requires some testing to find the best placement.

KEY TERMS:

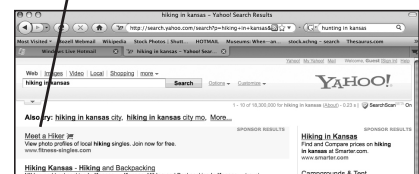
Search Engine Optimization (SEO):

- How high in the search results you are listed when someone searches for a related term to your destination or destination category.
- Goal is to be in the first few search results on the first page.

"Organic"



"Paid"



Organic (non-paid) search:

- The search results your website receives just by having metatags and search terms set up correctly in your website source code.

KEY TERMS, CONT.:

Paid search:

- Paying for your website to appear in the top positions of a search results page on Google, Bing or Yahoo! (primarily).
- You only pay when someone clicks through to your site.
- Your ad/website offer is delivered to only a set selection of search words or phrases.
- Popularity of search term and how much you are willing to pay for your click-thru

are

determinants of how high in the search results your ad/website will appear.

- Website content is also an important factor.

Display or banner ads:

- Ads that appear on content sites such as local newspapers websites, travel sites, or enthusiast sites such as hunting websites, etc.
- Typical sizes include:
 - Banners—horizontal rectangular ads that typically appear at the top of web pages
 - Skyscrapers—vertical rectangular ads that typically appear down the right side of the page
 - Box—square ads that typically appear in copy or down the right side of web pages
 - Sizes typically quoted in “pixels.”



HINTS FOR EVALUATING AND BUYING ONLINE:

- First evaluate your website on content and adaptability to optimization and track-ability. Keep content fresh with new photos, copy, blogs, events etc.
- Survey your current customers on how they researched their trip online.
- Like with any medium, first evaluate what you want to accomplish and then determine the best ways strategically and tactically to address the issue.
 - Note: Offers help drive click through.
- Online options can be very broad in audience delivery or very narrow and targeted in audience delivery. Evaluate your needs and the sites fit very carefully.

SOCIAL MEDIA:

- Create a presence for your destination on social media sites such as Facebook and Twitter to communicate with consumers who want to connect to your business. Update these platforms regularly with upcoming events and announcements to keep your followers engaged.
- Place any videos you have created for your destination on YouTube. Be sure to enter “tags” with your destination name, location and activities so that it is easily searchable.
- Other avenues include Flickr, Pinterest, Blogs and more!

FINAL WORDS...

Call the Tourism Division office if you have any questions about media. They are happy to help and/or assist in getting you the resources you need.

PUBLIC RELATIONS 101: THE BASICS

WHAT IS PUBLIC RELATIONS?

Public Relations is a management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organization and its publics. Building and managing relationships with those who influence an organization or individual's audiences plays a central role in effective public relations. This specialty has evolved well beyond simple communicating with traditional media and now encompasses all influencers that can impact the product, including bloggers, LinkedIn groups, strategic on-line communities, local corporate partners, etc.

TIPS FOR WRITING PRESS RELEASES:

- Target your audience: Your press release must be newsworthy to your audience.
- Put the most important information up front: The release's headline and first paragraph should stand out and grab the reader's attention, regardless of audience or industry. Support every press release with a very good high resolution image.
- Don't overload your release: Present enough information for the journalists to get the idea and stay curious, but don't overburden the release with excessive news or details. A press release is NOT a book. It should be simple and no more than 1-2 pages long at the most.
- Know your (and their) deadlines: Find out the deadline for the publication prior to issuing a press release on your schedule. Deadlines are absolute and are set by a publication or network's editorial board.
- Use quoted material: Interesting, informative or colorful quotes not only make the release look like a news story, but in many cases – especially with smaller papers and publications – will increase its chances of getting published, sometimes verbatim.
- INCLUDE CONTACT INFORMATION: A press release MUST contain sufficient contact information; always include a phone number (even a cell if you're more available that way) and email address.
- With digital distribution, links to more information and images can be utilized.

TRAVEL WRITERS:

- Develop written guidelines: Written guidelines will assist you in making decisions on hosting travel writers and will provide you with written communication to respond to all requests.
- Consider requests on a case-by-case basis: Is the writer "on-assignment" or just exploring your region? Is the publication and its audience a priority for your community?
- Provide complimentary services based on qualifications: In general, writers "on-assignment" should receive complimentary lodging, attraction admittance, and some meals. All other requests need to be determined individually.
- ALWAYS meet with any writer visiting your community: Meeting one-on-one with your travel writers provides you with the best method of "shaping the message" and inputting additional story angles and ideas.

CUSTOMER SURVEY (EXAMPLE)

1. How many times have you stayed at this establishment?

- This is my first stay.
- Two times.
- Three times or more.

2. How did you get here?

3. What activities have you participated in during your visit? (Please list on-site and off-site activities.)

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

4. How does our establishment compare to the others

you have just listed? Note: If you have not visited at any of them, please tell us how we compare to similar places that you have visited at elsewhere. (Check only one box for each characteristic.)

HOW WOULD YOU RATE OUR ESTABLISHMENT

Characteristics	Great	Above Average	Average	Below Average	Poor
Cleanliness					
State of repair					
Quality of service					
Value for rate paid					
Friendliness of staff					
Room/Unit Décor					
Quality of Restaurant(s)					
Quality of recreational facilities					
Other _____					

5. How did you find out about us?

- On the recommendation of a friend or relative.
- Visited here before and enjoyed it.
- Internet.
- Radio advertisement.
- Television advertisement.
- Brochure.
- Newspaper ad(s).
- Sign on highway
- I liked the location.
- Other, please specify:

6. Age Range

- 18 – 26
- 27 – 36
- 37 – 46
- 47 – 56
- 57 – 65
- 66 +

7. Number of people in your party _____

OPTIONAL

Name _____
 Address _____
 City _____ State _____
 Zip _____
 E-mail Address _____

Additional Comments: _____

Advertising

Kansas Tourism offers a broad variety of cooperative marketing and advertising opportunities for our tourism industry partners. These include print, broadcast, electronic media, international marketing missions and co-hosting press trips. Opportunities range from inexpensive Kansas Press Association Event Ad participation to regional television campaigns. We also utilize our buying power to offer regional and national magazine advertising participation.

FAQ's

1) Where do I start?

We always recommend that you have a good website first. Then we recommend you are listed in TravelKS.com. The listing(s) do not cost you anything and we get a lot of traffic to our site every day. Finally, we also recommend you buy a listing(s) in the annual Kansas Travel Guide. Currently we print 350,000 every year. They are distributed across Kansas, at trade shows and we typically mail out 50,000 to 60,000 annually to those requesting the guide, including international distribution. Research has shown that people who travel the state with a printed Travel Guide typically see more things, spend more time and more money than those that don't. KDWP offer listings FREE to qualifying travel suppliers (See criteria). On average traffic on TravelKS.com is 30, 000 daily.

2) We have a very small budget can you help us decide on the best use of our dollars?

We are happy to help if we can. It is important that you understand what your best products are

(attractions, destination dining, unique lodging, great hunting, etc.) and who your target audience is. In other words, what type of people want what you have to sell. Once you have a good understanding of that, we can recommend advertising strategies that fit your needs.

3) How did you determine which magazines to buy advertising in?

We analyze past performance of the magazine, the number of leads we receive and the quality of those leads. We look at how the magazine matches our target markets and the editorial content and direction of the publication. Once we find a good match, our ad agency works with them to get the best price we can.



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 large catfish breaking the surface. It's subtle, peaceful, relaxing, refreshing ... just like Kansas.

800.2.KANSAS_ext_GH_TravelKS.com

Kansas River Trail

There's No Place Like Kansas
TravelKS.com



There's No Place Like Kansas
2014 Spring | Summer
Getaways

Enter online to win a fabulous Kansas getaway at VacationFun.com/KansasWin

Publications

KDWPT offers you many options for advertising and distributing. Many of our publications are available to order online through the extranet system, for distribution. With the exception of KANSAS! magazine and Kansas Wildlife and Parks magazine which are subscriber based publications.



KANSAS! magazine is a quarterly publication. Since 1945 **KANSAS!** magazine has been showcasing the highlights of the Sunflower State. It is subscription based with advertising opportunities available. The Spring issue includes the Kansas Outdoors Guide, Winter includes the sought after **KANSAS!** wall calendar.

For more information on advertising contact Bert Hull at Sunflower Publishing, (785) 832-7257. The staff contact is Andrea Etzel.



Kansas State Parks Guide will be newly formatted and accepting advertising. The first issue will appear in the Spring of 2015.

For more information on advertising contact Bert Hull at Sunflower Publishing, (785) 832-7257. The staff contact is Andrea Etzel.



The Official Kansas Travel Guide is published annually with a print run of 350,000 as of 2014. Listings in the Travel Guide are purchased through the same extranet system you use to place your free TravelKS.com website listings.

For more information on advertising contact Madden Media representatives Kim Thompson at (816) 662-2900 or Doug Veach at (913) 951-0258. The staff contact is Andrea Etzel.



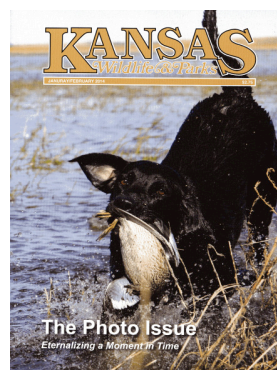
Kansas Byways Guide was wildly popular in it's first run and has been a one of our most requested since. The latest version will be available in Fall of 2014.

For more information on advertising contact Bert Hull at Sunflower Publishing, (785) 832-7257. The staff contact is Andrea Etzel.



Kansas Outdoors Guide is published annually. Along with distribution at all outdoor shows the agency attends, it is also mailed out with **KANSAS!** magazine and **Kansas Wildlife & Parks** magazine.

For more information on advertising contact Bert Hull at Sunflower Publishing, (785) 832-7257. The staff contact is Andrea Etzel.



Kansas Wildlife & Parks Magazine has long been the flagship publication of the Department. A subscription publication produced 6 times a year.

The staff contact is Mike Miller at (620) 672-7167.



Group Tour

Kansas Tourism's objective for the group tour market is to identify domestic tour operators' needs for specific types of travel products, to educate operators on the diverse range of Kansas destinations and attractions, and to assist with opportunities to create and market individual and group tour packages throughout the state.

FAQ's

1) How can our community or attraction attract group tours?

Make sure you are group-ready ([see list](#)). Then contact Kansas Tourism to make sure we have your information on file and are familiar with what you have to promote!

2) What does Kansas Tourism do to actively promote to the group tour market?

Each year Kansas Tourism participates in group tour conventions and travel shows such as the

American Bus Association (ABA). Leads received from the appointments are provided afterwards to those who are tagged in our database to receive this information.

3) What is your association with TourKANSAS?

TourKANSAS is the statewide organization marketing directly to tour planners. We are a member and participate in their marketing efforts. They provide additional opportunities, such as participating in co-op advertising and travel shows.

Group Tour Programs

Conventions & Travel Shows

To assist and motivate tour planners to create group and individual tour packages, Kansas Tourism participates in group tour conventions and travel shows. At these shows, Kansas Tourism works to identify planners' needs for specific types of travel products and educate operators on the range and diversity of destinations, attractions, and group facilities in Kansas. Follow-up assistance is provided to tour operators to facilitate the development of pre-packaged tours. Contact us to receive the leads from the convention and travel shows.

Economic Impact

Kansas companies that provide motorcoach services and group tours are a critical part of the state's economy. Motorcoach operators, along with the companies that supply services and materials to them, provide well paying jobs in Kansas and pay significant amounts in tax to federal, state and local governments. In order to aid efforts to show the important role motorcoach travel plays in Kansas, view economic impact here: <http://www.buses.org/aba-foundation/research/economic-impact>

Motorcoach Incentive Program

Kansas Tourism has developed an incentive program to try to track the groups that overnight in Kansas and visit at least one attraction. If you know of a group tour that will be visiting your community and qualifies, please encourage them to apply for the KMIP. In return they will receive free promotional items to use for giveaways on the motorcoach.



Grand Central USA

Grand Central USA is a partnership between Arkansas, Kansas, Missouri, and Oklahoma with the express purpose of creating fresh, unique regional itineraries and promotions. Grand Central USA was formed on the premise that the member states would benefit more as a cohesive marketing unit than as single entities. The primary goal of Grand Central USA is to promote the region to those who package travel, group, and individual trips within the North American market, which includes Canada. For more information, please visit Grand Central USA.



TourKANSAS

TourKANSAS is a statewide association of packaged travel suppliers founded to help tour planners execute successful Kansas tours. These travel suppliers include attractions, casinos, destination marketing organizations, hotels / motels, receptive operators, restaurants, transportation providers, and allied partners. TourKANSAS is the only statewide organization marketing directly to professional tour operators and group tour leaders domestically to increase the packaged travel market to Kansas. For more information, please view TourKANSAS.

Information Requests

Frequently, tour planners request Kansas information and itineraries from the Kansas Tourism. Please make sure to send all community information, events, itineraries, packages, and any updates to our office.

The staff contact is Kelli Hilliard.



AMERICAN BUS ASSOCIATION

Representing the motorcoach, tour and travel industry





IS YOUR ENTITY GROUP TOUR FRIENDLY?

Ask yourself these questions to evaluate your group-tour friendliness:

1. Does your community have a positive attitude towards motor coach travel?
2. Can a motor coach drop passengers off at the front door?
3. Can the facility handle a large group (one coach can carry up to 56 passengers, and some tours may include more than one coach) all at the same time?
4. Does the facility have sufficient washrooms and staff to handle a large group?
5. Does your community have coach friendly parking, and clear, easy to understand signage to venues?

ADDITIONAL DISCOUNTS FOR VOLUME

Tour operators sometimes run series tours and provide significant volume to suppliers. Tour operators with series tours often receive discounts over and above the normal tour operator rate.

BEST PRICE FIRST

While negotiating with hotels and attractions, the operator wants the best rates in the initial stages of the negotiations. They do not want the added time of going back and forth. In many cases (especially with hotels), suppliers will only have one opportunity to make a proposal, and if that proposal does not compete with other proposal rates, the tour operator will find an alternate supplier. Tour operators can sometimes provide hotels with a maximum price they have budgeted for a tour. Tour operators appreciate timely responses, and this may influence who the operator chooses to do business with.

SERVICE

Service is probably one of the most important factors to tour operators even if you have the best rates and the best product in the area, when service is lacking, all of the sales person's efforts can be negated very quickly. Remember the old adage, "Under promise and over deliver." Give the tour operator and their customers a reason to plan a repeat visit.



COMMUNICATION

Communication with the tour operator is very important – remember, the operator is putting their reputation in your hands. Internal communication is vital. Sales departments should ensure that all areas of the establishment have been briefed about the group's needs and arrival times.

For example, if a hotel has a restaurant on site, the food and beverage department should be aware of the approximate time of arrival and the potential of increased traffic. Ensure that services are available to groups departing early. For example if a group is leaving before the restaurant opens consider offering a continental breakfast. Do your research before setting up a meeting with a tour operator at a Marketplace or making a sales call. If the product you provide is applicable to their market, go ahead. For example, senior tour operators require different product than an educational operator. A museum may do a self guided tour with headset for seniors but for an educational tour group they would offer an interactive display with a guide and components where students get hands -on experience. The more prepared you are, and the more readily you can answer tour operators' questions, the more the operator will trust you.

DEPOSIT POLICY

Last minute booking trends continue. More relaxed deposit and final payment policies may be more successful. For example, if a supplier is demanding full prepayment 45 days or more, prior to the group's arrival, tour operators may have to cancel the tour or choose another supplier with a more relaxed policy. Tours to venues with stricter prepayment policies may have to be cancelled, while tours to more flexible venues may fill up and be able to operate.

ATTRACTIONS

1. Do you offer complimentary site inspections?
2. Can a group adequately see the attraction in a short period of time?
3. Is there a group sales window?
4. Do you have a group registration or entrance policy that is quick, efficient, and welcoming?
5. Do you have a separate motorcoach parking area?
6. Do you have large, clean washroom facilities?
7. Is the group rate significantly discounted?
8. Do you have someone to greet the motorcoach?
9. Do you have a comp policy?



An individual attraction hoping to attract group sales needs to keep the needs of the consumer in mind. Depending upon the size of the group, limitations may exist. Customer service is key to attracting and retaining groups. So remember to keep a calm demeanor despite the frustrations that may come from dealing with a large mass of people.

Groups have different needs than a small family just stopping into an attraction. A group is working on a set schedule or itinerary. When a tour planner calls wanting to schedule a tour of a facility be mindful making true estimates on the time it takes to view the entire facility. Different types of attractions will attract different people in different ways and for different reasons. The many different types of attractions that exist in Kansas range from Performing Arts Centers, to historic homes, to cowboy ranches to historical museums. Each of these and many more need a special treatment that highlights what your attraction has to offer. One of the best ways to promote your site is to combine with other sites either in the area or with the same theme. This may be a tour that travels from Meade's Dalton Hideout to Coffeyville to visit the Dalton Defenders Museum. Along the way there could be stops at the point so interest from the old west such as the Chisholm Trail markers in Wellington and Caldwell or a tour of the Pioneer museum.

Another important thing to keep in mind is the limitations of the space. A large tour bus is going to take up significantly more space in the parking lot and may need extra space to maneuver. If your parking facilities cannot handle something of this size plan for a satellite site if available. As your facility becomes more popular with the groups it may be a wise investment to create convenient parking for groups. Another accommodation is that of restroom facilities. People who have been traveling a great deal by bus will want to use the facilities upon arrival, departure or both. Make sure that they are kept clean and attractive and it will be beneficial to both you and the tour group if you have more than just one facility. If you have a gift shop be sure to mention it, this allows for the tour planner to schedule extra time into the schedule to allow for people to visit the gift shop, resulting in additional income.

RESTAURANTS

1. Do you have separate group menu or one menu for all patrons?
2. Do you specialize in group meals?
3. Can you easily accommodate a group of at least 40 people and have them in and out within one hour?
4. Is the quality of food what you promise that it will be?
5. Do you have large, clean washrooms?
6. Are meals offered at a substantial discount for groups?



7. Do meals include tax and gratuity?
8. Do you have a comp policy?

People like to eat. People like food. People like to enjoy the restaurants that are quintessentially that town. Destination dining that highlights a special restaurant that is well known to the area can add a special touch and increase the intrinsic value of a tour. There are limitations to picking a place to eat. Make sure the establishment can cater to a large group both in seating and kitchen staff. Some places that have limited hours, for instance just dinner, may make an exception and serve lunch to a group depending upon its size.

When a large group is invading a restaurant it is important to make the entire event run smoothly in order to insure that the restaurant would like to have a group you organized back and to keep the group running on time. This can take the form of a few different options. Some initial ground rules should be set out and agreed upon by both the restaurant and the tour planner.

The first one should be an all-inclusive set price for the meal. This includes the entrée, drinks, possible dessert or appetizer and the tip. This makes it easier on the money side of things and eliminates squabbles over drinks and tips, which just adds to the amount of time wasted that could be used to travel to or tour the next stop on the itinerary. Simply stated it's just EASIER! Once the pricing is set and depending upon the nature of the restaurant they may just give you a menu. Depending again on the size of the group and how adventurous the cooks may be another option is a truncated menu with a few entrée options perhaps a chicken dish and a beef dish. This menu could then be presented to the guests when they sign on to the tour and thus an order can be turned into the cooks well in advance. Keep in mind special dietary requirements, especially if you are hosting a seniors tours. This is the best reason to try to get a few entrée options in order to fully accommodate the any special needs.

Again, remember that large tour bus is going to take up significantly more space in the parking lot and may need extra space to maneuver. Another accommodation is that of restroom facilities. People who have been traveling a great deal by bus will want to use the facilities upon arrival, departure or both. Make sure that they are kept clean and attractive and it will be beneficial to both you and the tour group if you have more than just one facility.



ACCOMODATIONS

1. Can you accommodate groups and of what size?
2. Do you know what type of business the tour planner does and the quality of accommodations they normally use?
3. Are you knowledgeable of what else is in the general area of the hotel? i.e. how far is it to the nearest shopping facility or attraction?
4. Can you give complete information on facilities offered at the property?
5. Do you have non-smoking and smoking rooms available and can you honor these requests when guest arrive?
6. Do you offer motorcoach parking in a well lit parking area?
7. Do you have elevators?
8. Do you offer a welcome reception?
9. Do you have someone to greet the motorcoach?
10. Can you provide a complete rooming list upon arrival?
11. Do you have baggage handling?
12. Are rooms offered at a substantial discount for groups?
13. Do you provide additional incentives to tour planners who give you volume business?
14. Are your deposit and cancellation policies workable for both the hotel and tour planner?
15. Do you have a comp policy?

Lodging for the group tour varies by the tour planner. For most tour planners, a block of double occupancy rooms will be requested so everyone is staying near each other and most strive to give the whole motorcoach the same type of room.

Since groups must adhere to tight schedules, any measures hotels take to make mornings and mealtimes more manageable are considered incentives. For example, set up a duplicate buffet set up in another room to avoid a mob scene. If complimentary breakfast is included in the price of the room, it is quite likely that the group will take advantage of that convenience. So be prepared, have plenty of rolls, cereal, coffee and juice (or whatever your menu typically includes) ready for this crowd. It is easy to assume that if breakfast is served until 9:30am and the tour bus departs at 8:30am everyone in that group will be breakfasting prior to 8:30.

The tour planner will work out the details of the payment, and check out will likely be early in the morning in order to accommodate a scheduled visit in the next town. Some flexibility may be requested regarding check-in and check-out times in order to accommodate the busy schedule of the group.



From rolling out the red carpet to passing out punch at a welcome reception, hotels must show appreciation to group tours through incentives and special services. Some incentives have become standards in the group tour industry: on-board greeting, welcome reception, a complimentary room for the tour planner, a free meal for the driver, welcome gifts or gift shop discounts for the tour group. Even though these are sometimes considered old hat to those in the industry they continue to be appreciated by travelers. Such incentives seem small but speak volumes. A welcome reception can also be used as a delay tactic, a way to placate these people while the hotel gets their bags up to their rooms.

Offer a complimentary cocktail named for the tour company is another way hotels can emphasize the valued relationship and at the same time encourage camaraderie. Other hotels have rewarded the driver, by cleaning the bus for him/her. Be information sources and share valuable information about area activities and events. To some flexibility is the best incentive to give a tour planner.

EVENTS & FESTIVALS

1. Do you have your dates set at least one year in advance?
2. Do you offer pre-ticketing or is there a will call area?
3. Do you have a separate motorcoach parking area?
4. Does your community have enough hotel accommodations for overnight stays?
5. Do you have large, clean washroom facilities?
6. Is the group rate significantly discounted?
7. Do you have someone to greet the motorcoach?
8. Do you have a comp policy?

Events and festivals can be a perfect opportunity to show off your community and attract group tours. Large-scale events often beginning planning up to years in advance. The more lead-time that is given concerning dates and details of events, makes it easier for a tour planner to plan a stop at the festival into the trip. In the case of the recurring events the anticipation of the next festival may create a positive vibe, but the sooner dates are announced the better.

The nature of an event or festival is that it will attract a large number of people in celebration. A few special circumstances arrive for a group tour. The first is the option of pre-ticketing. Many events tend to be a pay at the gate situation. A group tour should be an exception to this general rule. A system worked out in advance that is coordinated with the tour planner to pay and receive tickets in advance would be an ideal situation. A Will Call situation may be feasible providing the training given to the staff manning the gate. If the gate is run by volunteers that change frequently it would be best to have the



tickets in the hands of the tour planner by means of mail to his or her office or even it being left at the hotel, which has a smaller likelihood of being mishandled.

Again, remember parking availability. Group tours come in large buses that take up a fair amount of room. If parking near the event site can be scarce plan ahead. One option is to plan for offsite parking with adequate signage and a space for the busses to drop of the group before they go park off-site. The other option is to be proactive in sectioning off a parking area specifically for group tour busses. Remember when creating this area that busses will not just be parking there, but will need to be able to maneuver around so leave adequate space.

Another accommodation is that of restroom facilities. People who have been traveling a great deal by bus will want to use the facilities upon arrival, departure or both. Make sure that they are kept clean and attractive and it will be beneficial to both you and the tour group if you have more than just one facility.

TEN WAYS TO BE GROUP FRIENDLY

1. Make provisions for the unexpected

Buses will run into traffic jams and be late. Escorts will forget to bring their wallets or admission checks. Tour members will need to make an emergency phone call. Life happens. Are your policies flexible enough to deal with it when it does? And more importantly, have you empowered your staff to put customer service above fear of violating policy?

2. Develop special group tour packages

Groups are always looking for something new and different. They're particularly impressed when offered options not usually -available to the general public. Behind-the-scenes tours, musical entertainment, costumed guides, period refreshments and craft or dance demonstrations are several suggestions to consider. In today's entertainment-oriented culture, the more authentic activity you can offer, the better.

3. Give complimentary admissions to drivers and/or escorts

This can vary supplier to supplier. While some may give 2 complimentary room nights or admission passes, others may offer 1 free pass/room per 30 guests.

4. Set reasonable group minimums

While a lot of attractions don't offer group discounts or perks to groups of less than twenty or thirty people, museums and historic sites are wise to consider setting group minimums as low as ten or twelve. Even if you offer a smaller discount to groups of that size, you're acknowledging the fact that not all groups interested in history travel in large numbers.



5. Don't lose business by default

Tour planners usually call when they're actually writing up an itinerary. If no one is available to provide the answers they need within a reasonable time, they may be forced to book at another attraction instead. Make sure there are at least two people in your organization who can answer the three most important questions: what's the price?, Is the date I want available?, How long will the tour take?

6. Put yourself in the driver's seat –

If you were a bus driver unfamiliar with your site or with the area in which you're located, would you have trouble finding you? Would you know where to drop off passengers? Where to park? Whether a cup of coffee might be available in the visitors center? Providing detailed information for drivers in your confirmation packet is not only thoughtful, it's important.

7. Listen to your visitors

If one person makes a request or a comment, you can be sure that a few other people have the same thought but just aren't voicing it. If dozens of people make the same request or comment, you've either got a major problem or a golden marketing opportunity on your hands. As the old sales adage says, "If you have to put up a sign that screams, 'NO!! We don't sell bananas,' it's a pretty good bet that you ought to be selling bananas."

8. Give them something to remember you "buy"

Part of the group tour experience is shopping for souvenirs. Limited luggage space, however, often prevents group travelers from buying bulky or fragile items. And limited funds may prevent them from buying expensive ones. Does your museum store offer a variety of inexpensive things that can easily fit into a suitcase? **Tip!** If you get a lot of senior groups, consider stocking small, inexpensive packages of locally made breads or cookies. Since many seniors are past the souvenir stage, practical items like food and greeting cards are what they're most likely to buy.

9. Recognize the group with their name on signs, marquees, etc.

Seeing the group name in lights makes a big impression on tour members. The sign also serves as a guidepost for the tour planner and motorcoach driver.

10. If you're a guide, remember that you're also a celebrity

To you, group visitors represent just a small part of a single day. To them, meeting you might be the highlight of an entire trip. If they're far from home, you may be one of the only local people they get to spend any time with. They're fascinated with you. They think you have a glamorous job. Some of them even wish they could *be* you. How you treat them will largely determine how they remember your site. Make it a good memory!

TravelKS.com Extranet

The Extranet for Kansas Tourism is the portal for the Kansas Tourism industry to access their part of the Tourism database. The extranet account contains the information you will need to represent your accounts on the TravelKS.com site, in the Kansas Travel Guide and other marketing opportunities. You will also find communications, clippings, materials orders and more.

Who needs access?

- Do you add listings and/or events to TravelKS.com?
- Would you like to start adding listings and/or events to TravelKS.com?
- Do you or would you like to order BULK amounts of Travel Guides, Outdoor Guides, state maps and other materials from Kansas Tourism?
- Would you like to receive important updates and communications from us on a regular basis?

If you answered “yes” to any of these questions, you need access.

How to gain access

If you have not already been given granted access email andrea.johnson@travelks.com.

Account Types

- Parent Account – Manages listings/events for multiple attractions, dining, lodging or shopping establishments. Has child accounts. Example: DMO, CVB, Chamber of Commerce, etc... that manages listings and events for their area.
- Child Account – May or may not manage their own listing & events. A parent account may manage their listings and events.
- Orphan Account – Manages their own listings and events. Has no parents or children.

Logging In

- If you don't have log-in information contact our office to request it. You will be sent an email with the link and a temporary password.
- Click on the link, which will take you to the “CRM Extranet Login” screen.

- Your username is your full e-mail address.
- Your password is the temporary password that was emailed to you.
- You will be asked to change your password to one of your preference. Click on the “Forgot Password?” link if you need to reset your password
<http://extranet.kansas.simpleviewcrm.com/login/index.cfm>

Parent/Child Accounts

- To simplify the login process for DMOs (Destination Marketing Organizations) with access to multiple accounts, the Parent/Child account relationship was created. This allows a DMO to log in as a contact on the Parent account with full access to all child accounts via a dropdown filter.
- NOTE: The Parent/Child account relationship is intended to be used for accounts where there is a DMO maintaining multiple accounts.
- Once a member with parent/child account access logs into the Extranet, they will see a dropdown menu in the upper right corner of the screen titled ‘Logged in to’. If there are child accounts available, clicking the arrow will present the other accounts the member can toggle between.

Home Page/Partner Bulletins

Partner Bulletins are important communications from the Kansas Tourism office. Kansas Tourism will post Partner Bulletins regularly with important information regarding advertising, educational opportunities, deadlines and more.



TravelKS.com Extranet cont'd

Member Record

You can view six items under your Member Record:

- Contacts
- Listings (Website and Travel Guide)
- Web (Coupons, Media Files)
- Amenities
- Benefits Summary
- Social Media

Contacts

Edit, clone and add new contacts for your account(s).

Listings

Add and update listings to appear on TravelKS.com.

Web

In the web tab there are two sub-tabs: Coupons and Media.

Coupons

Add and update coupons/offers to appear on the TravelKS.com coupon page.

Media

Add images, logos and videos to your TravelKS.com listings.

Amenities

Add amenity information to your TravelKS.com listings. Amenities can be viewed on TravelKS.com and may be included in print materials. You may add/edit amenities for Dining, Lodging, Attractions and Meeting Facilities

Benefits Summary

This tab displays reporting associated with your

accounts. This is a place to view benefits you have received by partnering with Kansas Tourism.

Benefits Available:

- Articles
- Web Site
- Coupon Hits

Articles - Details of media publications where your destination was mentioned. The publication, article title, date of publication and circulation (when available) will be detailed in this section.

Web Site - How many times your listing(s) have been viewed and number of times someone has clicked through to your website from your listings on TravelKS.com

Coupon Hits – View how many times your coupon(s) have been clicked.

Social Media Tab

Provide links to your social media accounts in this tab. These links will show as clickable social media icons in your listing(s).

Submit Events

Add events to appear on the TravelKS.com Calendar of Events.

Bulk Orders/Materials Request

Place orders for bulk amounts of Travel Guides, Outdoor Guides, Byway Guides and State Maps.

Contact Us

Can't find what you're looking for? Email us!

The staff contact is Andrea Johnson.

Tutorials for using the system can be found at TravelKS.com/Industry under the Education tab.

International Marketing

Kansas enjoys a robust cooperative international marketing partnership with Oklahoma. We target well-traveled, repeat, USA visitors who live in Germany, Austria, Switzerland, United Kingdom, & Ireland. Our annual program activities are equally balanced to include in-country product development with wholesale travel trade, in-country positive publicity through travel media, and in-country consumer awareness via travel fairs, cooperative advertising, and brand wrapped vehicles traveling throughout each targeted country. Marketing the two states as one destination allows Kansas a tremendous fiscal leverage, while too, delivering diverse traveler experiences sought from our target market travelers.

1) Why international travelers, and why these countries?

International travelers spend more money per day, per person, over domestic travelers. They stay longer per trip (average 12-14-days). When marketing leisure travel, it is best for destinations to diversify the market mix, allowing for growth in all travel seasons. The countries Kansas target are well established, primary, feeder markets for USA, and moreover, have large numbers of annual repeat USA travelers. It is these travelers who have a high comfort level of traveling independently in the USA, and are seeking off-the-beaten-path, authentic USA destinations.

2) What does Kansas do to increase international market share?

We created a larger region to become 'a' destination. Repeat USA visitors from our target markets will typically travel to more than one state during each trip. Before the Kansas/Oklahoma partnership (2000), Kansas was not internationally published as a destination, today (2014) Kansas/Oklahoma is published by 33 wholesale tour operators within 78 fly-drive itinerary and ranch holiday programs, all within our target markets. Both Klaus and Matt manage in-country fulfillment for consumer requests generated via travelks.com. We are active members of the Visit USA Committees in the five countries. We identify wholesale travel trade who offer USA as a destination to establish 'retail ready' KSOK fly-drive programs. We qualify travel media for hosted press trips to Kansas, and attend annual international consumer travel fairs in Munich, Augsburg, Stuttgart, Hamburg, Leipzig, Berlin, London, Dublin, and Belfast. We participate in numerous annual cooperative marketing programs with tour operator partners

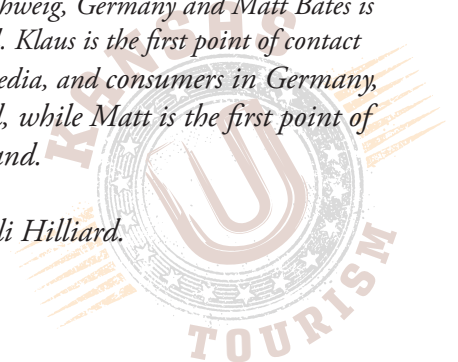
which, in 2014/2015 include a travel trade and consumer promotion with Wicked – The Musical in London, Leeds, Birmingham & Edinburgh.

3) How does my community/establishment get international traveler business?

International travelers plan in advance, book in advance (typically via a travel agent), and need assistance with knowing what to do. If you are a community and you want overnight visitors, you need to have lodging that will work with wholesale tour operators. (Lisa Weigt will help you understand how this works). You too, need to have good restaurants (local is best) who serve dinner and breakfast. You need to anticipate what a multiple day itinerary that includes your community might look like – where does it go before and after you? If you are a day trip community/establishment, think what the nearest Kansas 'feeder' DMO will be – and establish a strong working relationship. Day trip communities also need good restaurants who serve lunch. If you are an establishment, be sure you have developed good relationships with your local destination marketing organization (DMO), feeder community DMOs, and above all, no matter who you are, let Kansas tourism know your interest.

The Kansas/Oklahoma program is managed by Destinations by Design (Lisa Weigt) and two in-country representatives. Klaus Boog is based in Braunschweig, Germany and Matt Bates is based in Troon, Scotland. Klaus is the first point of contact for travel trade, travel media, and consumers in Germany, Austria & Switzerland, while Matt is the first point of contact for UK & Ireland.

The staff contact is Kelli Hilliard.



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 [Andrea Johnson](#) at KST and provide your name, organization, address, organization's email address, website and daytime phone number.

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 photography to your listing is highly recommended. **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**

Research

- Research Reports Available



Research Reports

Kansas Tourism utilizes both primary and secondary research to monitor such things as the economic impact of tourism on Kansas, ad effectiveness and ROI, and industry trends. This research helps aid state marketing and product development efforts and industry planning. Research touches every program at the KDWPT, providing a road map for making informed marketing and management decisions and monitoring the success of the division's strategies. Sources include leading tourism research firms and consultants such as US Travel Association, AAA, IHS, Smith Travel Research, Midwest Living, Madden Media, Ruf Strategic Services, US Fish and Wildlife, H2R and Associates, Fermada, and Strategic Marketing and Research Inc. among others.

VisaVue International Spend Reports -- allow us to see international visitor spending in Kansas on Visa credit cards issued to international mailing addresses. This report only reflects international Visa Card activity while in Kansas, and goes very deep into each country's total spend, type of spend, the number of times the card was used while in Kansas, and the average charge per spend. During 2013, visitors from our target markets (German speaking Europe, United Kingdom and Ireland) spent 4.9 million in Kansas on Visa credit cards, representing a 4% increase from United Kingdom and a 17% spend decrease from German speaking Europe over 2011. When comparing 2013 market spend from target markets to 2010, United Kingdom represents a 12% spend increase and a 1.2% spend increase from German speaking Europe. (Please note-German's have a propensity to use Deutsch Card or MasterCard instead of Visa.) Kansas invests every other year in this report.

Destination Travel Insight by American Express

-- This report indicates actual spend on American Express credit cards while in Kansas. International American Express card holders from our target markets

spent \$672,358 in Kansas during 2013, representing a 116% spend increase from the United Kingdom, and 53% spend increase from Germany over 2012. American Express is definitely not the primary credit card of choice for travelers from Europe, though, this report does allow us to measure actual spend using the same methodology year over year. We use these reports to benchmark international spend-trend.

Economic Impact Study by IHS-The Economic Impact Study conducted by IHS addresses traveler spending in Kansas and each of the 105 counties. It includes both direct and indirect employees supported by tourism spending, payroll for employees supported by tourism spending, tax revenues generated, visitor volume and the economic value of tourism for the state.

For more information on Visa Vue and Destination Travel Insight please contact Lisa Weight. The staff contact is Richard Smalley.



Byways
Tab Here

Byways

- *Frequently Asked Questions*
- *Committee Members*
- *Current Byways*



Kansas Byways

Kansas Byways are a collection of authentic road-based experiences that preserve the natural beauty and heritage of the state, stimulate economic prosperity through tourism, and enhance the positive image of Kansas. This program—directed by the Kansas Department of Wildlife, Parks & Tourism with assistance from the Department of Transportation (KDOT) and the Kansas State Historical Society—is part of a national movement initiated by the Federal Highway Administration (FHWA) in 1991. The Kansas Byways program was established in 1992 and currently has 2 national scenic byways, 6 state scenic byways, and 3 state historic byways.

FAQ's

1) If I want to create a byway in my area, how do I do this?

Contact Kansas Tourism for the nomination forms. The Kansas Byways Committee has oversight of the Kansas Byways Program and upon request for designation by a local grassroots committee, recommends routes for byway designation by the Kansas Secretary of Transportation.

2) What are the community benefits of a byway?

A community's benefits depend on the objectives established in the Corridor Management Plan by the byway. For example, if a local government uses the designation to promote tourism in the area, then residents may see an increase in economic development and a decrease in taxes due to the generation of new tourism revenue. Or, if a communi-

ty decides to emphasize the protection of scenic and natural areas, land use ordinances could be created to preserve the rural character of a byway and limit development intrusion. Byway designation is a unique tool, in that it can be used to achieve a wide variety of your community's goals.

3) What is being done to market the byways?

Driving Tours/Scenic Byways are consistently one of the top interest types by requesters of the Kansas Travel Guide and on TravelKS.com. Kansas Tourism is marketing the Kansas Byway collection through advertising campaigns, via print materials, media outreach, domestic trade and consumer promotions, and on-line strategies. Local Byway communities are expected to market their byway in the same manner.

Byways Committee Members

Flint Hills National Scenic Byway	Charley Klamm	Cottonwood Falls
Frontier Military Historic Byway.....	Sonia Smith	Lawrence
Glacial Hills Scenic Byway	Gary Satter	Wetmore
Gypsum Hills Scenic Byway	Dollie Mathes.....	Harper
Gypsum Hills Scenic Byway.....	Kaye Kuhn	Medicine Lodge
Kansas Department of Transportation	Scott Shields.....	Topeka
Kansas Department of Wildlife, Parks & Tourism	Sue Stringer	Topeka
Kansas Route 66 Historic Byway.....	Charlene Hunley.....	Baxter Springs
Native Stone Scenic Byway.....	Sally Stratton.....	Alma
Native Stone Scenic Byway.....		Alma
Post Rock Scenic Byway	Connie Dougherty.....	Lucas
Prairie Trail Scenic Byway.....	Sue Schlegel.....	Lindsborg
Smoky Valley Scenic Byway.....	Cathy Albert	WaKeeney
Western Vistas Historic Byway	John Foster.....	Sharon Springs
Wetlands and Wildlife National Scenic Byway	Cris Collier	Great Bend



Byways and their Communities

Flint Hills National Scenic Byway

Counties: Morris, Chase, Butler

- Bazaar
- Cassoday
- Cedar Point
- Clements
- Cottonwood Falls
- Council Grove
- Elmdale
- Matfield Green
- Strong City

Frontier Military

Counties: Leavenworth, Wyandotte, Johnson, Miami, Linn, Bourbon, Crawford, Cherokee

- Arcadia
- Arma
- Baxter Springs
- Bonner Springs
- Cato
- Edgerton
- Fairway
- Farlington
- Fort Leavenworth
- Fort Scott
- Frontenac
- Galena
- Kansas City
- LaCygne
- Lansing
- Leavenworth
- Lenexa
- Louisburg
- Merriam
- Mound City
- Olathe
- Osawatomie
- Overland Park
- Paola
- Pittsburg
- Pleasanton
- Shawnee
- Trading Post
- West Mineral

Glacial Hills

Counties: Atchison, Doniphan, Leavenworth

- Atchison
- Fort Leavenworth
- Highland
- Lansing
- Leavenworth
- Troy
- White Cloud

Gypsum Hills

Counties: Barber, Comanche

- Coldwater
- Hardtner
- Kiowa
- Lake City
- Medicine Lodge
- Protection
- Sun City
- Wilmore

Native Stone

Counties: Shawnee, Wabaunsee

- Alma
- Dover
- Eskridge
- Keene

Post Rock

Counties: Ellsworth, Lincoln, Russell

- Ellsworth
- Lucas
- Russell
- Sylvan Grove
- Wilson

Prairie Trail

Counties: Ellsworth, McPherson

- Canton
- Lindsborg
- Marquette
- Roxbury

Route 66

Counties: Cherokee

- Baxter Springs
- Galena
- Riverton

Smoky Valley

Counties: Ness, Trego

- Brownell
- Ogallah
- Ransom
- Trego Center
- WaKeeney

Wetland & Wildlife

Counties: Barton, Reno, Stafford

- Claflin
- Ellinwood
- Great Bend
- Hoisington
- Hudson
- St. John
- Stafford

Western Vistas

Counties: Logan, Scott, Wallace

- Oakley
- Russell Springs
- Scott City
- Sharon Springs
- Wallace
- Winona

The staff contact is Sue Stringer, (785) 296-1847.

Kansas Department of Transportation Contact is Scott Shields, (785) 296-4149.

Agritourism

Tab Here

Agritourism

- Program Description
- Statutes
- Registration Form



Kansas Agritourism Program

Agritourism businesses in Kansas have been around for a number years. The Kansas Agritourism Promotion Act was signed into law in 2004. Businesses must be open and ready to receive visitors prior to registration. Agritourism registration and additional information may be found at: <http://www.travelks.com/industry/agritourism>

FAQ's

Kansas Agritourism Promotion Act

K.S.A. 32-1431. Purpose. The purpose of this act is to promote rural tourism and rural economic development by encouraging owners or operators of farms, ranches, and rural attractions, including historic, cultural, and natural attractions, to invite members of the public to view, observe and participate in such operations and attractions for recreational or entertainment purposes. This act shall be liberally construed to effectuate that purpose.

Agritourism can be as big or as small as you want it to be. The key to fitting agriculture into tourism is to provide an authentic farm experience for the visitor to your agriculture based business. Examples, but not inclusive of all, such as u-pick from a vegetable, orchard or flower garden, educating visitors to your farm about the process of raising your livestock or crops. Providing lodging combined with bird or wildlife watching, hunting, fishing or other outdoor activities. Activities that offer a variety of options such as play areas, corn mazes, workshops, classes, food concessions, school tours or special events such as weddings, retreats, family celebrations in a farm setting.

1) What is Agritourism?

As defined below by the Kansas Agritourism Promotion Act there is a large variety of agritourism opportunities.

2) What are the benefits of registering as a Kansas Agritourism business?

Limited liability through signage which advises visitors of inherent risks (signage text below) With

registration and approval, the business is promoted through the TravelKS website. For "C" businesses, tax credits toward the cost of liability insurance. Registration is free. Agritourism may be an "added value" to an already existing agricultural business or it may be a venture an entrepreneur chooses to undertake as a business.

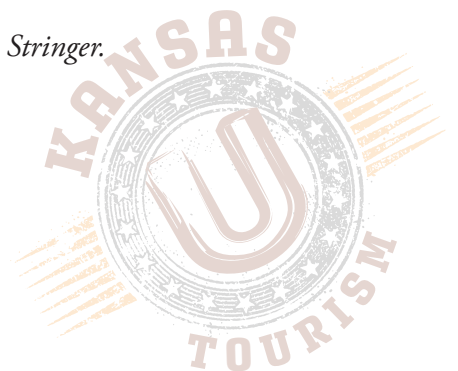
3) Why should local cities and/or counties support Kansas Agritourism businesses?

For the city and/or county any visitors to the agritourism business come to spend time and dollars, not only at the business, but in the surrounding area, with purchases of fuel, shopping, dining or lodging in the area

Agritourism Promotion Act Warning Signage

Under Kansas law, there is no liability for an injury or death of a participant in a registered agritourism activity conducted at this registered agritourism location if such injury or death results from the inherent risks of such agritourism activity. Inherent risks of agritourism activities include, but shall not be limited to, the potential of you as a participant to act in a negligent manner that may contribute to your injury or death and the potential of another participant to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this registered agritourism activity. (Signage may be purchased from the Kansas Horse Council)

The staff contact is Sue Stringer.



AGRITOURISM PROMOTION ACT REGISTRATION

Please complete ALL information as required for the Agritourism Promotion Act. **Please contact the Kansas Dept. of Wildlife, Parks & Tourism if you have not received your registration certificate after 30 days of mailing in your form.**

Date _____

Please check appropriate box: New Registration Renewal

Company Name: _____

FEIN Number or SSN: _____

Owner's Name: _____

Mailing Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax #: _____

E-Mail: _____ Web site: _____

Contact Person (If Different from Owner): _____

Contact Person Phone #: _____ E-Mail: _____

Business Address of Agritourism Enterprise: _____

County or Counties Where Agritourism
Activities Take Place: _____

Do you carry insurance for your agritourism enterprise: Yes No

Insurance Company Name: _____

Agent Name: _____

Agent Contact Information: _____

TYPE OF AGRITOURISM EXPERIENCE OFFERED:

Mark all that apply:

- | | | |
|---|--|--|
| <input type="checkbox"/> Hunting | <input type="checkbox"/> Hay Rack Ride | <input type="checkbox"/> U-Pick |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Amusement Rides | <input type="checkbox"/> Vineyard |
| <input type="checkbox"/> Bird Watching | <input type="checkbox"/> Christmas Trees | <input type="checkbox"/> Winery |
| <input type="checkbox"/> Plants/Flowers | <input type="checkbox"/> Western Experience | <input type="checkbox"/> Pumpkin Patch |
| <input type="checkbox"/> Maze | <input type="checkbox"/> Farm/Ranch Experience | |
| <input type="checkbox"/> Other: _____ | | |

FACILITY AMENITIES:

Mark all that apply:

- | | | |
|--|--|---|
| <input type="checkbox"/> Lodging | <input type="checkbox"/> Dining | <input type="checkbox"/> Tasting Room |
| <input type="checkbox"/> Motor Coach Parking | <input type="checkbox"/> Concessions | <input type="checkbox"/> Pre-Booked/Group Events |
| <input type="checkbox"/> Tent Camping | <input type="checkbox"/> Guided Tours | <input type="checkbox"/> Special Events/Festivals |
| <input type="checkbox"/> Restrooms | <input type="checkbox"/> Retail/Gift Shop | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> RV Hook Ups | <input type="checkbox"/> Accessible to individuals with disabilities | |

DISCLOSURE: Registering with the Department of Wildlife, Parks & Tourism allows KDWPT to promote your operation to the public.

Please return to: Agritourism Registration-Sue Stringer
Kansas Dept. of Wildlife, Parks & Tourism, 1020 S. Kansas Ave, Suite 200, Topeka, KS 66612
(785) 296-1817 Call (785) 207-2685 Sue.Stringer@TravelKS.com

Please give a detailed description of all agritourism experiences offered to your visitors. Please note only activities listed will be covered by the limited liability statute. If you add new activities, please notify KDWPT in writing.

Month & Year Agritourism Business Began: _____

Please provide a brief promotional paragraph about your agritourism experience: (150 words or less)

WILDLIFE BASED RECREATION

If wildlife based recreation is provided please answer all that apply.

- Amenities:
- | | | | |
|--|-----------------------------------|---|--|
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Quail | <input type="checkbox"/> Prairie Chicken | <input type="checkbox"/> Gear/Equipment |
| <input type="checkbox"/> Wildlife Watching | <input type="checkbox"/> Chukar | <input type="checkbox"/> Migratory Game Birds | <input type="checkbox"/> Deer |
| <input type="checkbox"/> Archery | <input type="checkbox"/> Rabbits | <input type="checkbox"/> Guides | <input type="checkbox"/> Airport Pick-up |
| <input type="checkbox"/> Shooting Sports | <input type="checkbox"/> Pheasant | <input type="checkbox"/> Fishing Guides | <input type="checkbox"/> Meals |
| <input type="checkbox"/> Predators | <input type="checkbox"/> Turkey | <input type="checkbox"/> Kenneling/Dogs | <input type="checkbox"/> Processing |

DISCLOSURE: Registering with the Department of Wildlife, Parks & Tourism allows KDWPT to promote your operation to the public.

Please return to: Agritourism Registration-Sue Stringer
Kansas Dept. of Wildlife, Parks & Tourism, 1020 S. Kansas Ave, Suite 200, Topeka, KS 66612
(785) 296-1847 Cell (785) 207-2685 Sue.Stringer@TravelKS.com

TIC Tab Here

Travel Information Centers

- State Managed Centers
- Community TIC program
- Forms & Applications



TIC's

The mission of the Travel Information Centers (TICs) is to promote Kansas by providing visitors with vacation literature, highway construction information, mapping out scenic routes, assisting visitors with their questions, and promoting various TIC programs. There are currently two state-owned TICs, located at Belle Plaine, which is located off of I-35 at Milepost 26, approximately 20 miles south of Wichita; and at Goodland, which is located off of I-70 at Milepost 7, approximately 9 miles west of Goodland. The Belle Plaine TIC is maintained by the Kansas Turnpike Authority (KTA) and the management services and gift shop operations are contracted out. The Goodland TIC is maintained by the Kansas Department of Transportation (KDOT) and is managed by State of Kansas employees. The TICs are open 361 days a year (closed for Easter, Thanksgiving, Christmas, and New Years Day) with the following hours of operation: 9:00 a.m. – 5:00 p.m. September 15th through May 15th; 8:00 a.m. – 6:00 p.m. May 16th through September 14th

FAQ's

1) What is a Community Travel Information Center and how can I become one?

Kansas Tourism recognizes the need for Community Travel Information Centers (C-TIC) at visitor accessible locations throughout the state. The Division believes that a partnership between the Division and Kansas communities will increase the number of C-TICs, assist the tourist in identifying the location of the C-TICs and provide increased access to materials and information on Kansas destinations and experiences. You must meet certain criteria/guidelines and fill out an application to be eligible. [Application](#)

2) Can I distribute my brochure at the TICs and is there a cost?

Brochures and publications promoting Kansas tourism attractions, events, destination dining and

lodging are eligible for consideration for distribution and display in the Kansas Travel Information Centers (TICs) for FREE. [Application](#)

3) What other marketing opportunities are available at the TICs?

We have eight backlit spots at the Goodland TIC and 16 backlit spots at the Belle Plaine TIC. The backlits provide additional exposure for communities that participate in this program. Both TICs promote individual communities through our Community Showcase Program. The Goodland TIC provides an additional marketing opportunity through the Refreshment Host Program. There are additional costs with each of these marketing opportunities. [Applications](#)

The staff contact is Mona Carver.



Travel Information Centers (TIC) State-Owned/Operated

Goodland Travel Information Center

Mona Carver
I-70 East Milepost 7
Goodland, KS 67735-0618
(785) 899-6695
Fax: (785) 899-2616
goodlandtic@TravelKS.com

Belle Plaine Travel Information Center

Christy Scott
770 N. I-35
Belle Plaine, KS 67013-8292
(620) 326-5123
Fax: (620) 326-2072
bptic@TravelKS.com

Travel Information Centers (TIC) Community-Owned/Operated

Abilene CVB

Glenda Purkis
201 NW 2nd St
Abilene, KS 67410
(785) 263-2231
director@abilenecityhall.com

Colby Visitor Center

Leilani Thomas
2015 S Range
Colby, KS 67701
(785) 460-0076
cvb@thomascounty.com

Great Bend CVB

Cris Collier
3007 10th St
Great Bend KS 67530
(620) 792-2750
information@visitgreatbend.com

Atchison Area Chamber

Angela Parker
200 S. 10th St
Atchison, KS 66002
(913) 367-2427
tours@atchisonkansas.net

Concordia Travel Information Center

Tammy Britt
130 E 6th St
Concordia, KS 66901
(785) 243-4303
tourcloudcounty@yahoo.com

Hays CVB

Jana Jordan
2700 Vine St
Hays KS 67601
(785) 628-8202
1-800-569-4505
jjordan@haysusa.com

Belleville Travel Information Ctr

Helen Fielder
702 12th St
Belleville, KS 66935
(785) 527-2883
belleville@nckcn.com

Dodge City CVB

Colleen Hastings
400 W Wyatt Earp Blvd
Dodge City Kansas 67801
(620) 225-8186
colleenh@dodgecity.org

Kansas Originals Market

Margery Lawson
233 Highway 232
Wilson, KS 67490
(785) 658-2602
mlawson@wtciweb.com

Buffalo Bill Cultural Center

Susan Bloom
3083 US Hwy 83
Oakley, KS 67748
(785) 671-1000
tourism@discoveroakley.com

Franklin County CVB

Kristi Lee
2011 E. Logan
Ottawa, KS 66067
(785) 242-1411
director@visitottawakansas.com

Lawrence Visitor Center

Debbie McCarthy
402 N. 2nd St
Lawrence, KS 66044-0586
(785) 865-4499
visinfo@visitlawrence.com

Liberal CVB
Sally Fuller
1 Yellow Brick Rd
Liberal, KS 67901
(620) 626-0171
tourism@cityofliberal.com

Lindsborg CVB
Holly Lofton
114 N Main (Covered Kiosk)
Lindsborg KS 67456
(785) 227-8687
cvbdir@lindsborgcity.org

**Mahaffie Stagecoach Stop & Farm
Historic Site**
Alexis Woodall
1200 Kansas City Rd
Olathe, KS 66061
(913) 971-5111
awoodall@olatheks.org

The Big Well Museum
Stacy Barnes
315 S. Sycamore
Greensburg, KS 67054
(620) 723-4102
tourism@greensburgks.org

Visit Topeka, Inc
Christine Merryman
618 A S. Kansas Ave.
Topeka, KS 66603
(785) 234-1030
christine@visittopeka.com

Wyldeewood Cellars Winery
22936 Grapevine Rd.
Paxico, KS 66256
(785) 636-8466



Backlits



Community Showcase



Refreshment Host

COMMUNITY TRAVEL INFORMATION CENTER

Guidelines and Application



Community Travel Information Center Program 3

Level I (Regional)..... 4-5

Level II (Local)..... 6-7

Level III (Kiosk)..... 8

Other Information 9-10

Application11-13

Kansas Travel Information Centers (TICs) offer an opportunity for the visitor to become acquainted with the destination experiences within the state. Travelers stopping at our travel information centers will often increase their stay in the state by one day and increase their spending by an average \$150 per vehicle.

The Kansas Division of Tourism recognizes the need for Community Travel Information Centers (C-TIC) at visitor accessible locations throughout the state. The Division believes that a partnership between the Division and Kansas communities will increase the number of C-TICs, assist the tourist in identifying the location of the C-TICs and provide increased access to materials and information on Kansas destinations and experiences.

What can the Division of Tourism provide to the C-TIC?

The Division of Tourism can provide marketing opportunities for the C-TIC, identification as a state designated C-TIC in the state published guide, listed on the state tourism website, opportunities to exchange information and inquiries with other C-TICs and staff training.

What can the community provide?

The C-TIC can provide valuable services that expand the reach of the state’s TICs through a dedicated site facility and Kansas tourism knowledgeable staff.

How will the program work?

Following is a matrix to help determine which type of C-TIC you may qualify for. Additional criteria for all levels are outlined on the following pages. Once an application is submitted, the Division will review the application and do a site visit. Both the designated site and the Division will become partners in the C-TIC program fulfilling the obligations as outlined in this document.

	Level I Regional	Level II Local	Level III Weather Protected Kiosk
Days Open	5 days per week to include a Saturday or Sunday	4 days per week to include a Saturday or Sunday	Accessible 5 days per week to include a Saturday or Sunday
Hours of Operation May 15th – Sept. 15th*	6 hours per day	6 hours per day	Accessible 6 hours per day
Hours of Operation Sept. 16th to May 14th*	6 hours per day	6 hours per day	Accessible 6 hours per day
Staffing	One paid staff on site during business hours, may supplement with volunteers	Paid and/or volunteer staff	Unstaffed
Parking	On-site	On-site or within one block of facility	Walk up accessibility

*The Division will consider alternate scheduling based on a community’s travel session.

Level I (Regional)



What are Regional C-TICs?

Regional C-TICs promote regional tourism sites and services within the region where the C-TIC is located. Only one C-TIC shall be recognized as a state designated C-TIC. If more than one entity from a community applies, the Division shall request a letter from the Destination Marketing Organization (DMO) approving the applicant as the official C-TIC site for the community.

Level I Criteria

- Shall be open a minimum of 6 hours a day, 5 days per week, which one day should be a Saturday or Sunday.
- Shall have one paid staff on site during business hours, which may be supplemented with volunteers. Staff should be trained and knowledgeable on the tourism industry. (Annual training opportunities may be supported by state tourism office.)
- Shall have adequate space available for parking on-site.
- Shall have adequate space to distribute regional tourism promotional printed materials with permanent brochure racks located in an area accessible to the public and visible upon entering the visitor center.
- Shall have the state guide and map available to visitors 24 hours a day, seven days a week. (This can be accomplished with informational racks placed outside of the center.)
- Shall have a “Travel Information Center” sign located adjacent to the street in front of the facility or hung on the front of the facility. (When located on the front of the facility, the sign shall be visible from the street.) When needed, trail blazing signs shall be provided to direct visitors from the highway to the C-TIC.
- Shall provide accessible restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.

Upon Level I designation the C-TIC will agree to the following:

- Shall, with assistance from the Division, participate in special tourism promotions that benefit the entire state.
- Shall, with assistance from the Division, recognize special events that benefit the tourism region.
- Shall work in cooperation with the local Destination Marketing Organization (DMO) and be recognized as an official C-TIC.
- Shall refrain from displaying any literature, product or materials that the Kansas Division of Tourism finds objectionable.
- Shall maintain a method (as defined by the Division) of collecting visitor data and report this information to the state monthly.
- Shall display a large (39" - 26") state map, provided by the Kansas Division Tourism.
- Shall display the Kansas C-TIC logo in a window or door visible to the visitor from outside of the information center facility. The Kansas Division Tourism will provide the logo decal.
- Shall promote a cooperative communication and sharing of inquiries and information with other Kansas designated C-TICs.
- Shall sell the *KANSAS!* Magazine if the C-TIC has a gift shop. Fifty percent of the retail product shall be Kansas made and represent the state favorably.

Upon Level I designation, the division agrees to the following:

- Shall list as a regional C-TIC in a state travel information brochure.
- Shall coordinate with the KDOT for official signage. (See page 9 for signage details.)
- Promote in other Division marketing materials when appropriate.
- Shall provide training, informational contacts and promotional ideas that deems useful.
- Shall designate on the state map, mention in the state travel guide
- Shall annually share C-TIC collected research data with the C-TICs.
- Shall designate as a C-TIC on the state travel guide map.
- Shall list the C-TIC on the official state tourism website, TravelKS.com.
- Shall provide a copy of any reports generated by C-TIC quality control programs such as a Secret Shopper Program, etc. with the C-TIC.
- Shall provide promotion materials for National Tourism Week.
- Shall perform annual visits to ensure compliance with the eligibility requirements. A site visit report shall be sent to the center after each annual visit. Failure by C-TIC to comply with the eligibility requirements will result in the removal C-TIC designation and highway signs.
- Due to budget restraints and policy changes within the Kansas Department of Wildlife, Parks & Tourism it may be necessary to make changes to the above support.

- Upon annual review, if it is determined by the Division that a C-TIC no longer meets the above qualifications and cannot or will not come into compliance, the Division will no longer promote or support the C-TIC through the above listed activities.

Level II (Local)



What are Local C-TICs?

Local C-TICs promote tourism sites and serves within the community where the C-TIC is located. Only one C-TIC shall be recognized as a state designated C-TIC. If more than one entity from a community applies, the Division shall request a letter from the Destination Marketing Organization (DMO) approving the applicant as the official C-TIC site for the community.

Level II Criteria

- Shall be open a minimum of 6 hours a day, 4 days per week, which one day should be a Saturday or Sunday.
- Shall be staffed with paid and/or volunteers. Staff should be trained and knowledgeable on the tourism industry. (Annual training opportunities may be supported by state tourism office.)
- Shall have adequate space available for parking on-site or within one block of facility.
- Shall have permanent brochure racks located in an area accessible to the public and visible upon entering the visitor center.
- Shall have the state guide and map available to visitors 24 hours a day, seven days a week. (This can be accomplished with informational racks placed outside of the center.)
- Shall have a “Travel Information Center” sign located adjacent to the street in front of the facility or hung on the front of the facility. (When located on the front of the facility, the sign shall be visible from the street.) When needed, trail blazing signs shall be provided to direct visitors from the highway to the C-TIC.
- Shall provide accessible restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.

Upon Level II designation the C-TIC will agree to the following:

- Shall work in cooperation with the local Destination Marketing Organization (DMO) and be recognized as an official C-TIC.
- Shall refrain from displaying any literature, product or materials that the Kansas Division of Tourism finds objectionable.
- Shall maintain a method (as defined by the Division) of collecting visitor data and report this information to the state monthly.
- Shall display a large (39" - 26") state map, provided by the Kansas Division of Tourism.
- Shall display the Kansas C-TIC logo in a window or door visible to the visitor from outside of the information center facility. The Kansas Division of Tourism will provide the logo decal.
- Shall promote a cooperative communication and sharing of inquiries and information with other Kansas designated C-TICs.
- Shall sell the *KANSAS!* Magazine if the C-TIC has a gift shop. Fifty percent of the retail product shall be Kansas made and represent the state favorably.

Upon Level II designation, the division agrees to the following:

- Shall provide training, informational contacts and promotional ideas useful in the operation of the C-TIC.
- Shall designate on the state map, mention in the state travel guide
- Shall annually share C-TIC collected research data with the C-TICs.
- Shall designate as a C-TIC on the state travel guide map.
- Shall list the C-TIC on the official state tourism website, TravelKS.com.
- Shall provide a copy of any reports generated by C-TIC quality control programs such as a Secret Shopper Program, etc. with the C-TIC.
- Shall provide promotion materials for National Tourism Week.
- Shall perform annual visits to ensure compliance with the eligibility requirements. A site visit report shall be sent to the center after each annual visit. Failure by C-TIC to comply with the eligibility requirements will result in the removal C-TIC designation and highway signs. Due to budget restraints and policy changes within the Kansas Department of Wildlife, Parks & Tourism it may be necessary to make changes to the above support.
- Upon annual review, if it is determined by the Division that a C-TIC no longer meets the above qualifications and cannot or will not come into compliance, the Division will no longer promote or support the C-TIC through the above listed activities.

Level III (Weather Protected Kiosk)



What are Weather Protected Kiosk C-TICs?

Weather protected kiosks provide access to the state travel guide, state map, and other appropriate tourism promotional materials.

Level III Criteria

- Shall Display a state map.
- Shall stock state guides, state maps.
- Shall stock a limited number of community tourism printed promotional materials.
 - Shall be community promoted and signed.
 - Shall work in cooperation with the local Destination Marketing Organization (DMO), a local Convention & Visitors Bureau (CVB), local Chamber of Commerce or local government and be recognized as an official C-TIC by these groups.

Upon Level III designation, the division agrees to the following:

- Shall promote by indicating location of the Weather Protected Kiosk on the official travel guide map located within the guide.
- Shall share C-TIC collected research data information with the community that maintains the kiosk.
- Shall provide support through any C-TIC promotional activities that appropriately fit this designation.
- Due to budget restraints and policy changes within the Kansas Department of Wildlife, Parks & Tourism it may be necessary to make changes to the above support.
- Upon annual review, if it is determined by the Division that a C-TIC no longer meets the above qualifications and cannot or will not come into compliance, the Division will no longer promote or support the C-TIC through the above listed activities.

Other Information

Examples

Eligible Sites

- Stand Alone C-TIC Facility
- Tourism Attraction
- Historical Site
- Cultural Center
- Nature Center
- Chamber of Commerce
- Convention & Visitors Bureau
- Recreational Sites i.e. State Lake, State Park, Corp of Engineer Reservoir

Non-Eligible Sites

- Restaurants
- Convenience Stores
- Liquor Stores
- Gas Stations
- Truck Stops*

*Considerations will be given to facilities that have dedicated space and provide trained staff whose main function is to provide travel and tourism information to the visitor. Businesses must be able to meet the qualifications as outlined in this document.

Signage for Level I

The application for signage is a two part approval process. The submitted application will be reviewed by the Division. Upon determining if the applicant meets all qualifications and the proposed C-TIC is able to provide the services as listed in this document, the request for signage will be sent to the Kansas Department of Transportation (KDOT). KDOT will do a sign feasibility review, considering sign location, appropriate sign size, and type of sign. Upon KDOT's recommendation signage will be approved and the Division will proceed with the approval of the C-TIC as a Level I designated C-TIC.

Types of Highway Signage

- Signage that contains the wording “Travel Information Center” are referred to as “Legend” signs and are used for a stand-alone facility or C-TICs that does not share an entrance with another business or attraction.
- The question mark “?” is used for a C-TIC that is located within another business or where a common door is shared by both the business/ tourism attraction and the C-TIC.
- KDOT will determine the size of the sign based on the type of highway and where the sign is located. KDOT will contact the community prior to erecting signage.

KDOT Requirements for Signage

- KDOT will not erect highway signage until all trailblazing signs (where needed) have been put up within the C-TIC community. Trailblazing signs are informational signs designed to provide the traveling public with route guidance in following a trail to a particular tourism attraction or C-TIC after leaving a major highway or road.
- If a trailblazing sign is located on a highway maintained by KDOT, the city is required to obtain a permit from the local KDOT area office in order to install the signs. Contact your local KDOT district office.
- The cost to manufacture and erect trailblazing signs is the responsibility of the C-TIC community.
- Upon determination by the Division that the C-TIC no longer meets the qualifications as defined in this document, KDOT will be notified and the C-TIC highway signage will be removed.

Kansas Community Travel Information Center Application

Community Information

Community:	
Contact:	
Title:	
Mailing Address:	
City, State, Zip:	
Telephone:	
Fax:	
Email:	
Website:	
Site Location:	
Site Mailing Address:	

Community Travel Information Center Information

1. Number of Days and days of the week open May 15th to September 15th :

2. Number of days and days of the week open September 16th to May 14th :

3. Number of paid (full and part time) staff on site during hours of operation and the number of hours they will be working per week:

4. Number of volunteer staff on site during hours of operation and number of hours they will be working:

5. Number of parking spaces for visitors:

6. Please check where parking is available.

On-site or adjacent to the C-TIC

Within one walking block

7. Please provide a photo of the exterior C-TIC sign that identifies the facility as a C-TIC.

8. Are C-TIC highway signs currently in place that direct the tourist to exit the highway into your community?

a. Yes

b. No

If yes, please list the locations and include photos of the signs.

9. If applying for Level I signage, please list the interstate or highways adjacent to the community that will need signage to direct visitor to exit for access to the C-TIC.

10. Are trailblazing signs currently in place that direct the tourist to your C-TIC?

a. Yes

b. No

If yes, please list the locations and include photos of the signs.

11. Please attach a community map detailing the location of the C-TIC and of trailblazing signs that are presently in place or the location where future signs will be placed if needed.

12. Do you have a gift shop? If yes what percent of product sold is made in Kansas?

- a. Yes _____ %
- b. No

13. Do you have restroom facilities, drinking water and public access to a telephone for emergency purposes?

- a. Yes
- b. No

14. If you presently do business as a C-TIC how do you obtain your visitation numbers?

15. What tourism organizations, alliances, groups, etc. do you represent, work with, or are involved with?

To the best of my knowledge and belief, the information in this application is true and correct, and the governing body of the Applicant Organization has duly authorized this document.

Signature _____

Title: _____ Date: _____

Return Completed Application To:

Kansas Department of Wildlife, Parks and Tourism
Mona Carver
I-70 E. Milepost 7
Goodland, KS 67735-0618
Mona.Carver@TravelKS.com



Kansas Travel Information Center Backlit Enrollment Form

Advertising is available in the form of a backlit (illuminated image), which is displayed on the wall in the TICs with your brochures nearby. To be approved you must be listed on www.TravelKs.com.

Rates:

- Community and Attraction Space - \$1,800 per space for 1 year*
- Event Space - \$600 per space for 3 months

*For each 12 month Backlit purchased/renewed, you will receive a free “Kansas Showcase” week at the Goodland and Belle Plaine TIC. (Please out the Kansas Showcase form & submit it with this enrollment form.)

You will be responsible for providing the four-color vertical image for fluorescent lighting and shipping it to the TIC. Please use the dimensions below.

Belle Plaine TIC

Trim Space: 27 ¼” x 40 ½”
Visual Space: 24 1/16” x 38”

Goodland TIC

Trim Space: 22 ¼” x 34 ½”
Visual Space: 21 ¼” x 33 ½”

-
- Belle Plaine 12 Months Space-\$1,800
 Belle Plaine 3 Month Event Space - \$600

- Goodland 12 Months Space-\$1,800
 Goodland 3 Month Event Space-\$600

Organization Name _____ Contact Person _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Signature _____ Date _____

Submit this enrollment form to and an invoice will be generated back to you:

Mona Carver – Mona.Carver@TravelKS.com



Kansas Travel Information Center Kansas Showcase Enrollment Form

Your destination or business will be featured for one week in the TIC(s). You have the option of setting up a booth or table, providing a DVD to play, distributing promotional material, providing giveaways, crafts demonstrations, costumed mascots, and more. What better way to sell your destination than one-to-one interaction with the traveler?

The cost to participate is \$75 per week, per TIC (\$150 per week for both TICs). Participation is on a first come-first serve basis. (To be approved you must be listed on www.TravelKS.com.)

Organization Name _____

Contact Person _____ Title _____

Address _____ City/State/Zip _____

Phone _____ E-mail _____

Signature _____ Date _____

I will participate at:

Goodland TIC \$75 per week

Belle Plaine TIC \$75 per week

How many weeks would you like to participate? _____ Total Amount \$ _____

Preferred week(s) of the year:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Submit this enrollment form to and an invoice will be generated back to you:

Mona Carver – Mona.Carver@TravelKS.com



Kansas Travel Information Center Printed Materials Distribution Program

Brochures and publications promoting Kansas tourism attractions, events, destination dining and lodging are eligible for consideration for distribution and display in the Kansas Travel Information Centers (TICs). These brochures and publications will contain useful Kansas travel information and must be; professionally typeset, error free, grammatically correct and meet the following specifications.

Program Guidelines

- The publication must be submitted in hard copy form with the request for approval document. (Faxed or photocopied materials will not be accepted. No approvals will be granted prior to printing.)
- The Approval is good for three years. After three years, the brochure must be resubmitted for approval.
- All brochures containing dated information must be submitted for approval annually.
- All printed materials that have been redesigned must be resubmitted for approval.
- Reprinted publications containing new information must be resubmitted for approval.
- All materials must be tourism in nature and provide information related to attractions, festivals, events, destination dining, lodging or retail shopping.
- Due to limited display space, only one brochure for each business, attraction, event, or festival will be approved.
- Event or festival brochures will be displayed for twelve (12) weeks prior to the festival or event and removed one (1) week following the event or festival.
- Attraction brochures and rack cards must contain the dates and hours the business is open to the public.
- Businesses promoted in brochures and rack cards must be open on a regular basis during the designated travel season of April through October.
- All businesses, attractions, festivals and events must be listed on www.TravelKS.com prior to submitting the request for approval.

Size and Paper Weight Requirements

Brochures

- The brochure size must be 3.5” to 4” in width and 8.5” to 9” in height.
- Paper weight must be a minimum of 70 pound text stock. (Lighter paper will not stand up in racks.)
- The format should be vertical with the main message and the business name on the upper 1/3 of the brochure.

Rack Cards

- Rack Card size must be 3.5” to 4” in width and 8.5” to 9” in height.
- Paper weight must be a minimum of 100 lb text stock. (Lighter weight paper will not stand up in racks.)
- The format should be vertical with the main message and the business name on the upper 1/3 of the brochure.

Community Travel Guides

- Booklet size must be 3.5” to 6” wide and 8.5” to 9” in height.
- Magazine size must be 8” to 8.5” in width and 10” to 11” in height.
- Paper weight must be heavy enough for community travel guides to stand alone in a rack without wilting.
- Community travel guides must have a destination dining, shopping and lodging content focus.
- Advertising content must be 50% tourism related, i.e., attractions, festivals, events, destination dining, lodging and shopping.

Excluded Publications

A publication will be ineligible for display and distribution if:

- The publication is political or religious in nature or content.
- The publication is devoted primarily to the sale or rent of primary residential or commercial real estate property.
- The publication represents a property that has changed names since the brochure was originally printed and approved.
- The publication contains handwritten changes.
- The publication references out-of-state businesses.
- Printed material is deemed inappropriate by the Kansas Department of Wildlife, Parks & Tourism.

Disclaimer

The distribution and display of public and private brochures and publications at Kansas Travel Information Centers does not constitute an endorsement or recommendation of the product or guarantee the accuracy of the information provided. The Kansas Tourism Division remains the controlling authority at all times and has the right to remove or disqualify a brochure from display at any time for just cause or space limitations. Every effort will be made to display approved brochures.



**Kansas Travel Information Center
Printed Materials Distribution Program**

Title (Brochure, Rack Card, Guide) _____

Organization Name _____

Contact Person _____ Title _____

Address _____ City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____ Website _____

Briefly describe how your organization serves the traveling public:

Submit this application along with each brochure/publication to:

Goodland Travel Information Center
Mona Carver
I-70 East Milepost 7
Goodland, KS 67735-0618
Ph: (785) 899-6695
Mona.Carver@TravelKS.com

I have read and understand the "Printed Materials Distribution Program" guidelines for displaying brochures at Kansas Travel Information Centers.

Signature _____ Date _____



Goodland Travel Information Center Refreshment Host Information & Enrollment Form

Increase your visibility at the Goodland TIC by serving as a refreshment host. Signage and brochures for your destination or business will be placed directly by the coffee bar. The cost to participate is \$100 per month.

Organization Name _____

Contact Person _____ Title _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

Signature _____ Date _____

How many months would you like to participate? _____ Total Amount \$ _____

Preferred month(s) of year:

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Submit this enrollment form to and an invoice will be generated back to you:

Mona Carver – Mona.Carver@TravelKS.com

Signage
Tab Here

Signage

- Frequently Asked Questions
- Signage Application Kit



Signage

The Tourism Signage Program was developed to increase awareness for travelers and residents of tourism operations and attractions. It ensures that road signage for tourism attractions is consistent with road safety and other road and traffic objectives, and provides effective guidance in directing tourists and visitors to tourism facilities.

FAQ's

1) Are we eligible for signs?

All tourism attractions that cater to tourists are eligible to apply for tourism signage. The facility must fill out the application form and meet the criteria set for the various types of signs. [Application](#)

2) What are the differences between the signs?

Brown Supplemental Guide Signs are available along four-lane roadways with interchanges or intersections and two-lane roadways with interchanges if designated as a national/international attraction. Tourist Oriented Directional Signs (TODS) are available along two-lane and four-lane rural roadways with intersections for tourist oriented attractions, gas, food, lodging and camping services. Attraction Logo Signs are available along interchanges on interstates, freeways, expressway interchanges and bypass interchanges.

3) Who pays for the signs?

If your attraction has been approved as a brown supplemental guide sign, signing will be installed at the expense of KDOT at points on the State Highway System only if there are sufficient funds available in that district budget. If your attraction is approved as a TODS or Attraction Logo Sign, the applicant is responsible for the cost of the fabrication and the annual fee. Inside the city limits, the city may furnish, install, and maintain their own tourism signage.

The staff contact is Pete Szabo.





Tourism Signage Application Kit



Contents

What is the Tourism Signage Program?	3
Attraction Criteria & Grid	4
Tourist Oriented Directional Signage (TODS)	5-8
Supplemental Guide Signs	9-10
Attraction Logo Signage	11-12
Other Signage Opportunities	13-14
Frequently Asked Questions	15
Definition of Terms	16-19
Application Process	20
Contacts	21
Application Form	22-27

What is the Tourism Signage Program?

The Tourism Signage Program was developed to increase awareness for travelers and residents of tourism operations and attractions. The Tourism Signage Program also ensures that road signage for tourism attractions is consistent with road safety and other road and traffic objectives, and provides effective guidance in directing tourists and visitors to tourism facilities.

This application kit was developed to provide Kansas businesses, attractions, tourist destinations and other specific points of interest with a single source of reference if they desire to have their location identified on a road sign along the state controlled and maintained roadway system to provide the motorist with directional guidance and information about their location.

Why is tourism signing important?

Tourism signs complement standard directional signs to assist safe and efficient travel for visitors seeking particular destinations or areas of interest. These signs help to promote tourism, ensuring that visitors can travel safely to locate and enjoy all that the State of Kansas has to offer. Effective tourism signs can mean the difference between visitors stopping to explore a town or attraction or just driving through. Tourism signs inform road users of tourism attractions and also increase the frequency and quantity of tourist visits.

Tourism signs are not just for promotional purposes—they are used to help visitors who are already aware of the attraction through brochures and advertising and also for those travelers who may not be aware of an attraction. These signs will be used to physically locate the tourism attraction that can provide the tourist with a meaningful experience.

What types of tourism signs are available?

Kansas offers three (3) tourism sign opportunities – Tourist Oriented Directional Signs (TODS), Supplemental Guide Signs, and Attraction Logo Signs. To see which type you may qualify for see page 4.

- Tourist Oriented Directional Signs (TODS) are available along two-lane and four-lane rural roadways with intersections for tourist oriented attractions, gas, food, lodging and camping services.
- Supplemental Guide Signs are available along four-lane roadways with interchanges or intersections and two-lane roadways with interchanges if designated as a national/international attraction.
- Attraction Logo Signs are available along interchanges on interstates, freeways, expressway interchanges and bypass interchanges.

Attraction Criteria

The type of signage you qualify for will be determined by national, statewide, or local importance. To find out which category your attraction fits in, your attraction must meet the minimum criteria listed below.

A - Local

- At least one-third of the visitors come from beyond 25 miles of the attraction.
- Annual attendance is 2,000 or greater. (If you do not meet this minimum requirement, please state the reason on your application.)

B - State/Regional

- At least one-third of the visitors come from beyond 100 miles of the attraction.
- Annual attendance is 10,000 or greater.

C - National/International

(For this category you must show proof of national/international designation from a legitimate source)

- At least one-third of the visitors come from beyond 200 miles of the attraction.
- Annual attendance is 25,000 or greater and/or registered as a national park/site/area.

Following is a matrix to help determine which type of tourism sign you could qualify for. Specific signing policies and eligibility criteria required for each type of sign is discussed on the following pages.

	TODS	Supplemental Guide Signs	Attraction Logo Signs
2-Lane Intersections	A, B, C		
4-Lane Intersections	A, B, C	A, B, C	
4-Lane Interchanges		B, C	A, B, C
2-Lane Interchanges		C	A, B, C

*For definitions of terms please see page 18.

Tourist Oriented Directional Signs – TODS



What are Tourist Oriented Directional Signs?

Tourist Oriented Directional Signs (TODS) are official blue guide signs posted at rural intersections on two-lane or four-lane conventional roadways for tourist oriented attractions, gas, food, lodging and camping services. The business may be located either within or outside of a municipality while the TODS shall be installed at rural intersections on conventional roadways outside of the limits of a municipality.

Tourist Oriented Attractions must complete an application (Page 22) and be approved by Kansas Tourism to participate in the TODS program.

Gas, food, lodging and camping businesses must complete an application and be approved by Kansas Logos, Inc., to participate in the TODS Program. The eligibility criteria for gas, food, lodging and camping services can be found on the Kansas Logos, Inc. website at www.kansas.interstatelogos.com, along with application information.

Upon approval of your attraction or service, all participants are required to contract with Kansas Logos, Inc., a private contractor for the Kansas Department of Transportation (KDOT), and pay an annual fee which includes the installation and maintenance of the TODS.

TODS Criteria for Tourist Oriented Attractions

- Shall have a minimum annual attendance of at least 2,000 visitors. (If you do not meet this minimum requirement, please state the reason on your application.)
- Shall be of significance to tourists and derive a major portion of income or visitors from motorists not residing in the area of the facility during the normal business season.
- Shall be categorized as Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, Sports/Entertainment, or Retail Tourism.
- Shall provide sufficient staff to allow for a significant experience for the traveling tourist.
- Shall be in operation during at least an eight (8) consecutive week period each year, a minimum of six (6) hours, five (5) days a week of which one day should be a Saturday or Sunday, excluding holidays.
- Shall be listed on the www.TravelKS.com website, in the *Kansas Travel Guide*, and have promotional literature distributed at Kansas Travel Information Centers,
- Shall submit an annual attendance report to Kansas Tourism.
- Shall submit a letter of support by the local Destination Management Organization (DMO), i.e. Convention & Visitors Bureau, Chamber of Commerce, or Economic Development Office.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall provide modern restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall provide for parking on site or have available parking for 10 vehicles or whatever is suitable for the specific attraction within two (2) blocks of the attraction. Bus parking must also be available.
- Shall provide clearly for display any general admission charges at the place of entry to the attraction.

- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.
- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Shall agree to abide by all rules, regulations, policies, procedures and criteria associated with the program. If it is determined that the attraction no longer meets the criteria established by the Kansas Division of Tourism, the signs will be removed.

TODS Policies

- Tourist Oriented Attraction shall be located within fifteen (15) miles of the nearest two-lane or four-lane conventional roadway intersection as measured from sign placement to the nearest edge of the business' driveway.
- Driveways will not be signed for.
- TODS assemblies may only be installed within public right of way maintained by the KDOT at rural two-lane and four-lane intersections.
- TODS shall have up to four panels for the purpose of displaying the business identification of and directional information for eligible facilities. Each panel shall be rectangular in shape and shall have a white legend and border on a blue background. The message "TOURIST ACTIVITIES" shall be placed above all panels.
- When there are more businesses eligible for signing within the mileage limit than number of spaces permitted on TODS, those businesses nearest the intersection will be given first priority for signing in the order of Tourist Oriented Attractions, Gas, Food, Lodging and Camping.
- The content of the legend on each panel shall be limited to two (2) lines of text for business identification, and directional information for not more than one eligible business, service, or activity facility. The legends shall not include promotional advertising.
- Seasonal businesses may participate in the TODS program, if the opening season is for a minimum consecutive 8 week period. The seasonal month(s) shall be the 2nd line of legend on the TODS business panel.
- Trailblazing signage, if required, would need to be approved by the proper local jurisdiction.
- The location of other traffic control devices shall take precedence over the location of TODS.

TODS Fee Structure

The applicant will be responsible for paying a base annual fee if approved for participation. This fee can be paid by monthly bank draft (ACH) at no additional cost to the business. These fees include installation and maintenance of the TODS panels.

Base Annual TODS and Advance TODS Fee

- \$480.00 per business panel, per direction
- \$240.00 per business panel, per direction for non-profit businesses

Base Annual Trailblazer Fee

- \$120.00 per Trailblazer panel
- \$60.00 per Trailblazer panel for non-profit businesses

Fabrication Fee

- \$150.00 one time fee, per business panel, for the life of the business panel

Kansas Logos, Inc. and KDOT have established a unified billing date for all businesses and will charge a prorated initial annual fee amount based on the date of installation through June 30 of each year. All businesses are on a July 1 billing cycle.

EXAMPLES OF ELIGIBLE TOURIST ORIENTED ATTRACTIONS:

Agri-Tourism*

Agribusiness
Farmers Market
Nurseries/Greenhouses
Orchards
Winery

Arts/Cultural

Gallery
Kansas-Made Art/Craft
Center
Museum
Theatre

Historical

Historic Areas
Historic Building
Historic Cemetery
Historic District
Historic Mansion
Historic Memorials
Historic Museum
Historic Site

Outdoor

Boat Landings/Marinas
Campgrounds
Hunting Facilities
Natural Attraction
Natural Resource
Park - National
Park - Municipal
Park - Privately Owned
Park - Regional
Recreational Area
Retreat Centers/Camps

Retail Tourism

Antique Businesses
Bed and Breakfast (1)
Brewery
Distillery
Restaurants (2)

Science/Nature

Aquarium
Arboretum
Botanical Garden
Zoo

Sports/Entertainment

Amphitheater
Amusement Park
Concert Hall
Equestrian Center
Fairground
Golf Course
Race Track
Theme Park
Water Oriented Business

*Must be a registered Agri-Tourism operation through Kansas Department of Wildlife, Parks & Tourism.

(1) Shall be a member of the Kansas Bed & Breakfast Association (KBBA)

(2) Shall not be a franchise or part of a national chain

NON-ELIGIBLE TOURIST ORIENTED ATTRACTIONS

The following are excluded from participation in the TODS program. The exclusion only relates to qualification under these categories. These facilities may participate if qualifying under another acceptable category.

Business/Commercial

Adult Entertainment
Facilities
Funeral Homes
Industrial Parks or Plants
Media Facilities
Movie Theaters
Office Parks
Radio Stations
Television Stations
Truck Terminals

Governmental

Local Jails
Local Police/Sheriff Offices
Post Offices

Medical

Drug Rehabilitation Facilities
Extended Care Facilities
Fraternal Homes
Hospitals
Humane Facilities
Infirmaries
Mental Facilities
Nursing Homes
Retirement Homes
Treatment Centers
Veterans Facilities

Miscellaneous

Animal Shelters
Cemeteries
Mobile Home Parks
Subdivisions
Veterinary Facilities

Religious

Cathedrals
Chapels
Churches
Mosques
Shrines
Synagogues
Temples
Other Religious Sites

Supplemental Guide Signs



What are Supplemental Guide Signs?

Supplemental Guide Signs are official brown guide signs available along four-lane roadways with interchanges or intersections and two-lane roadways with interchanges if designated as a national/international attraction.

The signs are for tourism attractions that fit in one of the following categories: Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, or Sports/Entertainment. *This does not include retail establishments or other community recreational services, i.e. golf courses, theaters, bowling alleys, shopping centers, etc.*

Criteria for Supplemental Guide Signs

- Shall have a minimum annual attendance of at least 2,000 visitors. (If you do not meet this minimum requirement, please state the reason on your application.)
- Shall be of significance to tourists and derive a major portion of income or visitors from motorists not residing in the area of the facility during the normal business season.
- Shall be open to the general public for at least one year.
- Shall be categorized as Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, or Sports/Entertainment.
- Shall provide sufficient staff to allow for a significant experience for the traveling tourist.
- Shall be in operation for a continuous twelve (12) months, a minimum of six (6) hours, five (5) days a week of which one day should be a Saturday or Sunday, excluding certain holidays.
- Shall be listed on the www.TravelKS.com website, in the *Kansas Travel Guide*, and have promotional literature distributed at Kansas Travel Information Centers,
- Shall submit an annual attendance report to Kansas Tourism.
- Shall submit a letter of support by the local Destination Management Organization (DMO), i.e. Convention & Visitors Bureau, Chamber of Commerce, or Economic Development Office.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall provide modern restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall provide for parking on site or have available parking for 10 vehicles or whatever is suitable for the specific attraction within two (2) blocks of the attraction. Bus parking must also be available.
- Shall provide clearly for display any general admission charges at the place of entry to the attraction.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.

- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Shall agree to abide by all rules, regulations, policies, procedures and criteria associated with the program. If it is determined that the attraction no longer meets the criteria established by the Kansas Division of Tourism, the signs will be removed.

If you are unable to meet the above criteria, your application may be considered for the Attraction Logo Signs or the TODS signs.

Supplemental Guide Sign Policies

Only one travel attraction supplemental guide sign with two destinations per direction at an interchange is allowed. If the signing at an interchange is already at capacity, then no additional signing will be accepted.

If your attraction qualifies for supplemental guide signs, please refer to page 4 to determine which type of category you fall within. Following are the policies for each category:

Local

- Signed at one point on the state highway system.
- Signs must be within 30 miles of the attraction.
- No more than one set of signs allowed.
- Freeway (including interstates) and expressway interchange signing is not available.
- No highway trailblazing.

State/Regional

- Signed at up to two points on the state highway system.
- Signs must be within 60 miles of the attraction.
- When applicable, trailblazing is permitted from freeway/expressway to conventional highway only.

National/International

- Signed at up to three locations on the state highway system.
- Signs must be within 90 miles of the attraction.
- When applicable, trailblazing is permitted from freeway/expressway to freeway/expressway.
- If registered as a national park/site/area, the national logo may be used on the sign.

Supplemental Guide Sign Fee Structure

Attraction signing will be installed at the expense of KDOT at points on the State Highway System (SHS) only if approved by the district's budget. If there are not sufficient funds in the district of where the signs are being placed then the attraction may either pay for the signs or wait until the next fiscal year to see if funds are available.

Any off-system trail-blazing will be the responsibility of the attraction and local jurisdictions and must be installed before the highway signing is installed. (We do not want to send travelers off of the highway if there is not sufficient signing to find their destination once they leave the highway.)

Attraction Logo Signs



What are the Attraction Logo Signs?

Attraction Logo Signs are an eligible service category of the Logo Sign Program. Logo Signs are located at controlled access interchanges along Kansas' interstates, freeways, expressway interchanges and bypass interchanges.

Attractions must complete an application (page 22) and be approved by Kansas Tourism to participate in the Logo Sign program. After availability of sign space and approval of your attraction to participate has been verified, all participants will

be required to contract with Kansas Logos, Inc., a private contractor for KDOT, and pay an annual fee which includes the installation of your logo sign. Kansas Logos, Inc. will provide design assistance at no cost to the business, and a list of logo fabricators for production of the logo sign panels can be provided. Logo sign specifications may be found at www.kansas.interstatelogos.com.

Criteria for Attraction Logo Signs

- Shall have a minimum annual attendance of at least 2,000 visitors. (If you do not meet this minimum requirement, please state the reason on your application.)
- Shall be of significance to tourists and derive a major portion of income or visitors from motorists not residing in the area of the facility during the normal business season.
- Shall be categorized as Agri-Tourism, Arts/Cultural, Historical, Outdoor, Science/Nature, Sports/Entertainment, or Retail Tourism.
- Shall provide sufficient staff to allow for a significant experience for the traveling tourist.
- Shall be in operation during at least an eight (8) consecutive week period each year, a minimum of six (6) hours, five (5) days a week of which one day should be a Saturday or Sunday, excluding holidays.
- Shall be listed on the www.TravelKS.com website, in the *Kansas Travel Guide*, and have promotional literature distributed at Kansas Travel Information Centers,
- Shall submit an annual attendance report to Kansas Division of Tourism.
- Shall submit a letter of support by the local Destination Management Organization (DMO), i.e. Convention & Visitors Bureau, Chamber of Commerce, or Economic Development Office.
- Shall have the name of the business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located.
- Shall provide modern restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall provide for parking on site or have available parking for 10 vehicles or whatever is suitable for the specific attraction within two (2) blocks of the attraction. Bus parking must also be available.
- Shall provide clearly for display any general admission charges at the place of entry to the attraction.
- Shall be licensed and approved by the appropriate state and/or local agencies regulating the particular type of business or activity.

- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.
- Shall agree to abide by all rules, regulations, policies, procedures and criteria associated with the program. If it is determined that the attraction no longer meets the criteria established by the Kansas Division of Tourism, the signs will be removed.

Attraction Logo Signage Policies

- Attraction shall be located within fifteen (15) miles of the exit.
- Must have at least two qualified businesses to build a sign.
- Logo signs shall have up to six panels for the purpose of displaying the business identification of and directional information for eligible facilities.
- If limited space is available for displaying logo signs, priority will be given to eligible services in the following order; Gas, Food, Lodging, Camping, Attractions.
- The location of other traffic control devices shall take precedence over the location of logo signs.

Attraction Logo Fee Structure

Upon approval of your attraction, all participants are required to contract with Kansas Logos, Inc., a private contractor for the Kansas Department of Transportation, and pay an annual fee based on the traffic count at your interchange. This fee can be paid by monthly bank draft (ACH) at no additional cost to the business. These fees include installation and maintenance of the logo panels. Logo plate production cost varies based on the number of colors in the logo and the quantity of logo signs ordered.

Kansas Logos, Inc. and KDOT have established a unified billing date for all businesses and will charge a prorated initial annual fee amount based on the date of installation through June 30 of each year. All businesses are on a July 1 billing cycle.

Traffic Count	Mainline Annual Fee Per Direction	Ramp Annual Fee Per Direction	Total Annual Fee Per Direction	Monthly Fee Per Direction	Daily Fee Per Direction
0-19,999	\$900.00	\$100.00	\$1,000.00	\$83.33	\$2.74
20,000-49,999	\$1,400.00	\$100.00	\$1,500.00	\$125.00	\$4.11
50,000-99,999	\$1,800.00	\$100.00	\$1,900.00	\$158.33	\$5.21
100,000 and above	\$2,300.00	\$100.00	\$2,400.00	\$200.00	\$6.58

Other Signage Opportunities

State/Federal Highways (*inside city limits*)

- Along conventional highways (not freeways or expressways) inside the city limits, the city may furnish, install, and maintain their own tourism attraction signage.
 - Any signs installed by the city must be in accordance with the standards and guidelines contained in the MUTCD.
 - If the highway is maintained by KDOT, the city is required to obtain a permit from the local KDOT area office in order to install the signs. Contact your local district office. A list of these offices can be found here: <http://www.ksdot.org/burTrafficEng/KTC/Contacts/KDOTOffices.asp>
 - If the city maintains the highway, then they may install the signs according to the MUTCD and are not required to obtain a permit.
 - Cities can fabricate the signs themselves, purchase them from a private highway sign manufacturer (ask for standard retroreflective highway traffic signs), or purchase them from the Kansas Correctional Industries (KCI). KCI can be reached at (913) 727-3249.

Billboards and Outdoor Advertising

- Certain criteria and regulations must be met for billboards and/or outdoor advertising to be erected. Contact KDOT for more information at (785) 296-3501 or visit <http://www.ksdot.org/burrow/beaut/>

Historic/Commemorative Trails

- Historic or Commemorative Trails must be enacted by the United States Congress or the Kansas Legislature to be eligible for signage along a road or highway. Contact KDOT for more information at (785) 296-3618.

Kansas Byway

- To be designated as a byway, the road or highway must be scenic, historical, recreational, natural, cultural, or archaeological in character. Contact KDWP for more information at (785) 296-1847.

Kiosk Signage

- Kiosks must either be a part of a national or state historic trail or auto tour route established by the U.S. Congress or Kansas State Legislature or located at specific historic sites approved by the Kansas State Historical Society (KSHS) to qualify for signage. Contact KDOT for more information at (785) 296-3618.

Logo Signage

- Gas, Food, Lodging, Camping, and Attraction signs along interstates, freeways, expressway interchanges and bypass interchanges. Contact Kansas Logos, Inc., for more information at 1-800-449-4420.

Recreational Lakes, Parks, Reservoirs (City & County)

- Contact KDOT for more information at (785) 296-3618.

Recreational Lakes, Parks, Reservoirs (State and Federal)

- Contact KDWP for more information at (785) 296-8951.

Stadiums, Arenas, Convention Centers, and Auditoriums

- Contact KDOT for more information at (785) 296-3618.

Travel Information Centers

- Community-owned travel information centers wanting signage must be approved and meet criteria to become an information center. Contact the Kansas Tourism for more information at (785) 899-6695.

Frequently Asked Questions

1. Are we eligible for signing?

- All tourism attractions that cater to tourists are eligible to apply for tourism signage. The facility must fill out the application form and meet the criteria set for these signs.

2. When and how can we apply?

- Applications are available from the Kansas Division of Tourism or you may visit the website www.TravelKS.com/industry to download an application.

3. Who pays for the signs?

- If your attraction has been approved as a supplemental guide sign, signing will be installed at the expense of KDOT at points on the State Highway System only if there are sufficient funds available in that district budget.
- If your attraction is approved as a TODS or Attraction Logo Sign, the applicant is responsible for the cost of the fabrication and the annual fee.
- Inside the city limits, the city may furnish, install, and maintain their own tourism signage.

4. Why have I been refused signing, but others have signs at the location I chose?

- Your facility may not have met the criteria for a tourism attraction.
- If the signing at an interchange is already at capacity, then no additional signing will be accepted.

5. What is the estimated time period of erecting a Supplemental Guide sign?

- After it is determined that signs can be installed, signing plans and sign layouts must first be developed. Next, the appropriate signs must be fabricated and delivered to the local KDOT Maintenance Shop. Local KDOT forces will install the signs as soon as their schedule permits.
- KDOT recognizes the importance of tourism signage and will work as hard as they can, but the entire process can take up to one year depending on existing workload and/or sign type.

6. I was denied signage through the Tourism Signage Program. Are there any other types of signs that I would qualify for?

- You may qualify for billboard and outdoor advertising. Contact KDOT at (785) 296-3501.
- You may qualify for signage located within city limits. Contact your local city offices for more information.

7. How will the signs be maintained?

- Maintenance for supplemental guide signs will be performed by KDOT.
- Maintenance of the TODS & Attraction Logo structures and panels will be performed by Kansas Logos or its subcontractors.

8. Can Gas, Food, Lodging and Camping establishments participate in the TODS Program?

- Yes, but Tourist-Oriented Attractions will be given first priority. For criteria for gas, food, lodging, and camping please visit www.kansas.interstatelogos.com.

9. Can seasonal businesses participate in the TODS program?

- Yes, the month(s) of operation shall be included on the TODS business panel. No specific dates will be allowed. Business must be open a minimum of 8 consecutive weeks per year.

Definition of Terms

For the purpose of this policy, the following terms are defined:

Agri-Tourism Attraction The crossroads of tourism and agriculture: when the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.

ADA Refers to American with Disabilities Act.

Amphitheaters An arena having tiered seating for spectators that is used for a variety of events, public or private.

Amusement Park A commercially operated park enterprise, which supplies refreshments and various forms and devices of entertainment.

Antique Business An establishment where a majority of the items for sale could be considered being in the style or fashion of former times.

Aquarium An establishment where aquatic collections of living organisms are kept and displayed.

Arboretums Facilities used for the cultivation of a variety of woody plants for scientific, educational or ornamental purposes.

Arenas An enclosed area used for the presentation of sports events, among other things.

Art/Craft Centers An exhibit, display, or retail facility for Kansas fine arts or handcrafted products that is open to the public.

Arts/Cultural Attraction Must have significance in portraying Kansas' culture and heritage at the state and national level, i.e. drama, theater, galleries, museums.

Attractions The major portion of whose income or visitors are derived from motorists not residing in the immediate area of the activity and which do not require reservations. An attraction must be of cultural, historic, natural/environmental, recreational, or educational significance to tourists.

Auditoriums A large building or room set aside to accommodate an audience for the presentation of meetings or performances.

Bed and Breakfast Any establishment having no more than fifteen bedrooms; offering to the public, for compensation, transitory lodging or sleeping accommodations; and offering at least one cooked meal per day, which may but need not be breakfast, to each person to whom overnight lodging is provided. The facility shall be a member of the Kansas Bed & Breakfast Association and shall clearly describe itself as a "Bed and Breakfast" in all marketing materials.

Brewery A plant that produces malt liquors and offers tours of the production process.

Cemeteries Signs are allowed for National Cemeteries only.

Civic Centers A center used by members of the locality for social, cultural, or community activities.

Coliseums A large arena with seating for spectators that is used for the presentation of sports events or other entertainment.

Concert Halls A large arena with seating for spectators that is used for the presentation of musical events.

Conventional Highway Any State or US highway other than a freeway or expressway.

Cultural Center A center for performing arts, exhibits, concerts, etc., and which has an occupancy capacity of at least 250 people.

Distillery An establishment that distills alcoholic beverages and offers tours of the production facilities.

DMO Refers to Destination Management Organization. The principal organization of the given city, community or region that is organized to represent a specific destination for the purpose of travel and tourism development and is defined and authorized by its incorporated local government entity as the representative organization exercising this function.

Equestrian Center A facility, marketing itself as an "equestrian center", dedicated to the public education and recreational enjoyment of horses through a variety of features such as riding lessons, training facilities and clinics.

Expressway A divided highway for through traffic with partial access control, which includes both interchanges and intersections.

Facility Tour Location A facility such as a factory, institution or a plant which conducts tours at least four times daily on a regularly scheduled year-round basis.

Fairgrounds A commercially-operated tract of land where fairs or exhibitions are held, and which has permanent buildings included but not limited to livestock exhibition pens, exhibition halls, bandstands, etc.

Farmers' Markets Shall be operated under contractual arrangements with the Department of Agriculture and Consumer Services by local government, local cooperatives, or private individuals.

Freeway/Interstate A divided highway to which the only means of ingress and egress is by interchange ramps.

Galleries A permanent building or hall in which artistic works, such as paintings, poetry, or statues, are displayed for show.

Gambling Facilities An establishment on which lawful gambling is authorized, licensed, and regulated by the State of Kansas.

General Motorist Service Signs A blue and white sign providing motorists with directional information and/or identification of motorist services located along or near state highways.

Golf Course An establishment offering rounds of golf on an area of land laid out for exclusively for golf, with a series of nine (9) or eighteen (18) holes, each including tee, fairway, and putting greens.

Historical Building & Sites Shall be listed on the National Register of Historic Places and/or played a significant historic role in Kansas, the nation or world and be open to the public. *NOTE: If supplemental guide signs are installed for a historic district, separate signs for individual historic sites within the historic district shall not be allowed.*

Historic Districts Shall be listed on the National Register of Historic Places and/or played a significant historic role in Kansas, the nation or world; at least one facility, establishment or business located within the district shall be open to the public for business at least 6 hours a day, 5 days a week in order to provide personal assistance and visitor information to the traveler; the historic significance of the district must be interpreted for the traveler - this may include a self-guided brochure, interpretive signage/kiosks, audio recordings or guided tours, etc.; the area must have a local DMO. *NOTE: If supplemental guide signs are installed for a specific historic site or sites within a historic district, separate signs for the historic district shall not be allowed.*

Interchange A junction of two or more highways by a system of grade separated levels that permit traffic to pass from one to another without the crossing of traffic streams.

Intersection Two or more highways that intersect at the same grade level requiring the establishment of right-of-way via stop signs, yield signs, or traffic signals.

KCI Refers to Kansas Correctional Industries.

KDOT Refers to the Kansas Department of Transportation.

KDT Refers to the Kansas Division of Tourism within the Department of Wildlife, Parks & Tourism.

KLI Refers to the Kansas Logos, Inc.

Legend The exact text on a sign.

Supplemental Guide Sign Official brown guide signs approaching interchanges on freeways and expressways, and intersections on expressways and two-lane conventional highways.

MUTCD Refers to the Manual on Uniform Traffic Control Devices.

Municipal Parks Parks that are open to the public and maintained by the local government.

Museum An organization and permanent nonprofit institution, essentially educational or aesthetic in purpose, with professional staff, which owns and utilizes tangible objects, cares for them and exhibits them to the public on some regular schedule. Museums shall be members of or accredited by the Kansas State Historical Society and/or Kansas Museums Association.

National Parks Parks that are maintained by the United States Park Service.

Natural Attraction A naturally occurring anomaly, such as a cavern or rock structure, among others, that is maintained and marketed as a natural attraction.

Nursery/Greenhouse An establishment that grows, or offers for sale, plants, trees, or associated items.

Outdoor Attraction An area of outstanding interest to the general public, i.e., state or national parks, lakes, rivers.

Pavilions An ornamental roofed facility used for sporting events or other amusements.

Privately-Owned Research/Experimental Facilities Shall have a staffed visitor center open to the public at least six (6) hours a day, five (5) days a week.

Race Tracks An indoor or outdoor arena with seating for spectators that is used primarily for the presentation of racing events.

Regional Parks A park that is open to the public and maintained by a local or state government or private entity, that serves a general geographic region.

Science/Nature Attraction An area of outstanding interest to the general public, i.e., children's museums, zoos, botanical gardens, grasslands, wildlife refuges.

Scenic Site A natural or man-made picturesque view of outstanding interest to the general public.

SHS Refers to the State Highway System.

Sports/Entertainment Attraction A recreational and entertainment complex that supplies refreshments and multiple activities of entertainment and recreation, i.e., sports, speedways, amusement parks, casinos, rodeos, dog tracks.

Stadiums An enclosed area used for the presentation of sporting events, among other things.

State Parks A park that is open to the public and maintained primarily by a state government agency.

Spur Routes A short highway route that connects a city to a main highway route but does not continue into or through the city.

Theme Parks A commercially operated enterprise offering rides, games, or other forms of entertainment.

Travel Information Centers Shall be approved by Kansas Tourism and written approval shall be provided to KDOT prior to the installation of signs.

Tourism Attraction Signage Official signing that is located within the right-of-way of a state or federal highway that gives specific directional information regarding activities or sites of significant interest to the traveling public.

TODS Refers to Tourist Oriented Directional Signs. Official signing which is located within the right-of-way of a state or federal highway, and which gives specific directional information regarding activities or sites of significant interest to the traveling public.

Trailblazing Informational signs designed to provide the traveling public with route guidance in following a trail to a particular tourism attraction after leaving a major highway or road.

Water Oriented Business Shall include canoe liveries, raft liveries, marinas, water parks, wave pools and other similar businesses providing access to or facilities for waterborne recreational activities.

Winery A licensed business making wine, offers tours to the public on a regular basis and provides an educational format informing visitors about wine and wine processing.

Zoological/Botanical Facility A collection of unique living animals or plants kept for exhibit to the public. Zoos shall be members of or accredited by the American Zoo and Aquarium Association or other similar organizations.

Application Process

1. For Supplemental Guide Signs, Tourist Oriented Attraction TODS, and Attraction Logo Signs: Contact Kansas Tourism, to obtain an application. You may also visit the website www.TravelKS.com/industry to download an application.
2. Return the completed application to the Kansas Tourism (KT). KT will review the application and a site visit will be completed. If the application is approved for eligibility, KT will forward the eligibility approval to KDOT or Kansas Logos, Inc (KLI) to review the proposed signing locations and feasibility will be determined. Our intent is to complete the eligibility process within 90 days of receiving the completed application.
3. After it is determined that signs can be installed, the applicant will be contacted with an approval letter. KDOT/KLI will then contact the applicant so signing plans and sign layouts can be developed and fabricated. Local KDOT forces or KLI or its subcontractors will install the signs as soon as their schedule permits.
4. KT, KDOT, and KLI recognize the importance of tourism signage and will work as hard as they can, but the entire process can take up to one year depending on existing workload and/or sign type.
5. If the application is denied, the tourism attraction will be contacted with an explanation of why the application was denied. Kansas Tourism may reject any application that is incomplete or does not comply with the tourism attraction signage criteria and/or policies. It is possible for an attraction to receive approval for eligibility from the Kansas Tourism, but not to receive signing based on existing signing conditions.
6. For Gas, Food, Lodging and Camping TODS: Contact Kansas Logos, Inc. to obtain an application. You may also visit the website www.kansas.interstatelogos.com.

Contacts

Kansas Department of Wildlife, Parks & Tourism

Pete Szabo
1020 S. Kansas Ave, Ste 200
Topeka, KS 66612
Phone: (785) 296-8951
Fax: (785) 296-6988
Pete.Szabo@TravelKS.com
www.TravelKS.com

Kansas Department of Transportation

Bureau of Transportation Safety & Technology
Eric Nichol – State Traffic Signing Engineer
700 S.W. Harrison, 6th Floor
Topeka, KS 66603-3754
Phone: (785) 296-1244
Fax: (785) 296-3619
ericn@ksdot.org
www.ksdot.org

Kansas Logos, Inc.

Tana Mock – General Manager
2231 Wanamaker Rd., Suite 200
Topeka, KS 66614
Phone: (785)272-1771
Toll: (800)449-4420
Fax: (785)272-0188
tmock@interstatelogos.com
www.kansas.interstatelogos.com

KANSAS DEPARTMENT OF WILDLIFE, PARKS & TOURISM

1020 S. KANSAS AVE., STE 200

TOPEKA, KS 66612

Tel: (785) 296-2009

Fax: (785) 296-6988

TOURISM ATTRACTION SIGNAGE APPLICATION

ATTRACTION:	
CONTACT NAME:	
TITLE:	
MAILING ADDRESS:	
CITY, STATE, ZIP:	
LOCATION ADDRESS:	
TELEPHONE:	
FAX:	
EMAIL:	
WEBSITE:	

ATTRACTION INFORMATION

1. Select one or more categories appropriate for the attraction:

- Agri-Tourism
- Arts/Cultural
- Historical
- Outdoor
- Science/Nature
- Sports/Entertainment
- Retail Tourism
- Other _____

2. What is your primary source of business? If you have more than one, please list the significance in order by percentages.

3. Please describe what a visitor will experience at your attraction (attach page if needed):

4. When was the opening date for your attraction?

5. What months of the year is the attraction open to the public?

6. What are the hours of operation?

VISITATION & MARKETING

1. Daily average attendance: _____

Number of visitors per year: _____

Of that figure, please list the total number of:

International Visitors: _____
Out-of-State Visitors: _____
Out-of-County Visitors: _____
Community/County Visitors: _____

2. How do you obtain your visitation numbers?

3. List all other major attractions within a 30-mile radius. Please include the city, the proximity, and the location from your attraction. (Add page if needed.)

4. List the tourism organizations, alliances, groups, etc. that your attraction is involved with or a member of:

5. What are your regional/state cooperating efforts?

6. Is the attraction listed in the Kansas Travel Guide?

YES NO

If no, please describe why:

7. Is the attraction listed on the TravelKS.com website?

YES NO

If no, please describe why:

8. Is your promotional literature distributed at the Kansas Travel Information Centers?

YES NO

If no, please describe why:

9. Attach a copy of your overall marketing plan that has been developed/outlined for promoting the attraction. Enclose brochures, pictures, tour information, and other promotional information.

ACCESSIBILITY & CAPACITY

1. Number of parking spaces for visitors:

2. Please check where parking is available:

On-site or adjacent to attraction
Within one walking block
Within two walking blocks
More than two walking blocks

3. Is motorcoach parking available?

YES NO

If no, please describe why:

4. Are public modern restrooms available?

YES NO

If no, please describe why:

5. Are public telephones available?

YES NO

If no, please describe why:

6. Is there a gift shop available?

YES NO

7. Is there food/beverage service available?

YES NO

8. Please list the attraction's location, in miles, from state highways and interstates/freeways (Please attach a map with the facility location):

MISCELLANEOUS INFORMATION

1. Please check if the attraction is:

Not-For-Profit
State-Owned
For-Profit

2. Is there an admission fee and is it clearly on display upon entry?

YES NO

If yes, what is the cost?

3. What hours are your attraction staffed?

If it is not staffed, please explain why:

4. Do you have interpretive information available at your attraction?

YES NO

If yes, please describe:

5. Does the attraction meet ADA requirements?

YES NO

If no, please describe why:

6. Have you attached a letter of support from your local DMO?

YES NO

If no, please describe why:

PLACEMENT

1. Are there currently any tourism attraction signs in place for this facility?

YES NO

If yes, please list their locations & include photos of the signs:

2. Are trailblazing signs currently in place that direct the tourist to your attraction once off the main highway?

YES NO

If yes, please list their locations & include photos of the signs:

3. Is the name of your business prominently displayed on the premises in such a manner that it is readily visible to motorists from the public highway on which the facility is located?

YES NO

If no, please describe why:

4. Please list and attach a map or sketch with your desired sign locations:

5. How do you prefer your attraction to be listed on the sign?

To the best of my knowledge and belief, the information in this application is true and correct, and the governing body of the Applicant Organization has duly authorized this document.

Signature _____

Title: _____ Date: _____

Return Completed Application To:

Pete Szabo
Kansas Department of Wildlife, Parks & Tourism
1020 S. Kansas Ave, Ste 200
Topeka, KS 66612

Education
Tab Here

Education

- Education Resources



Education

Throughout the year several opportunities arise for you to extend your knowledge base or help others do so. The Kansas Tourism office and the Travel Industry Association of Kansas (TIAK) offer various forms of education.

Kansas Tourism weekly webinar

We are excited to partner with eLearningU to provide ongoing professional education to our Kansas tourism industry. After registering for classes and obtaining your coupon code, you, members of your staff and local community tourism businesses will have free access to 50 live one-hour training webinars (provided every Thursday at 1 p.m. Central) as well as free, unlimited 24/7 access to more than 50 recorded webinars in the eLearningU archives, through September 30, 2014. Each Monday the Kansas Tourism office sends an email with information on the upcoming webinars including links to register.

Kansas At Your Service Hospitality Program



The Kansas At Your Service Program is a statewide customer service training certification program created to support the development of the tourism & hospitality industry through enhanced

guest experiences. The web-based certification training is offered at no charge and can be taken by anyone wishing to improve customer service skills.

TIAK Education

Kansas Tourism Conference

The Kansas Tourism Conference is held typically in October and hosted by a different city each time. This

is the best place to get a lot of information and get to know your tourism colleagues.

TIAK Speakers Bureau List

Looking for a speaker for your next meeting or event? This list is a compilation of speakers used by others in the Kansas Travel Industry.

Kansas Destination Specialist

The Travel Industry Association of Kansas (TIAK) offers the KANSAS DESTINATION SPECIALIST (KDS) certification program designed to familiarize and further one's knowledge of the State of Kansas, tourism marketing and leadership.

Tourism Internships

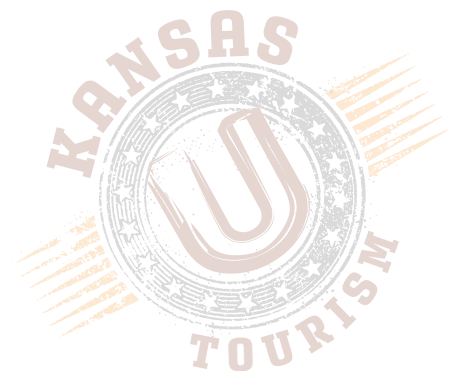
College seniors in the hospitality industry will be searching for on-the-job training to complete graduation requirements starting in the spring and now is the time to push your internship opportunity to colleges across Kansas. For more information contact Amy Billquist (billquist@everestkc.net).

TIAK Educational Seminar

Be sure to watch for upcoming Educational Seminars in the near future!

TIAK.org

The staff contact is Andrea Johnson.



**Grants Tab
Here**

Grants

- Attraction Development
- Education Scholarship
- Marketing



Grants

Attraction Development Grant

In 1990, Statute 74-5089 established a matching grant program to assistance in the promotion and development of quality tourism attractions. Statute 74-5089 also established the 40% match and award to 501(c) (3) or public entity. This statute was later amended to include for-profit business and the formula for dividing the grant funding between not-for-profit and for-profit entities was included in the statute at the same time.

Currently the grant is funded at \$100,000 per fiscal year with awards going to two to six applicants, generally. Grant applications are accepted one time per year with a September 30th deadline. The grant applications are reviewed by three individuals that have work experience or knowledge of the tourism industry and are familiar with tourism communities within Kansas. The grant reimburses 40% of project expenses up to the total amount of the award. Eligible project expenses are defined by the review committee at the time of the award.

The staff contact is Pete Szabo.

Education Scholarship Grant

The Kansas Department of Wildlife, Parks and Tourism, Tourism Division (Division), has created a scholarship grant program to further the professional development and education of those individuals associated with and working in the tourism industry of Kansas. There is \$3,000 available for the scholarship program in the present fiscal year.

The Division will reimburse scholarship awardees for costs associated with out-of-state workshops, seminars, and conferences and for registration cost for in-state workshops, seminars, and conferences that promote ongoing education related to tourism development, marketing, industry trends, and tourism research. It is the intent of this program to provide opportunities for tourism industry practitioners to explore new ideas; best practices; innovative solutions for common challenges; and network with industry peers. Up to \$1,000 for out-of-state conferences and up to \$400 for in-state conferences, per approved request, may be reimbursed through the tourism scholarship.

The applications will be reviewed individually as the Division receives them. Award will be based on suitability of program; potential return on investment to Kansas; applicant objectives and commitment from sponsoring organization.

The staff contact is Richard Smalley.

Marketing Grant

The grant will reimburse up to 40 percent of actual marketing expenditures for a single grant project not to exceed a maximum of \$3,500. The final cost of the project determines the actual amount reimbursed not to exceed the amount specified in the contract. An organization shall not receive more than \$3,500 in a single fiscal year.

Refer to the application guidelines for a list of fundable activities.

The staff contact is Pete Szabo.





Attraction Development Grant Program Guidelines & Application

Mission:

To assist the development of a critical mass of sustainable, market-driven travel experiences within the state that will influence destination travel decisions by identified travel customers, creating economic impact resulting from the creation of jobs, capital investment, revenue, and/or visitation in Kansas.

Purpose:

The intent of the grant is to provide strategic economic assistance to public and private entities and not-for-profit groups that are developing tourism attractions that serve the mission of the grant program and the division.

Eligible Applicants:

- Not-for-profit organizations – 501 (c) (3)
- Government agencies – cities, counties, townships, federally recognized Indian Tribes
- For-profit business

Funding:

An Attraction Development Grant reimburses up to 40% (not to exceed the amount awarded) of actual expenditures for a single grant project. Applicants must provide (as leveraged funding) at least 60% of the cost of the Project. Fifty percent of the leveraged funding may be in-kind contributions.

Any entity with an open, incomplete Attraction Development Grant may not apply for additional grant funding. A grant is complete at the time all grant funds have been paid, all reports have been submitted, and the grant period has expired.

Leveraged Funds:

Leveraged funds may include bank loans, bonds, sponsorships, federal grants, cash, and in-kind contributions defined as donated goods or labor. Bookkeeping and organizational salaries do not qualify as in-kind. Documentation (attached to application) of in-kind contributions must show basis for which donated goods or labor are valued.

When a grant project manager's salary is used as leveraged funding, please attach documentation of the duties, the salary, and begin and end date of employment. (See Salaries under "Eligible Projects and Activities")

Unallowable Leveraged Funds:

- Cost incurred or funds expended prior to the start date of the grant contract
- Funds from other State of Kansas Departments or other Wildlife, Parks & Tourism funding programs
- Existing equipment, buildings, furnishings, or inventory that are presently owned by organization
- Post Project costs such as normal operational expenses
- Debt refinancing
- Land or building acquired prior to the start date of the grant contract

Eligible Projects and Activities:

- Strategic Plan (See attached "Attraction Development Grant Program Definitions" – Strategic Plan.)
- Technology-interactive exhibits and website development or enhancement
- Out-of-State marketing or comprehensive regional marketing for a new attraction, event or festival, or for a new exhibit at an established attraction
- Purchase of land
- New construction
- Renovation of buildings
- Salaries of a paid grant project manager hired for the length of the grant project only. (A presently employed staff person's salary or a board member's time does not qualify for grant funds or as leveraged funds.)

Ineligible Projects and Activities:

- Personal computers
- Travel or trade shows
- Refinancing of debt
- General upkeep or improvements (Improvements should be supported through the organization’s operating budget)
- Normal operating expenses (staff salaries, rent, phone, supplies, postage, photocopying or other expenses associated with the ongoing normal administrative functions)
- To bring an attraction or building into compliance with the Americans with Disabilities Act of 1990
- General promotional brochures
- Retail shops
- Restaurants
- Lodging facilities (hunting lodges, B&B, campgrounds, RV parks)
- Memorials, statues or signs
- Travel Information Centers
- Community centers
- Projects not having sustainable, accountable ties to the tourism marketplace
- Grant administration fees

Application Procedures:

Applications are accepted each year beginning August 16th with a deadline of October 31, 5:00 p.m. Five (5) copies, with all documentation, are to be submitted to Pete Szabo, Kansas Department of Wildlife, Parks & Tourism, 1020 S. Kansas Ave., Ste. 200, Topeka KS 66612. The agency may accept applications at other times if funding is available.

Applications will be reviewed for completeness. Applications that are incomplete or missing documentation will be returned to the applicant.

Release of Information:

Information submitted to Wildlife, Parks & Tourism relating to the application may be subject to the Open Records Law (K.S.A. 45-215 et seq.). Confidentiality will not be guaranteed.

Application Evaluation and Selection Process:

A committee of three will be selected to review all applications and make recommendations for grants. Grant awards will be made by January 15 of each year.

The evaluation used to assess the Project’s economic impact on tourism development will depend primarily on adequate documentation of the following criteria:

1. Visitation:
 - Out-of-state visitation from multiple states should represent greater than 20% of total annual visitation to be considered a major, unique, destination attraction.
 - A minimum of 30% of total annual visitation should be drawn from greater than 100 miles distance from the attraction community.
 - Total annual visitation should compare very favorably to existing attractions in the state, as well as to comparable attractions and markets elsewhere.
2. Economic Impact:
 - Direct expenditures and effects - visitor spending that directly supports the jobs and incomes of people and firms that deal directly with visitors.
 - Indirect expenditures and effects – changes in sales, incomes, or jobs in regional sectors that supply goods and services in support of “direct expenditure” entities.
 - Induced expenditures and effects – increased sales within the region from the household spending of the income earned in the “direct” and “indirect” sectors.
 - Environmental effect – changes in regional quality-of-life indicators as a result of tourism development that impact other sectors.
 - Enabling effects – increasing the ability of the region to attract compatible industries based upon all of the above.

3. The unique quality of the project, relative to:
 - The national destination attraction market and/or
 - A defined regional (multi-state) market and/or
 - The Kansas destination attraction market and/or
 - The ability of the proposed attraction to leverage or utilize the nature, culture or heritage that is unique to Kansas, and/or
 - The ability of the proposed attraction to capture for Kansas a valuable, national market brand identity (i.e. sports organization, consumer product brand, entertainment brand, etc.).
4. The ability of the project (all things being equal) to capture sufficient market share to:
 - Remain profitable and sustainable past project completion.
 - Maintain status as a significant travel decision driver.
 - Evidence that the completed project meets verifiable travel customer demand.
5. Integration and collaboration with other regional resources and/or businesses, as determined by:
 - Creation of overnight stays and/or
 - Collaboration/competition with other available retail and destination experiences, and/or
 - The ability of the proposed attraction to leverage and utilize the natural, cultural or historical resources that are unique to Kansas and/or
 - Short and long-term marketing plans, with emphasis upon cluster, niche, and cooperative marketing relationships within an identified region or consumer tourism category.
6. Quality of service and experience provided, as measured against national consumer standards for the specific target market.
7. Project Accountability:
 - Any and all of the above should be accountable and verifiable according to best industry or comparative practices.
 - Methodologies should be transparent and detailed.
 - Third-party verification, wherever possible is recommended.
8. Budget:
 - Budget should be adequate for the completion of the Project.
 - Documentation supporting budget should be detailed and complete.
9. Available to the traveler:
 - Documentation indicates the Project will be complete and open to the public with regular scheduled hours at the end of the grant period.
 - The attraction will be staffed during the regular scheduled hours it is open to the public.
10. A Feasibility Study has been completed by someone outside of the organization.
11. Management Team:
 - A qualified management team should be in place prior to submitting the grant application.
 - Resumes of qualified management team should be attached to the application.
12. Project Development and Planning:
 - The extent of development and planning is sufficient for the Project to be completed within the eighteen-month grant period.
 - Development and planning should be documented and detailed.
13. Community support should be in place and documented.
14. Past performance related to the Attraction Development Grant Program and/or other Department of Wildlife, Parks & Tourism funding programs:
 - If this is a request for additional funding through the Grant Program, applicant must have successfully completed the first grant project.
 - Additional funding must be for a new Project or an additional phase to the original project.
 - Funds obtained through other Wildlife, Parks & Tourism programs may not be used as matching funds.
 - Involvement and history with projects utilizing other Wildlife, Parks & Tourism funding programs will be considered.

Each of the above criteria, if documented, will be given a score of 1 point. An application must receive 7 points to be reviewed for grant funding. Assistance regarding the above criteria is available from the Travel and Tourism Division.

All applications that involve historic preservation will be reviewed with assistance from Kansas State Historical Society (KSHS) staff. All applications using Kansas Department of Transportation (KDOT) Enhancement (TE) funds will be reviewed with assistance from KDOT staff. All applications that involve cultural and/or artistic resources will be reviewed with assistance from the Kansas Humanities Council.

Applicants may be asked to meet with the Tourism Division Director and Grant Program Manager in person or by phone to further discuss the project for which the funds would be used before a decision is made by the Review Committee.

Disbursement of Grant Funds:

The Attraction Development Grant is a reimbursement grant. Forty percent of documented expenditures will be paid to the grantee. Paid invoices with canceled checks as proof of payment are to be submitted along with the Request for Reimbursement Form. All semi-annual reports are to be current with the Tourism Division office before grant funds will be distributed.

Reports:

The Grantee will submit semi-annual reports to the Tourism Division. The schedule of semi-annual reports will be as follows: August 1st of the first year (for the period February through July), February 1st of the second year (for the period August through January) and August 1st of the second year (for the period February through July). Semi-annual reports must be submitted even if work on the project has not taken place during the reporting period. Failure to submit reports on a timely basis will result in a reduction in evaluation scoring for future requests for funding.

Repayment of Grant Funds:

The Kansas Department of Wildlife, Parks & Tourism reserves the right to require non-complying grant recipients to pay back the previously awarded money within one year of contract end date.

For projects receiving funding to purchase and/or renovate buildings and/or real estate, if the property is sold within five (5) years of receiving the grant, the owner(s) will be required to refund a prorated amount of the grant to Commerce. The amount will be prorated based on date of sale.

Department Recognition:

The Grantee must acknowledge the Kansas Department of Wildlife, Parks & Tourism as a sponsor of the Project.

All printed materials funded by the grant will use the Kansas Department of Wildlife, Parks & Tourism Logo and will read **“Funded in part by the Department of Wildlife, Parks & Tourism.”**

Application Instructions:

Carefully read and review the Program Guidelines and the following application instructions prior to completing the application. This application has been designed to present your Project information in such a manner as to allow the Department to effectively review and evaluate the Project to determine funding eligibility. Applications with incomplete information will be returned to the applicant and the Project will not be considered for funding. Applications **must not** be submitted in binders or notebooks.

- Business Information and Total Project Cost sections are to be filled in and printed for attachment to the application. (Application section, page 10 & 11)
- Event applicants must complete Event Impact Data document and submit with application.
- Project Budget Section:
 - Please complete the budget page using the Project Budget example as the guide.
 - Please attach documentation that provides the details of the Project budget page. Provide photocopies of all bids, quotes, estimates, and other cost documentation needed to support Project activities. Attach all supporting information behind budget page.
- Required Information:
 - Please attach pages in the same numerical order of the application questions. If the information is specified in your Business Plan please provide the page number within the Business Plan where the information can be found.
 - Please attach all documents requested behind the appropriate section.
 - Please attach Signature Page as the last page of the application.

Check Off List:

- _____ Original Application and four (4) copies
- _____ Business plan which shall include at a minimum:
 - _____ business history
 - _____ business mission and goals
 - _____ ownership and management structure summary
 - _____ personnel
 - _____ number of full time employees
 - _____ number of part time employees
 - _____ detailed description of project
 - _____ required licenses and/or permits
 - _____ profit and loss statements for the past two years (existing operations)
 - _____ three year plan for projected income and expenses
 - _____ marketing plan that shall include:
 - _____ target market (s)
 - _____ regional marketing plan
 - _____ out-of-state marketing plan
 - _____ past two years marketing expenditures (existing operations)
 - _____ marketing partners
- _____ Resumes of key project management personnel

For assistance with the application or submission process contact Pete Szabo at (785) 296-8951 or Pete.Szabo@TravelKS.com

Project Budget (Example)

Project Expense	Contractor/Vendor/Supplier	Leveraged Funds (Cash)	Leveraged Funds (In-kind)	Grant Funds	Total Per Expense
Total Amount of Funds					

All columns must be included in the submitted Project Budget as per this example.



Attraction Development Grant Program

Event Impact Data	
1 - Current Year	
2 - Year of Event	
3 - Attendees	
4 - Attendee Days	
5 - % of Local Attendees	
6 - Event Spending, local	
7 - Number of Paid Lodging Rooms to be utilized	
8 - Negotiated Room Rate	\$
9 - Attendees staying outside negotiated rooms	%
10 - Discount Rate	
Grant Applicant Signature	Date

Instructions
Complete and submit this form if you are applying for event funding.

1 - Enter current year

2 - Enter year event will be held

3 - Attendees - Enter the number of expected attendees to the event in the third cell.

4 - The number of **Attendee Days**, or days the event is expected to last, should be entered into the fourth cell. This should be calculated as one day and one night = one day. If an event does not involve overnight stays, enter one day.

5 - Local Attendees will be entered as a percentage of the total attendance. This figure should be entered into the fifth cell .

6 - Event Spending, local is defined as the dollars spent by meeting or event organizers in the preparation or execution of the event. This figure should be entered into cell seven. This number should encompass all spending activities, including event rental fees, hiring of local staff for event set-up/breakdown, spending on local advertising, etc. Workers for the event (booth staff, management, etc.) should be included in the Attendee figures of cells 3, 4, and 5.

7 - The user should enter the expected **Number of Paid Lodging Rooms** that will be occupied by event attendees into cell seven. When entering this field, the user should be cognizant of the characteristics of the attendees and the event being calculated due to the potential for double occupancy room, such as parents with children.

8 - The **Negotiated Room Rate**, or an estimate if unavailable at the time of calculation, is required for economic impact calculation. This figure is the per room amount of the headquarters lodging facility and is inputted into cell eight.

9 - With any event, it is typical that a portion of the participants will be staying outside of the negotiated block. Cell nine allows the you to enter the estimated percentage of attendees that will be **staying outside of the block**, and therefore not able to take advantage of the negotiated rate entered in cell eight.

Attraction Development Grant Program Definitions

The following definitions are applicable to the Attraction Development Grant Program.

“Agritourism” means the crossroads of tourism and agriculture: when the public visits working farms, ranches, or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal, or make overnight stays.

“Application” means a written request for program funds containing the required information and attachments.

“Applicant” means the business or organization that is applying for Attraction Development Grant Program Funds.

“Project Budget” means the detailed cost to complete the Project as defined in the application. If application is approved for funding the application budget becomes the grant budget.

“Community Support” means assistance from the community where the attraction, event, or festival is located or from within a 30-mile radius of the attraction, event, or festival. Assistance can be the receipt of tax revenue for financial support and marketing, volunteers and donations, tourism strategic plans, or studies undertaken to identify community or regional resources available to support tourism and tourism strategic plans.

“Destination Travel Market” means that segment of the travel market that is defined by a specific interest, such as culture and heritage, history, nature, entertainment, recreation, sports, etc. that is the basis by which such travelers choose their travel destination.

“Direct Expenditures” means visitor spending that supports the jobs and incomes of people and firms that deal directly with visitors.

“Director” means the Director of the Travel & Tourism Division

“Eligible Project” means a project that is eligible for funding as defined in the Program Guidelines.

“Grant Amount” means the funds that are awarded through the Department of Commerce, Travel & Tourism Development Division.

“Grantee” means a Kansas not-for-profit organization, government entity, or for-profit business that has been awarded an Attraction Development Grant.

“Grant Program Manager” means the Travel & Tourism Division staff person that performs the administrative functions for the Attraction Development Grant Program.

“Grant Period” the time period of eighteen months, from the project start date to the project completion date, as stated in the Attraction Development Grant Program contract.

“Grant Project Cost” means the cost to complete the grant project to include both grant funds and leverage funds.

“Grant Program” means the Attraction Development Grant Program.

“Indirect Expenditures” mean changes in sales, incomes, or jobs in regional sectors that supply goods and services in support of “direct expenditure” entities.

“Ineligible Application” means an application that cannot be considered for funding according to the grant guidelines or an application seeking funding for an ineligible project.

“Ineligible Project” means a project that is ineligible for funding as defined in the Program Guidelines.

“Legal Name” means the name that the Federal Tax Number (FEIN) is issued to.

“Leveraged Funds” means those funds that have been secured by the applicant organization to be spent on Project expenditures not covered by the grant funds.

“Project” means attraction, event, or festival that the applicant is requesting Attraction Development Grant Program funding to assist with the development or enhancement of.

“Project Contact Person” means the person, from the applicant organization, who will be responsible for submitting reports, request for payments and communicating with the Division. The person the Division will call with questions and updates.

“Project Expense” means cost associated with completing the Project. For purposes of the application budget page, expenses will be supported by vendor estimates and bids. In-kind contributions will be supported by documentation that gives the basis for valuation.

“Project Manager” means that person from the applicant organization who will be responsible for ensuring the project reaches completion.

“Project Management Team” means those individuals from the applicant organization that will oversee and provide support to the activities related to the completion of the Project.

“Regional Tourism Partner” means any entity engaged in the business of tourism development and/or marketing located in the applicants geographic and/or market region (CVBs, Chambers, Attractions, Lodging, Restaurants, Tourism Organizations, etc.).

“State Tourism Region” means a region of the state defined by geographical, cultural and heritage, historic, and economic development boundaries.

“State Co-op Ad Program” means the marketing program funded by the Travel and Tourism Development Division and managed by the Travel Industry Association of Kansas.

“Strategic Plan” means creation of a documented plan informed by a feasibility study or other verification of the project’s ability to effectively serve an identified travel market segment. Strategic plans must include a detailed description of sustainable, ongoing operational, and marketing components.

“Supporting Visitor Service” means restaurant, lodging, retail shop, etc., which provide service to the traveler and is within a 30-mile radius of the Project.

“Sustainability” means the ability of a destination to maintain the quality of its economic, physical, social, cultural, and environmental resources while it competes in the marketplace.

“Travel Industry Association of Kansas (TIAK)” refers to a specific not-for-profit association dedicated to the promotion and development of tourism in Kansas.

“Tourism Division” means the division within the Department of Wildlife, Parks & Tourism that has the authority to perform all administrative functions and provide oversight to the Attraction Development Grant Program.

“Tourism” means the activity that involves people traveling beyond their community for the purpose of entertainment, recreation, education, leisure, or business.

“Tourism Attraction” means any site, event, or festival that is of significant interest to the tourist as a historical, cultural, scientific, educational, recreational, or architecturally unique site or as a site of natural scenic beauty or an area naturally suited for outdoor recreation.

“Total Project Cost” means all necessary cost related to the completion of the Project as identified in the budget of the application and, if grant funding is approved, in the budget of the Grant Agreement.

“Visitor Numbers” means the quantitative count of visitors attending the attraction, event, or festival, indicated monthly or annually.



ATTRACTION DEVELOPMENT GRANT APPLICATION

(1.) BUSINESS INFORMATION

Applicant Name: _____

Legal Name: _____
(If different from applicant name)

Address: _____

City: _____ State: _____ Zip Code: _____

County: _____ FEIN: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Address: _____

Contact Information

Project Manager: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-mail: _____ Telephone: _____

Project Contact Person: _____ Telephone: _____
(If different from Project Manager)

Project Location

City: _____ County: _____
(If not located within city boundaries provide a map of Project location.)

Type of Business

(See Grant Guidelines "Eligible Applicants" to determine type of business)

____ Not-For-Profit (Attach not-for-profit certificate)

____ Government

____ For-Profit

(2.) TOTAL PROJECT COST \$ _____

Grant Funds Requested \$ _____

Applicant's Share of Grant Project's Cost (Leveraged Funding) \$ _____
(Attach letters of intent from sources of funding.)

Source of Funding	Contact Person	Phone Number	Amount
1. _____	_____	_____	\$ _____
2. _____	_____	_____	\$ _____
3. _____	_____	_____	\$ _____
4. _____	_____	_____	\$ _____
5. _____	_____	_____	\$ _____
Total Cash Funds			\$ _____

In-kind Contributions

Attach letters from businesses and organizations detailing the method used to value the labor or goods.

Organization	Contact Person	Phone Number	Amount
1. _____	_____	_____	\$ _____
2. _____	_____	_____	\$ _____
3. _____	_____	_____	\$ _____
4. _____	_____	_____	\$ _____
5. _____	_____	_____	\$ _____
Total In-kind			\$ _____

(3.) PROJECT BUDGET

Please format your project budget using the Project Budget example. (The budget example (pg. 7) is attached behind the instruction section of the guidelines.) Attach supporting documentation as outlined in the same section. Applicants must provide the name of each contractor, supplier and/or vendor and the description of each service being provided.

Required Information

Each of the following must be addressed on separate sheets of paper and attached behind the budget pages. If requested information is not provided, please explain why. If the information requested is contained in your business plan, please reference the page of the business plan where the information can be found.

It is important that you be detailed in your answers to these questions.

(4.) DESCRIPTION OF PROJECT

Describe the proposed Project clearly and concisely. Include information on the exact location of the Project as well as supporting visitor services and amenities within the community or within 30 miles of the Project.

(5.) PROJECT TIMELINE

- Detail each activity related to the Project with the date the activity will be completed.
- Indicate which management team member will oversee which activity.
- Provide date that the entire Project will be completed and the date the Project will be open to the public.

(6.) PROJECT INFORMATION

Provide the following information.

- Describe how the attraction, event or festival meets the definition of a “Tourism Attraction” as defined in the “Attraction Development Grant Program Definitions”.
- What makes your Project unique or collaborative as compared to other similar attractions, events or festivals in Kansas?
- What natural, cultural, or historical uniqueness does the Project have relative to the national destination travel market?
- Identify your competition.
- Identify your customer.
- For new projects and major expansions provide a feasibility study prepared by an entity outside of the organizational structure of the applicant.
- If the Project is an existing attraction, event, or festival please provide market data describing and verifying current customers. Include quantitative and qualitative metrics.
- Have you received an Attraction Development Grant in the past? If yes, is this Project an additional phase to the first grant project?
- Have you requested or received technical or financial assistance related to the Project from Commerce or any other state agency?

(7.) APPLICANT ORGANIZATIONAL STRUCTURE

- Provide a list of the Project management team responsible for development and completion of the Project. (Please include resumes.)
- If you are a board-governed organization please indicate terms of all officers, how much time each spends directly involved with the organization and what experience they bring to the positions they hold.

(8.) GRANT PROJECT IMPACT

- Visitor numbers for the past two years.

Include:

- What method is used to track visitation?
- A report indicating the visitor's origin and average distance traveled.
- What is your annual out-of-state visitation count (or what percentage of your total annual count)?
- How does your annual visitation compare to existing attractions, events or festivals in the state as well as to comparable attractions, events, or festivals elsewhere?
- How do you use the visitation numbers?
- With whom do you share or report the visitation numbers?
- An Estimate of visitation numbers for the next three years.

Include:

- What method is used to project visitation? If available, please provide third-party verification for all methods used to determine visitation numbers.
- What percentage of future visitors do you expect to be from in- state and what percentage do you expect to be from out-of-state. (Provide documentation to support your answer.)
- How will the Project generate visitation from beyond 100 miles or from out of state?
- Will tourism traffic to the community due to this Project increase economic development through increased overnight stays and spending within the community where the Project is located or within 30 miles of the Project? Please provide detailed documentation to support your answer. Include information on how the Project will influence direct, indirect and induced expenditures.
- Event applicants should complete the Event Impact Data document and submit with application.
- What effect will the Project have on the region's quality of life and the ability of the community to attract businesses and industries?

(9.) HOURS OF OPERATION AND STAFFING

- What dates and hours will the attraction, event, or festival be open to the traveler? Will the Project be staffed during these hours?
- Provide a list of all staff positions. This should include paid staff (both full time and part time) and volunteers.
- What is your source of funding to support the salaries of paid staff?

(10.) COMMUNITY SUPPORT

- Provide at least one letter of community support from each entity listed below. Letters may be from within a 30-mile radius of the Project.
 - Economic Development Representative from the city, county, or tourism region
 - Mayor or Chief Administrative Officer
 - Restaurant owner or manager
 - Lodging establishment owner or manager
 - Retail shop owner or manager

The letters of support from regional or city officials should include the plans their organization has for assisting the Project and any studies the community has undertaken to assess the value of the attraction to the community.

(11.) APPLICANT'S REGIONAL AND STATE TOURISM SUPPORT

- Please describe your involvement with partners in your tourism region and/or your tourism market segment (niche).
- How do you encourage travelers to move between attractions, events, or festivals within your tourism region and/or tourism market segment partners?
- What is your involvement with tourism at the state level?
- Do you participate in:
 - State's co-op ad program?
 - Annual Travel Guide?
 - TravelKs.com?
 - Tourism related conferences?
 - Tourism Associations?
- Are you a member of the Travel Association of Kansas (TIAK)?
- Are you a registered Agritourism operation?
- Tell us about any request you have had from a regional tourism partner (CVB, private business, chamber, government entity, etc.) for assistance, how you were able to assist them and the success of this partnership.

Preference will be given to those applicants that are significantly involved in their tourism region and who actively encourage travel to other attractions within their tourism region and the state.

(12.) ADDITIONAL DOCUMENTATION

- If the Project is building construction, attach photocopies of all required permits and the architectural drawings. The contractor bids are to be attached to the Project Budget page.
- For land acquisition, provide total acreage, photos of proposed land purchase, a copy of the appraisal, and a copy of the purchase option or agreement.
- For building acquisition, provide a copy of the appraisal, photos of the exterior and interior of the building, and a copy of the purchase option or agreement.
- If you are requesting funding for printed materials such as marketing materials, books, etc., please provide details of the advertising purchase and/or distribution plan.
- For Events, complete Event Impact Data document and submit with application.

(13.) SIGNATURE PAGE

(Authorized Official is that person that has the authority to commit organization funds to the Project.)

I have accurately completed this application and have read the attached information. I understand that this is a competitive grant process and that I must meet the eligibility requirements outlined in order to be considered for a grant.

I understand that it is a criminal violation under Kansas Law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

I agree that if approved for an Attraction Development Grant, the applicant organization will provide, for up to five (5) years, follow-up reports to the Department of Wildlife, Parks & Tourism. Reports will include annual visitation numbers, operational budget, and marketing budget for each of the five (5) years following the grant contract end date.

Signature of Authorized Official

Printed Name of Authorized Official

Title

Date



Kansas Tourism Scholarship Program

The Kansas Department of Wildlife, Parks and Tourism, Tourism Division (Division), has created a scholarship grant program to further the professional development and education of those individuals associated with and working in the tourism industry of Kansas. There is \$3,000 available for the scholarship program in the present fiscal year.

The Division will reimburse scholarship awardees for costs associated with out-of-state workshops, seminars, and conferences and for registration cost for in-state workshops, seminars, and conferences that promote **ongoing education related to tourism development, marketing, industry trends, and tourism research**. It is the intent of this program to provide opportunities for tourism industry practitioners to explore new ideas; best practices; innovative solutions for common challenges; and network with industry peers. Up to \$1,000 for out-of-state conferences and up to \$400 for in-state conferences, per approved request, may be reimbursed through the tourism scholarship. A list of tourism organizations that hold workshops, seminars and conferences you may wish to consider is attached.

Scholarship funds are solely intended for educational programs and cannot be used for marketing activities. Conference attendance funded by the scholarship must take place within 12 months of the award. First-time attendees, or those who have not attended the specific educational program within the previous three years, will be given priority consideration. Upon available funding, consideration will be given to applicants requesting assistance to attend a conference that they have attended within the previous three years. Registration fees will be reimbursed after the scholarship recipient has received notification from the event coordinator that their registration is complete. (If the attendee is unable to attend the event the registration fees will be paid back to the Division.) All final scholarship payments must be requested 60 days from the date of the conference. A follow up report is required at the time the request for final payment is submitted.

To qualify each applicant must be directly involved in the operations, marketing, and/or development of a tourism attraction in Kansas or a Kansas tourism development organization, and identified as such by the Kansas tourism industry. Only one applicant per attractions or organization will be considered. Organizations will only be eligible to receive one scholarship within the program period.

Out-of-State Tourism Conference or Seminar

Reimbursable Activities up to \$1,000 total:

- Registration
- Lodging at designated headquarter or alternate hotel/motel (room rental and taxes only)
- One year's annual organizational dues related to the conference or seminar (for new memberships only)

In-State Tourism Conference or Seminar

- Registration – reimbursable up to \$400

In-state and Out-of-state Non-reimbursable Activities

- Travel to and from the conference destination
- Meals (other than those included in registration fee)
- Incidental expenses
- Additional cost for excursion trips, optional events or workshops associated with the conference or seminar
- Books, manuals or other items sold at the workshop, seminar, or conference.
- Trade Shows or Marketing Events

The applications will be reviewed individually as the Division receives them. Award will be based on suitability of program; potential return on investment to Kansas; applicant objectives and commitment from sponsoring organization. Please allow four weeks for notice of scholarship award or decline.



Application

Return completed application to:

Pete Szabo
Kansas Department of Wildlife, Parks and Tourism
1020 S Kansas Ave Ste 200
Topeka KS 66612-6953

Date Submitted _____

Applicant Information

Name _____

Position _____

Years of Tourism Experience _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

List recent involvement in tourism industry groups (e.g. national, state and regional organizations)

List recent involvement in community and leadership activities (e.g. civic groups, local boards, volunteer roles)

Organization Information

Organization Name _____

Total Previous Year Budget _____

FEIN or SS# _____

(FEIN or SS# of the organization or person the reimbursement check will be made out to.)

What are the greatest challenges that your organization will face in the next 3 years?

Conference, Seminar, or Workshop Information

Name of Conference, Seminar or Workshop

Date(s) of Program _____

(Please attach conference information. Awards will be based on suitability of program; potential return on investment to Kansas; applicant objectives and commitment from sponsoring organization)

REQUIRED ATTACHMENTS

Check each line item below to document that the information requested has been attached to the application. For any line items not check, explain why the information has not been attached.

____ Original application form.

____ Official Conference, Seminar, or Workshop Materials

____ agenda

____ list of speakers

____ list of breakout sessions

____ list of workshops

____ educational tours

____ cost/fees

____ membership dues

____ Supplemental information about the conference, seminar, or workshop not included in the attached conference materials

____ Application budget sheet (see attached form)

\$ _____ Requested Scholarship Funding

\$ _____ Applicant Share

____ Type written document describing what you hope to learn from the conference, seminar, or workshop. Include how the information gained will fit into the overall strategic plan or enhancement of your organization.

____ Letter of commitment from Sponsoring Organization for costs not covered by scholarship.

Additional Comments

Kansas Tourism Scholarship Budget

Event	Applicant Share	Tourism Scholarship Share
Registration Fee	\$	\$
Membership Dues (annual)	\$	\$
Optional Educational Activities	\$	\$
Airline Ticket or Other Transportation Costs	\$	\$
Lodging (Rate plus taxes) (Outof- state conferences/seminars only)	\$	\$
Meals (in addition to Conference Fees)	\$	\$
*Other	\$	\$
Total	\$	\$

*Detail of what is included in other.



Tourism Organizations

The following organizations hold annual workshops and conferences. Please visit the organization's website to gather information and dates for workshops and conferences. (This list is intended only as a resource for potential workshops and conferences. Qualifying workshops and conferences are not limited to this list.)

Travel Industry Association of Kansas

<http://www.tiak.org>

U.S. Travel Association

<http://www.ustravel.org>

Destination Marketing Association International

<http://www.destinationmarketing.org>

Travel & Tourism Research Association

<http://www.ttra.com>

National Association for Interpretation

<http://www.interpnet.com>

National Tour Association

www.ntaonline.com

American Bus Association

www.buses.org

PRSA Travel & Tourism Section/SATW Associations Council Conference

<http://www.prsa.org/conferences>

The Social Media Tourism Symposium

<http://www.sometourism.com/>

Networking Association for Farm Direct Marketing and Agritourism

<http://www.nafdma.com/>

E-Tourism Summit

<http://www.etourismsummit.com/>

Tourism Marketing Grant

Program Guidelines

Application



Contents

Tourism Marketing Program 3

Guidelines and Eligibility..... 4

Fundable Activities 5-6

Non-Fundable Items, Grant Payments, Questions 7

Application 8-11

The mission of the Tourism Division is to encourage the traveling public to visit and travel within Kansas by promoting recreational, historic, and natural advantages of the state and its facilities.

The Tourism Marketing Grant has been developed to support the Division's mission by assisting Destination Marketing Organizations (DMO), tourism communities, and travel industry businesses with first time marketing and promotion activities. Funding through this partnership with Kansas Tourism is intended to increase travel to tourism destination sites while enhancing the state's image. This grant leverages the Division's resources and extends the marketing reach of Kansas tourism communities.

Applications will be accepted throughout the year. Grant awards will be announced in March and October of each year.

Deadline for submitting the application:

- **January 1st for a March award**
- **August 1st for an October award**

Applicants should plan ahead. The application review process can take up to two months and applicants may be asked to participate meeting by phone or in person. Funds will not be awarded to projects that are in process or whose begin dates are prior to the award date. The time period for completing the grant project will be assigned when the grant is awarded and will be based on the grant project timeline.

The grant will reimburse up to 40 percent of actual marketing expenditures for a single grant project not to exceed a maximum of \$3,500. The final cost of the project determines the actual amount reimbursed not to exceed the amount specified in the contract. An organization shall not receive more than \$3,500 in a single fiscal year.

Only one grant application shall be accepted for a multiple-community project. One contact person will be identified to represent the collective group. All of the communities involved shall submit a letter of commitment and indicate the dollar amount they will contribute to the project. The letters of commitment need to be included in the application.

Eligibility and Grant Requirements

- The applicant organization must be in good standing in other Division programs such as Kansas Travel Guide listings, Division's Co-op Marketing, Grant Programs, and so on.
- Organizations must be listed on the Division's website, TravelKS.com.
- The organization shall demonstrate that it has invested in local tourism groups.
- All promotional materials shall be in good taste. Promotional materials will be reviewed during the application process.
- The Department of Wildlife, Parks and Tourism brand shall be included in promotional materials. The application must show how the brand will be incorporated into the promotional materials.
- Grant awards shall support first time-marketing efforts. The grant is not intended to sustain ongoing marketing programs.
- All organizations who are not the primary DMO in their community shall include a letter of support from the local DMO.

A Destination Marketing Organization (DMO) is the principal organization of the given city, community or region that is organized to represent a specific destination for the purpose of travel and tourism development and is defined and authorized by its incorporated local government entity as the representative organization exercising this function.

- Grant funds cannot be used to participate in other Kansas Department of Wildlife, Parks and Tourism programs.
- Grants cannot be used in conjunction with open Attraction Development Grants.
- In-kind contributions cannot be used for the applicant match.
- Failure to comply with these guidelines may result in the denial of future grant requests.

Fundable Activities

- Media Placement
First-time print and broadcast advertising shall focus on markets over 50 miles from the event, attraction or community. The application must address the expected economic benefit to the community through the attendance generated by the media placement, such as meals purchased, overnight stays, and so on.
- Graphic Design and/or Printing of Promotional Materials
A detailed description of the promotional materials shall be submitted for all design work. An example of the design shall be included in the application. A distribution plan shall be submitted with all requests for brochure and guide design and printing.
- Trade Shows
The grant will fund an organization's first time attendance at consumer out-of-state trade shows including booth space fees and travel expenses but excluding meals.
- Website Design or Enhancement
The grant will fund website design and enhancement.
- Digital Marketing
The grant will fund the purchase of email list, mobile marketing, and ad agency support for digital marketing.
- Market Research
The grant will fund first-time tourism market research. A copy of the research results shall be given to the Tourism Division prior to or at the time the request for grant payment is submitted.
- Sports Marketing
The grant will fund bid fees, event marketing, and other appropriate event activities that directly support the cost to set up and run the event. The grant will not fund event management salaries or event prizes.
- Brochure and Guide Distribution
The grant may fund regional brochure or guide distribution that is done through a professional distribution company. The distribution schedule for the planned regions and dates shall be included in the application.

- Marketing for Destination Dining, Shopping and Lodging

Businesses must explain how they fit within the definition of destination dining, shopping, and lodging. The pre-application must document the number of visitors to the business, the distance visitors traveled and detail how this information was collected.

Destination dining, shopping, or lodging businesses are those businesses where one-third or more of the customer base travels at least 30 miles or further from its home communities to engage in the unique dining, shopping or lodging experience.

- Signage

The grant will support the cost and placement of signs associated with the TODS and Brown Attraction Signs when the business or attraction has received approval for such signage through the TODS or Brown Attraction Signage programs. The grant will not support signage located on business or attraction property.

- Billboards

The grant will fund first-time billboard rental and production. Billboards funded through this program are intended as a marketing activity. Billboards used solely as directional signage will not be considered.

- Public Relation & Media Activities

The grant will fund first-time PR Media activities such as development of a press DVD, an online image asset library, a first time press event, and so on.

- Direct Mail Marketing

The grant will fund-first time printing and cost to mail a “direct mail” piece. Pre-application must provide details of intended economic benefit of the promotional piece and include why the particular target market was chosen.

- Video and Photography

The grant will fund initial high-definition (HD) video and photography for promotional and media use. A copy of the video footage and/or photography shall be given to the Division prior to or at the time the request for grant payment is submitted.

- Community Travel Information Centers

Communities participating in the Division’s Community Travel Information Center (C-TIC) program may apply for funding to support activities such as: electronic travel information kiosk, indoor and outdoor brochure and guide racks, and the purchase and installation of backlits, and duratrans. These items shall be located at the C-TIC. The backlits and duratrans will be used to promote regional and community tourism industry businesses.

Non-fundable items

Following are items that are non-fundable through the grant program:

- Marketing of local community events that promote mostly to local citizens and are attended predominantly by local citizens
- Marketing projects of government funded organizations
- Any TIAK marketing programs
- Association memberships
- Salaries and wages
- Entertainment and honorariums
- Items for re-sale
- Local and state beauty pageants and parades
- In-house postage and material inventory
- Bumper stickers, program booklets, stationery, and membership solicitation literature
- Prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, and floats

Grant Payment

The Tourism Marketing Grant is a reimbursement grant. All requests for grant funding payments are due within two months of the project's completion. An invoice and cancelled check showing paid status and examples of finished product shall be submitted with the request for payment.

Questions

For assistance contact Pete Szabo at (785) 296-8951 or email Pete.Szabo@TravelKS.com.

Tourism Marketing Grant Application

Deadline for submitting the application:

- *January 1st for a March award*
- *August 1st for an October award*

Please review the Tourism Marketing Grant Program Guidelines before completing this form.

(1.) Business Information

Organization Name _____

Project Coordinator Name _____ Title _____

Address _____ City _____ State _____ Z.I.P. _____

Telephone (____) _____ E-mail Address _____

Organization's Website _____

(2.) Project Information

Project Name _____

Estimated Begin Date _____ Estimated Completion Date _____

Have you or any of the applicant partners previously received a Marketing Grant?

Yes ___ No ___

If you answered yes, please give short description of project and date funding was awarded.

(3.) Funding Information

(The pre-application costs should be estimated as closely as possible. Firm cost shall be submitted on the final application.)

Total Project Cost \$ _____

Grant Funds Requested \$ _____

Applicant Match \$ _____

For projects supported by multiply communities:

Community Name _____ Match\$ _____

Community Name _____ Match\$ _____

Community Name _____ Match\$ _____

Community Name _____ Match\$ _____

(4.) Required Information

Each of the following must be addressed on separate sheets of paper and attached behind the business and funding information page. Incomplete applications will be returned to applicant.

- Detailed description of the grant project to include, when applicable, the following information:
 - A design copy
 - The distribution plan
 - The sign and billboard locations
 - The market research target
 - Quantity of promotional pieces to be printed, distributed, and/or mailed
 - Any other supporting documents
- Grant project schedule to include, when applicable, the following information:
 - The proposed media placement and schedules
 - The event and trade show date
 - Any other dates related to the project work
- Letters of Support:
 - The applicant's DMO
 - Multiple community participants' letters of involvement to include the dollar amount the community will provide to the project
 - Other community letters of support
- Estimated project cost to include copies of professional service bids such as creative design, print, Website design/enhancements, video, photography, etc.
- Provide a copy of your organization's annual marketing plan for the prior and current year.
- What do you expect the economic benefit will be to your community or region as a result of this marketing activity?

- Do you expect an increase in overnight stays in your community as a result of this marketing activity?
- Are new partnerships being formed to support the grant activities?
- How will you measure your return on investment?
- What other funding sources have you applied for or considered to support the grant project?
- Will you be able to complete this project if we are unable to fund your request?
- If grant funds are being requested for TODS or Brown Attraction Signage, provide documentation that shows you have submitted a request to participate in these programs. A copy of the approval document shall be submitted with the final tourism marketing grant application.
- If grant funds are being requested for C-TIC activities, provide documentation that you have submitted a request to be designated a C-TIC. A copy of the C-TIC approval document shall be submitted with the final tourism marketing grant application. If you are presently a state designated C-TIC, no documentation is required.

(5.) Mail the original and four copies of the completed application to:

Kansas Department of Wildlife, Parks and Tourism
 Tourism Division
 Attn: Pete Szabo
 1020 S. Kansas Ave, Ste 200
 Topeka, KS 66612

(6.) Authorized Signatures

I have read the grant guidelines and have accurately completed this application. I understand that this is a competitive grant process and that I must meet the eligibility requirements outlined in the grant guidelines in order to be considered for a grant. I acknowledge that I have the authority to submit this application and commit the matching funds.

I understand that it is a criminal violation under Kansas Law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

 Signature

 Title

 Date

**Resources Tab
Here**

Resources

- TQAK
- Glossary/Acronyms



Resources

Travel Talk-Monthly email communication sent to all emails in the Tourism database.

Industry Website-You can find an abundance of helpful information at the Kansas Tourism Industry Website. This is where you can log in to your Extranet Account, view our staff directory, find information about marketing opportunities and results, grant and scholarship applications, research and reports and programs available to the tourism industry.

Extranet Account- Partner Bulletins are the first item you'll see when you login to the TravelKS.com system. These are items for reference or contain deadline and other important information.

Agencies

Kansas Department of Ag-Agriculture-ks.gov
"From the Land of Kansas" program

Kansas Department of Revenue-KSRevenue.org

KDOT-KSDOT.org

Kansas Department of Transportation partners with Kansas Tourism on the signage and Byways programs as well as others.

TIAK-TIAK.org

- Influence government decisions which affect the travel industry;
- Develop programs which communicate the cultural, social and economic impact of the travel industry on Kansas and individual communities;
- Provide a forum for interaction among all sectors of the travel industry

Kansas Sampler Foundation-KansasSampler.org

Regional and Other Groups

Northeast Kansas Tourism Connections

Southeast Kansas Tourism Region (SEKTR)

North Central Kansas Tourism Region

South Central Kansas Tourism Region (SCKTR)

Northwest Kansas Tourism Region

Southwest Kansas Tourism Region (Wild West Country)

Flint Hills Tourism Coalition

Freedom's Frontier National Heritage Area

Amazing 100 Miles

I-35 Alliance

I-70 Association

Kansas Barn Alliance

Kansas Bed & Breakfast Association

Kansas Cattle Towns

Solomon Valley-Highway 24 Heritage Alliance

U.S. 36 Highway Association

Kansas/Oklahoma Travel & Tourism

Grand Central USA





Travel Industry Association of Kansas (TIAK)

The purpose of the Travel Industry Association of Kansas (TIAK) is to speak with a unified voice as the advocate for the travel industry in the state of Kansas.

Your membership helps TIAK have a stronger voice and influence within Kansas.

Membership in TIAK will provide you up-to-date travel and tourism information as well as give you many opportunities to network with all types of tourism professionals in Kansas.



OUR GOALS:

- Influence government decisions which affect the travel industry
- Develop programs which communicate the cultural, social and economic impact of the travel industry on Kansas and individual communities
- Provide a forum for interaction among all sectors of the travel industry

www.TIAK.org

825 S. Kansas, Suite 502
Topeka, KS 66612

Phone: 785.233.9465

E-mail: marlee@brightcarpenter.com

E-mail: natalie@brightcarpenter.com

TIAK MEMBERSHIP BENEFITS INCLUDE:

Advocacy

- Latest news on TIAK advocacy work
- Legislative resources and services
- Weekly updates from the Kansas Statehouse during Legislative Session
- Enhanced membership Legislative "Day on the Hill" in Topeka



Education

- Monthly e-newsletters devoted to issues impacting travel and tourism
- Conferences, workshops and webinars
- Kansas Destination Specialist (KDS) certification program

Networking and Communication

- Networking opportunities with travel industry professionals
- State travel office communication and liaison

HERE'S WHAT OUR MEMBERS HAVE TO SAY:

To see more testimonials from TIAK Members, go to www.tiak.org/membertestimonials/.

"We really depend on TIAK to be a voice for the tourism industry at the capitol. When tourism issues surface, we receive up-to-date information from them, and guidance as to how to react in our community and in our organization. It is the one place where the tourism industry gathers and presents as one voice to the legislature, as well as to the state of Kansas. The yearly conference offers something for every aspect of the industry, regardless of the community size, size of budget or what part of the industry you are involved in."



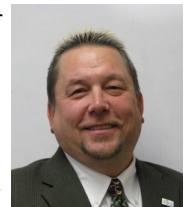
—Jan Stevens, Dodge City Convention & Visitors Bureau



"TIAK allows me to gain knowledge of current trends, legislative concerns, as well as to help solve potential problems before they get out of control. The investment is very small compared to the return we receive from advocacy, as well as the annual conference."

—Gloria Moore, Washington County Tourism

"TIAK serves a number of purposes for those involved in the Kansas tourism industry. The difficult task of representing DMOs of all sizes is accomplished by a combination of hands-on membership involvement, communication on current events and a commitment to providing continuing education. Events such as the Annual Conference and Legislative Day on the Hill, combined with a regular regiment of e-based educational seminars and an informative newsletter, keep members not only informed but armed with the tools necessary to provide leadership at the local and state-wide level."



—Jim Zaleski, Labette County Tourism

*Interested in joining the umbrella organization for all sectors of Kansas?
Go to <http://tiak.org/join-tiak/> to become a TIAK member.*



Travel Industry Association of Kansas

825 S Kansas, Suite 502 • Topeka, Kansas 66612 • 785.233.9465 • www.tiak.org

marlee@brightcarpenter.com • natalie@brightcarpenter.com

CONTACT INFORMATION

BRIGHT AND CARPENTER CONSULTING

Marlee Carpenter M. 785.213.0185 marlee@brightcarpenter.com
Natalie Bright M. 316.640.1422 natalie@brightcarpenter.com

KANSAS DEPARTMENT OF WILDLIFE, PARKS & TOURISM

Linda Craghead W. 785.296.2281 linda.craghead@ksoutdoors.com

TIAK COMMITTEE CHAIRS

- Membership: Connie Hall (Geary County CVB, chall@junctioncity.org, 785.238.2885)
- Conference: Karen Hibbard (Manhattan CVB, karen@manhattan.org, 785.776.8829)
- Marketing: Maila Yang (Kansas City Kansas CVB, maila@visitkansascityks.com, 913.321.5800)
& Linda Honeyman (Seneca Travel & Tourism, lindasettleinn@yahoo.com, 785.336.3663)
- Governance: N/A
- Finance: LeAnn Cox (Hutchinson CVB, leannc@hutchchamber.com, 620.662.3391)
- Advocacy: Roger Hrabe (Rooks Co. Eco. Dev., rooksed@ruraltel.net, 785.425.6881)
& Donna Price – vice chair (Sherman Co. CVB, cvb@goodlandnet.com, 785.890.3515)
- Education: Amy Garton (Overland Park CVB, agarton@visitoverlandpark.com, 913.491.0123)



ANNUAL DUES SCHEDULE AND MEMBERSHIP APPLICATION

Member Class	Membership Category	Annual Dues	Tourism Suppliers, including but not limited to: Choose between Level (Class) A or Level (Class) B
104	Convention & Visitors Bureaus and Other Tourist Promotion Agencies Basis for membership investment Transient guest tax collections of member		> Attractions, Parks, Campgrounds, Fairs > Festivals, Museums, Sports Events > Communications, Media, Advertising > Public Relations, Production Services > Hotels, Motels and Resorts > Restaurants, Food Service Firms > Tour and Sightseeing Firms > Transportations Firms >Travel Agencies and Related Sales
A	\$25,000 or less	\$200	
B	\$25,001 - \$50,000	\$300	
C	\$50,001 - \$100,000	\$450	
D	\$100,001 - \$250,000	\$600	
E	\$250,001 - \$500,000	\$650	
F	\$500,001 - \$1,000,000	\$800	
G	OVER \$1,000,001	\$950	
102	Chambers of Commerce Basis for membership investment Population of community served		
A	15,000 populations of less	\$200	
B	15,000 - 50,000 population	\$300	
C	OVER 50,000 population	\$450	
	Corporate/Chain Membership	\$1,000	
301	Affiliate Membership Associations, and other non-profit organizations directly related to the travel industry, including regional tourism or economic development	\$250	
201	Associate Membership Individuals who are staff members of companies or organizations, which are ACTIVE members of TIAK	\$50	Member Class Level (Class) A Full TIAK membership benefits including voting programs, eligibility for board and committee chair positions. Level (Class) B Member with <i>Trade Association</i> : Open ONLY to supplier members that are paid members of trade associations that are active (paid) members of TIAK (i.e. Kansas Restaurant and Hospitality Assn) Does NOT include coalitions, regions, etc. This features the same full membership benefits as Class A.
501	Student Membership Individuals	\$25	Individuals Level (Class) C TIAK Friend: Non-voting membership, for an individual , not the company or organization they represent; not eligible for TIAK member savings programs; not eligible to serve on the Board, as a committee chair, or official representative of TIAK (such as Governor's Council)

Please fill out the information below and send it along with your payment to the TIAK office.

If you have any questions, please feel free to contact the TIAK office by phone or email: (785) 233-9465 or marlee@brightcarpenter.com

Remit to:

Travel Industry Association of Kansas
 825 S Kansas, Suite 502
 Topeka, Kansas 66612

Organization: _____

Designated Representative: _____ Title: _____

Address: _____ County: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

Email: _____

Member Category: _____ Level B Trade Association: _____

Annual Dues Amount: _____

Amount Enclosed: _____ OR Please Bill Me: _____

Applicant Signature: _____ Referred by (TIAK Member): _____

Glossary of Acronyms & Terms

ABA: American Bus Association
ABC: Audit Bureau of Circulation
ADA: Americans with Disabilities Act
ADGP: Attraction Development Grant Program
ADR: Average Daily Rate
B&B: Bed & Breakfast
C of C: Chamber of Commerce
CMS: Content Management System
Co-op Marketing: Cooperative Marketing
CPM: Cost Per Thousand
CRM: Customer Relationship Management
CVA: Convention and Visitors Association
CVB: Convention and Visitors Bureau
DMA: Designated Marketing Area
DMO: Destination Marketing Organization
DMAI: Destination Marketing Association International
Eco Devo: Economic Development
EIC: Economic Impact Calculator
ESTO: Educational Seminar for Tourism Organizations

A

Accommodations: See lodging.

ADA: Refers to American with Disabilities Act.

Adjoining Rooms: Two rooms located next to each other, usually with no door connecting them.

Adventure Tour: A tour designed around an adventurous activity such as rafting, hiking, or mountain climbing.

Affinity Group: A group of people that share a common hobby, interest, or activity, or that are united through regular participation in shared outings. Also see preformed group.

Agent: One who has the power to act at the representative of another. Most frequently in travel, a specific kind of agent such as a travel agent.

Agri-Tourism Attraction: The crossroads of tourism and agriculture: when the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.

AIO Variables: Activities, interests, and opinions-used to

Fam Trip: Familiarization Trip
FEIN: Federal Employer Identification Number
FIT: Foreign Independent Traveler
GPS: Global Positioning System
GRP: Gross Rating Point
KAYS: Kansas At Your Service
KDOT: Kansas Department of Transportation
KDWPT: Kansas Department of Wildlife Parks and Tourism
KPA: Kansas Press Association
KTA: Kansas Turnpike Authority
KTC: Kansas Tourism Conference
KMIP: Kansas Motorcoach Incentive Program
NTO: National tourism Organization
NTTW: National Travel & Tourism Week
PPC: Pay-per-click
ROI: Return on Investment
SEO: Search Engine Optimization
TMGP: Tourism Marketing Grant Program
TGT: Transient Guest Tax

measure and categorize customer lifestyles.

Airline Fare: Price charged for an airline ticket. Several types of fares exist and can change with market conditions.

Airlines Reporting Corporation (ARC): An organization that provides a method of approving authorized agency locations for the sale of transportation and cost-effective procedures for processing records and funds of such sales to carrier customers.

Air Taxi: Operating non-scheduled, charter or "on demand" service.

All-Inclusive Package: A tour package in which most travel elements are purchased for set price.

Alumni Tour: A tour created for customers who have previously traveled with a tour operator. Also called a reunion tour.

Amenity Package: A cluster of special features, such as complimentary shore excursions, bar or boutique credit, or wine at dinner offered to clients on a given tour or cruise, usually as a bonus or extra feature. Usually used to induce clients to book through a particular travel agency or organization.

American Plan: A hotel rate that includes a bed and three meals.

American Society of Travel Agents - ASTA: Trade association of retail travel agents.

Amphitheaters: An arena having tiered seating for spectators that is used for a variety of events, public or private.

Amusement Park: A commercially operated park enterprise, which supplies refreshments and various forms and devices of entertainment.

Antique Business: An establishment where a majority of the items for sale could be considered being in the style or fashion of former times.

Application Programming Interface (API): A documented interface that allows one software application to interact with another application.

Aquarium: An establishment where aquatic collections of living organisms are kept and displayed.

Arboretums: Facilities used for the cultivation of a variety of woody plants for scientific, educational or ornamental purposes.

Arenas: An enclosed area used for the presentation of sports events, among other things.

Art/Craft Centers: An exhibit, display, or retail facility for Kansas fine arts or handcrafted products that is open to the public.

Arts/Cultural Attraction: Must have significance in portraying Kansas' culture and heritage at the state and national level, i.e. drama, theater, galleries, museums.

Attractions: The major portion of whose income or visitors are derived from motorists not residing in the immediate area of the activity and which do not require reservations. An attraction must be of cultural, historic, natural/environmental, recreational, or educational significance to tourists.

Audit Bureau of Circulations (ABC): Organization formed by media, advertisers, and advertising agencies to audit the circulation statements of its member magazines and newspapers.

Auditoriums: A large building or room set aside to accommodate an audience for the presentation of meetings or performances.

Average room rate: The total guest room revenue for a given period divided by the number of rooms occupied for the same period.

B

B-Roll: Video that is shot in advance on Beta format videotape and provided to television stations for their use during news broadcast.

Back to Back: A term used to describe tours operating on a consistent, continuing basis. For instance, a motorcoach arriving in a city from a cross-country tour may conclude the first tour upon arrival, and then transport a second group back along the same route to the origination city of the first tour.

Backgrounder: Short feature story or historical article that is inserted into a press kit to provide reporters with background information about a destination or attraction.

Backlit: An illuminated image, which is displayed on the wall in the State Travel Information Centers.

Baggage Allowance: The weight, piece or volume amount of luggage that may be carried by a passenger without an additional charge.

Baggage Claim Check: The official receipt issued by a carrier for the checked luggage of a passenger.

Baggage Liability: The legal limits for a carrier's liability for checked baggage, as determined by tariff regulations, federal laws, state laws or passenger's declaration of value.

Bed and Breakfast: Any establishment having no more than fifteen bedrooms; offering to the public, for compensation, transitory lodging or sleeping accommodations; and offering at least one cooked meal per day, which may but need not be breakfast, to each person to whom overnight lodging is provided.

Bed Tax: City or county tax added to the price of a hotel room. Also known as Transient Guest Tax.

Bell Captain: The person in charge of luggage at a hotel.

Bermuda Plan: A hotel rate that includes lodging and full American-style breakfast. Also known as Bed and Breakfast.

Berth: (1) A bed on an airline, ship or railroad; often but not necessarily, built-in. (2) A space at a wharf for a ship to dock or anchor.

Bit.ly: A free URL shortening service that provides statistics for the links users share online. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

Blip.TV: An online video sharing site that provides a free and paid platform for individuals and companies who host an online video show.

Block: A number of rooms, seats, or space reserved in advance, usually by wholesalers, tour operators, or receptive operators who intend to sell them as components of tour packages.

Blog: A word that was created from two words: “web log”. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.

Boarding Pass: The document that allows a traveler to pass through the gate area and onto a plane or ship.

Bonding: The purchase, for a premium, of a guarantee of protection for a supplier or a customer. Some bonding programs are mandatory while others are voluntary.

Booking Form: A document which purchasers of tours must complete to give the operator full particulars about who is buying the tour. It states exactly what is being purchased (including options) and must be signed as acknowledgment that the liability clause has been read and understood.

Breakage: Expenses budgeted for a tour but not used or expended, thus resulting in additional profit to the tour operator. Examples include meals budgeted but not consumed, currency fluctuations in favor of the tour operator, or the tour selling too much larger numbers of passengers than expected.

Break-Even Point (BEP): The point at which revenues and expenses are the same. The BEP is calculated as fixed costs divided by the selling price less variable costs.

Break-Even Pricing: Pricing a product based on a forecast of the break-even point and the cost of achieving the break-even point.

Budgeted Balance Sheet: A budget that measures total assets and liabilities.

Budgeted Income Statement: A budget that tracks revenues and expenses. Also called the profit and loss statement.

Bulk Fare: A wholesale or discounted fare available only to tour organizers or operators who directly purchase a specified block of seats from a carrier at a low, non-commissionable price.

C

Cabin: (1) A sleeping room on a ship. (2) The passenger compartment of a plane.

Carrier: A company that provides transportation services,

such as motorcoach companies, airlines, cruise lines, and rental car agencies.

Cash Flow: Monies available to meet a company’s daily operating expenses, as opposed to equity, accounts receivable, or other credits not immediately accessible.

Cash Budget: A budget that monitors cash flow and funds available to meet current expenses.

Casual Research: A form of marketing research that is used to test cause-and-effect relationships between a marketing program and customers.

Certified Tour Professional (CTP): A designation conferred upon tour professionals who have completed a prescribed course of academic study, professional service, tour employment, and evaluation requirements. The CTP program is administered by the NTA and is open to individuals employed in any segment of the tourism industry.

Certified Travel Counselor (CTC): A designation attesting to professional competence as a travel agent. It is conferred upon travel professionals with five or more years of industry experience who complete a two-year graduate-level travel management program administered by the Institute of Certified Travel Agents (Wellesley, MA).

Certified Travel Industry Specialist (CTIS): A designation conferred upon American Bus Association member company employees who successfully complete five correspondence courses (three) required and two electives and written evaluation of eight marketplace seminars.

Chain-Ratio Method: A method for forecasting market demand by multiplying a base market figure by a series of consumption constraints.

Chamber of Commerce: A DMO that operates at the local level and is comprised of businesses that are not necessarily associated with the tourism industry.

Charter: To hire the exclusive use of any aircraft, motorcoach, or other vehicle.

Charter Service: The transportation of preformed groups (organized by someone other than the carrier), which have the exclusive use of the vehicle.

Circle Itinerary: A travel routing design that overnights in different locations and returns to the point of departure without retracing the travel route.

City Guide: A tour guide who points out and comments on the highlights of a city, usually from a motorcoach or van.

City Pair: The terminal communities in an air or rail trip; the departure and destination points.

City Tour: A sightseeing trip through a city, usually lasting a half-day or a full day, during which a guide points out the city's highlights.

Civic Centers: A center used by members of the locality for social, cultural, or community activities.

Client List: A printout of the names of all tour participants.

Client Mix: Objectives set by companies to achieve percentages of customers from different market segments.

Clippings: News stories about a destination or attraction, clipped from newspapers or magazines. Many companies retain a clipping service to keep track of news stories about their destination or attraction.

Closeout: Finalization of a tour, cruise, or similar group travel project after which time no further clients are accepted. Any unsold air or hotel space is released, and final lists and payments are sent to all suppliers.

Coliseums: A large arena with seating for spectators that is used for the presentation of sports events or other entertainment.

Collective Intelligence: A shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

Commercial Rate: A special rate agreed upon by a company (or other multi-purchaser) and a hotel or car rental firm.

Commission: A percentage of a travel product's price that is returned to the distributor when the product is sold.

Commissionable Tour: A tour available through retail and wholesale travel agencies, which provides for a payment of an agreed-upon sales commission to the retailer or wholesale seller.

Common Carrier: Any person or organization that offers transportation for a fee.

Commuter Airline: Scheduled carrier operating primarily over short distances, with aircraft of 60 or fewer seats.

Comp Policy: Arrangements for free tickets, rooms, meals, etc.

Complimentaries (comps): Items provided free of charge, such as rooms, meals, tickets, airfare, gifts, souvenirs, etc.

Computerized Reservation System (CRS): An automated system used by travel agents that contains pricing, availability and product descriptions for hotels, car rentals, cruises, and air transportation.

Concert Halls: A large arena with seating for spectators that is used for the presentation of musical events.

Concessionaire: A firm that, under special contract rights, operates for another party (in many cases, a government agency) food and beverage services, lodging facilities, and other services on-site at an auction.

Conditions: The section or clause of a transportation or tour contract that specifies what is not offered and that may spell out the circumstances under which the contract may be invalidated (in whole or in part).

Confidential Tariff: A schedule of wholesale rates distributed in confidence to travel wholesalers and travel agents.

Configuration: The interior arrangement of a vehicle, particularly an airplane. The same airplane, for example, may be configured for 190 coach-class passengers, or it may hold 12 first-class passengers and 170 coach passengers, or any other combination within its capacity.

Confirmed Reservation: An oral or written statement by a supplier that he has received and will honor a reservation. Oral confirmation has virtually no legal weight. Even written or faxed confirmations have specified or implied limitations.

Connecting Flight: A flight that requires a passenger to change planes as part of the itinerary.

Connecting Room: Two rooms that are connected to each other by a door.

Consolidation: Cancellation by a charter tour operator of one more flights associated with a specific charter departure or departure period, with the transfer of passengers to another charter flight or flights to depart on or near the same day. Also, selling the same tour with identical departure dates through a number of wholesalers, cooperatives, or other outlets in order to increase sales and reduce the possibility of tour cancellations.

Consolidator: A person or company which forms groups to travel on air charters or at group fares on scheduled flights to increase sales, earn override commissions or reduce the possibility of tour cancellations.

Consortium: A collection of organizations made up of independently owned and managed agencies that band together to increase their buying power.

Consumer protection plan: A plan offered by a company and/or association that protects the customer's deposits and payments from loss in the event of company bankruptcy.

Consumer: The actual user of a product or service.

Consumer Show: A product showcase for the general public. Differs from a "trade show" as a trade show generally targets industry professionals.

Consumption constraints: Issues that limit the number of people in a market who will purchase a product.

Continental breakfast: At a minimum, a beverage (coffee, tea, or milk) and rolls and toast, with fruit juice sometimes included.

Continental Plan: A hotel rate that includes lodging and continental breakfast.

Contract: A legally enforceable agreement between two or more parties.

Contractor: A land operator who provides services to wholesalers, tour operators, and travel agents.

Controlled Margin Tour: A tour for which a fixed profit margin is independent of the number of tour participants.

Convenience Sample: A collection of research subjects who are the easiest for the researcher to select.

Convention and Visitors Bureau (CVB): A nonprofit DMO that operates at the county and city level. A CVB typically encourages groups to hold meetings, conventions, and trade shows in its city. Usually funded by a tax on hotel rooms.

Conversion Study - Research study to analyze whether advertising respondents actually were converted to travelers as a result of advertising and follow-up material.

Cooperative (Co-op) Advertising: An agreement between two parties to share the cost of placing an advertisement.

Co-op Tour: Selling a tour through a number of wholesalers, cooperatives, or other outlets in order to increase sales and reduce the possibility of tour cancellations.

Cost Per Point (CPP): Measure of media efficiency that shows the cost of a schedule per rating point.

Cost Per Thousand (CPM): Measure of media efficiency that shows the cost per 1,000 individuals (or homes) delivered by a medium or media schedule.

Costing: The process of itemizing and calculating all the costs the tour operator will pay on a given tour.

Crisis Communication: Implementing public relations

strategies to ensure that a destination maintains its reputation despite unfortunate incidents.

Cruise: A marine voyage for pleasure, which usually returns to its departure point.

Cultural Center: A center for performing arts, exhibits, concerts, etc., and which has an occupancy capacity of at least 250 people.

Cultural Tourism: Travel for the purpose of learning about cultures or aspects of cultures

Customer: The buyer of a product or service.

Customs: The common term for U.S. Customs Service, the federal agency charged with collecting duty on specified items imported into the country. The agency also restricts the entry of forbidden items.

Custom Tour: A travel package created specifically for a preformed group or niche market.

D

Database: A computerized, organized collection of individual customer information.

Day Rate: Also called a day room. A reduced rate granted for the use of a guest room during the daytime, not overnight occupancy. Usually provided on a tour when a very late-night departure is scheduled.

Day Tour: An escorted or unescorted tour that lasts less than 24 hours and usually departs and returns on the same day.

Deadheading: Making a trip or a segment of a trip without passengers, such as driving an empty motorcoach somewhere.

Delicious: A free online bookmarking service that lets users save website addresses publicly and privately online so that they can be accessed from any device connected to the Internet and shared with friends.

Demand Generators: Strategies and programs developed by DMOs and suppliers to generate destination demand. Examples include festivals, events, cultural tours, and consumer promotion.

Demands: A consumer's wants backed by the ability to purchase.

Demographics: Population measures, such as age, gender, income, education, race/ethnicity, religion, marital status, household size, and occupation.

Demographic Editions: Special editions of magazines directed to specific audience types.

Departure Point: The location or destination from which a tour officially begins.

Departure Tax: Fee collected from a traveler by the host country at the time of departure.

Deposit: An advance payment required to obtain and confirm space.

Deposit Policy: A specified amount or a percentage of the total bill due on a specified date prior to arrival.

Descriptive Research: A form of marketing research that is used to provide detailed answers about customer markets.

Designated Market Area (DMA): Unduplicated television area to which a county is assigned on the basis of highest share of viewing. (Also known as TV Market.)

Destination: The place to which a traveler is going; or any city, area, region or country be marketed as a single entity to tourists.

Destination Alliance: A DMO that operates as a for-profit association of select suppliers who form a paid-membership network to promote their services to travelers.

Destination Management company (DMC): A for-profit company that operates similar to a CVB by providing planning and execution services for the convention and meeting market. A local company that handles arrangements for tours, meetings, transportation etc. for groups originating elsewhere.

Destination Marketing Organization (DMO): The principal organization of the given city, community or region that is organized to represent a specific destination for the purpose of travel and tourism development and is defined and authorized by its incorporated local government entity as the representative organization exercising this function.

Digg: A social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site and subsequently are seen by the largest portion of the site's membership as well as other visitors.

Direct Flight: A flight that stops one or more times on the way to a destination, but does not require travelers to change planes.

Direct Marketing: Sales and marketing communication that feature direct interaction between a company and its customers without any distribution intermediaries.

Docent: A tour guide who works free of charge at a museum.

Double Double: A room with two double beds.

Double-Occupancy Rate: The price per person for a room to be shared with another person; the rate most frequently quoted in tour brochures.

Double-Room Rate: The full price of a room for two people (twice the double-occupancy rate.)

Downgrade: To move to a lesser level of accommodations or a lower class of service.

Drive Time: The morning and afternoon hours of radio broadcasting. Morning drive: 6-10 am; Afternoon Drive: 3-7pm.

Duty-Free Imports: Item amounts and categories specified by a government that are free of tax or duty charges when brought into the country.

E

Economic Impact Study: Research into the dollars generated by an industry and how these dollars impact the economy through direct spending and the indirect impact of additional job creation and the generation of income and tax revenue.

Ecotour: A tour designed to focus on preserving the environment, or to environmentally sensitive areas.

Educational Tour: A tour designed around an educational activity, such as studying art.

Effective Reach: The number of individuals (or homes) reached by the media schedule at a given level of frequency.

Environmental Scanning: The process of monitoring important forces in the business environment for trends and changes that may impact a company.

Equestrian Center: A facility, marketing itself as an "equestrian center", dedicated to the public education and recreational enjoyment of horses through a variety of features such as riding lessons, training facilities and clinics.

Escorted Group Tour: A group tour that features a tour director who travels with the group throughout the trip to provide sightseeing commentary and coordinate all group movement and activities.

European Plan: A hotel rate that includes bed/room only. Any meals are extra.

Executive Coach: A luxury motorcoach with seating for 25 or fewer, which can include such amenities as television, galley, wet bar, or card tables.

Exploratory Research: A form of marketing research that's used to obtain preliminary information and clues. It is most often used when the marketing problem is ambiguous.

Extension: A fully arranged sub-tour offered optionally at extra cost to buyers of a tour or cruise. Extensions may occur before, during, or after the basic travel program.

F

Facebook: A social utility that connects people with friends and others who work, study and live around them. Facebook is the largest social network in the world.

Facility Tour Location: A facility such as a factory, institution or a plant which conducts tours at least four times daily on a regularly scheduled year-round basis.

Fact Sheet: Vital component in a press kit. A fact sheet is a one- or two-page summary of all the important facts about a destination or attraction, and should include the name(s) of key media contacts at a company.

Fairgrounds: A commercially-operated tract of land where fairs or exhibitions are held, and which has permanent buildings included but not limited to livestock exhibition pens, exhibition halls, bandstands, etc.

FAM (Familiarization) Tour: A complimentary or reduced-rate travel program for travel agents, airline or rail employees or other travel buyers, designed to acquaint participants with specific destinations or suppliers and to stimulate the sale of travel. FAM tours, are sometimes offered to journalists as research trips for the purpose of cultivating media coverage of specific travel products.

Farmers' Markets: Shall be operated under contractual arrangements with the Department of Agriculture and Consumer Services by local government, local cooperatives, or private individuals.

Firefox: An open-source web browser. It has emerged as one of the most popular web browsers on the Internet and allows users to customize their browser through the use of third-party extensions.

Fixed Costs: Costs that don't change with sales or production levels.

Flash Mob: A large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term flash mob is generally applied only to gatherings organized via telecommunications, social media, or viral emails.

Flickr: A social network based around online picture sharing. The service allows users to store photos online and then

share them with others through profiles, groups, sets and other methods.

Flighting: In broadcast, scheduling a heavy advertising effort for a period of time followed by a hiatus, then coming back with another schedule at the same, higher, or lower level.

Fly/Drive Tour: An FIT package that always includes air travel and a rental car and sometimes other travel components.

Folio: An itemized record of a guest's charges and credits, which is maintained in the front office until departure. Also referred to as a guest bill or guest statement.

Forums: Also known as a message board, a forum is an online discussion site.

Foursquare: A social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward players who "checkin" to different types of locations.

Frequency: Number of times individuals (or homes) are exposed to an advertising message.

Frequency Discount: Rate discount allowed an advertiser who purchases a specific schedule within a specific period of time.

Foreign Independent Travel or Foreign Individual Travel (FIT): An international pre-paid unescorted tour that includes several travel elements such as accommodations, rental cars and sightseeing. An FIT operator specializes in preparing FITs documents at the request of retail travel agents. FITs usually receive travel vouchers to present to on-site services as verification of pre-payment.

Fulfillment: Servicing consumers and trade who request information as a result of advertising or promotional programs. Service often includes an 800 number, sales staff and distribution of materials.

G

Galleries: A permanent building or hall in which artistic works, such as paintings, poetry, or statues, are displayed for show.

Gateway: City, airport, or area from which a flight or tour departs.

Gateway City: City with an international airport.

Golf Course: An establishment offering rounds of golf on an area of land laid out for exclusively for golf, with a series of nine (9) or eighteen (18) holes, each including tee, fairway, and putting greens.

Google Buzz: A social networking and messaging tool from Google, designed to integrate into the company's web-based email program, Gmail. Users can share links, photos, videos, status messages and comments organized in "conversations" and visible in the user's inbox.

Google Chrome: A free web browser produced by Google that fully integrates into its online search system as well as other applications.

Google Documents: A group of web-based office applications that includes tools for word processing, presentations and spreadsheet analysis. All documents are stored and edited online and allow multiple people to collaborate on a document in real-time.

GPS: Short for Global Positioning System, a global navigation satellite system. GPS-enabled devices — most commonly mobile handhelds or a car's navigation system — enable precise pinpointing of the location of people, buildings and objects.

Gross Rating Points (GRP): Sum of ratings delivered by a given list of media vehicles.

Group Leader: An individual who has been given the responsibility of coordinating tour and travel arrangements for a group. The group leader may act as a liaison to a tour operator or may develop a tour independently (and sometimes serve as the tour director).

Group Rate: A special discounted rate charged by suppliers to groups.

Group Tour: A travel package for an assembly of travelers that has a common itinerary, travel date, and transportation. Group tours are usually prearranged, prepaid, and include transportation, lodging, dining, and attraction admissions.

Guaranteed Tour: A tour guaranteed to operate unless canceled before an established cutoff date (usually 60 days prior to departure).

Guide Service: A person or company qualified to conduct tours of specific localities or attractions.

Guided Tour: A local sightseeing trip conducted by a guide.

H

Hashtag: A tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#". Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference.

Heads in Beds: Industry slang referring to the primary marketing objective of accommodations and most destinations - increasing the number of overnight stays.

Hosted Group Tour: A group tour that features a representative (the host) of the tour operator, destination, or other tour provider, who interacts with the group only for a few hours a day to provide information and arrange for transportation. The host usually does not accompany the group as it travels.

Hotel Package: A package offered by a hotel, sometimes consisting of no more than a room and breakfast; sometimes, especially at resort hotels, consisting of (ground) transportation, room, meals, sports facilities and other components.

HTML: HyperText Markup Language is a programming language for web pages. Think of HTML as the brick-and-mortar of pages on the web -- it provides content and structure while CSS supplies style. HTML has changed over the years and it is on the cusp of its next version: HTML5.

Hub-and-Spoke Itinerary: A travel routing design that uses a central destination as the departure and return point for day trips to outlying destinations and attractions.

I

Inbound Operator: A receptive operator that usually serves groups arriving from another country.

Inbound Tour: A tour for groups of travelers whose trip originates in another location, usually another country.

Incentive Tour: A trip offered as a prize, particularly to stimulate the productivity of employees or sales agents.

Incidentals: Charges incurred by the participants of a tour, but which are not included in the tour price.

Independent Tour: A travel package in which a tour operator is involved only with the planning, marketing, and selling of the package, but is not involved with the passengers while the tour is in progress. See also frequent independent travel (F.I.T.).

Instant Messaging: (IM) is a form of real-time direct text-based communication between two or more people.

Intermodal Tour: A tour that uses several forms of transportation, such as a plane, motorcoach, cruise ship, and train.

International Marketing: Marketing a destination, product or service to consumers and the trade outside of the United States.

International Traveler: Any person who travels to a country other than that in which he/she has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose is other than an activity remunerated from within the place visited.

Interpretation: Print materials, signage, narration, guided tours, and anything that “interprets” the site for the visitor. Interpretation helps the customer “interpret” the experience and explains why a particular product is valuable. Interpretation adds value and meaning to the experience.

Involvement device: An element of direct mail that gets the reader involved in the process of evaluating and/or responding to the solicitation.

Itinerary: Travel schedule provided by a travel agent for his/her customer. A proposed or preliminary itinerary may be rather vague or specific. A final itinerary, however provides all details - flight numbers, departure times, and reservation confirmation numbers - and describes planned activities.

J

Journalist/Media/Writer/Broadcaster/Blogger/Photographer: Typical segments of those who are authoring or creating in the worlds of print, broadcast and online publishing.

Judgment Sample: A sample based on the researcher's choice of subjects for a study.

K

KDOT: Refers to the Kansas Department of Transportation.

KDHE: Kansas Department of Health & Environment

L

Leg: Portion of a journey between two scheduled stops.

Leisure Travel: Travel for recreational, educational, sight-seeing, relaxing and other experiential purposes.

Letter of Agreement: A letter from the buyer to the supplier accepting the terms of the proposal. This may also be the supplier's first proposal that has been initialed by the buyer.

LinkedIn: A business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking.

List Broker: A seller of mail lists for direct marketing.

Load Factor: The number of passengers traveling on a vehicle, vessel, or aircraft compared to the number of available seats or cabins.

Locator Map: A map of an area or a city, showing locations of attractions and hotels.

Lodging: Any establishment that provides shelter and overnight accommodations to travelers.

Logistics: Management of the details of an operation.

M

Macroenvironment: The broad forces in society and the business world that impact most companies.

Management Company: A firm that owns several lodging properties.

Manifest: Final official listing of all passengers and/or cargo aboard a transportation vehicle or vessel.

Market Demand: The amount of a specific product or service that may be purchased during a certain period of time in a particular geographic area.

Market Forecast: The realistic demand within a given time period for the products produced by all companies within a certain industry or product category.

Market Segmentation: The process of dividing a broad market into smaller, specific markets based on customer characteristics, buying power, and other variables.

Market Share: The measure of company sales versus total sales for a specific product category or industry.

Market: All existing and potential customers for a product or service.

Marketing Mix: The 4 Ps of marketing: product, price, promotion, and place (distribution).

Marketing Plan: A written report that details marketing objectives for a product or service, and recommends strategies for achieving these objectives.

Marketing Research: The function that links the consumer, customer, and public to the marketer through the systematic gathering and analyzing of information.

Markup pricing: Pricing a product by adding a standard markup to costs. Also called cost-plus pricing.

Markup: A percentage added to the cost of a product to achieve a selling price.

Master Account: The guest account for a particular group or function that will be paid by the sponsoring organization.

Media: Communications channel such as broadcast (radio, TV), print (newspapers, magazines, direct mail), outdoor (billboards), and multimedia (Internet).

Media/Press Kit: Collection of press releases, fact sheets, backgrounders, photographs and other materials that offer all the information and visual materials a reporter will need to create a 100% accurate story about your destination or attraction.

Media Deskside Visits: Appointments set to meet face-to-face with journalists to share story ideas and information. Meetings are typically held at the desk or workplace of the journalist. Also encourages development of professional relationships with journalists.

Media List(s): Database that includes the name, address, telephone and fax numbers, and e-mail addresses of the reporters that are important to your destination or attraction. You may have several media lists, including local contacts who will be interested in covering breaking news, and regional or national contacts, who may be more likely to write feature stories that draw visitors from outside your immediate area.

Mediamark Research (MRI): Annual survey of 30,000 consumers covering buying habits, demographic information, lifestyle characteristics, and media usage habits. The information is national in scope, but can be broken out by region if desired.

Meet-and-Greet Service: A prepurchased service for meeting and greeting clients upon arrival in a city, usually at the airport, pier, or rail station, and assisting clients with entrance formalities, collecting baggage, and obtaining transportation.

Meeting/Conference Tour: A tour designed around a specific meeting or conference for the participants.

Metro Area (MSA): Geographical area consisting of a central city of 50,000 population or more, plus the economically and socially integrated surrounding areas, as established by the Federal Government; usually limited by

county boundaries.

Microenvironment: Those forces close to a company that impact operations and marketing programs.

Mission Statement: The concise description of what an organization is, its purpose, and what it intends to accomplish.

Motorcoach Tour: A tour that features the motorcoach as the form of transportation to and from destinations.

Motorcoach Tour Operators: Tour operators that own their own motorcoaches.

Motorcoach: A large, comfortable bus that can transport travelers and their luggage long distances.

MSI: Market Share Indicator: This is the total number of arrivals from a specific country to the United States divided by the total number of long-haul travelers from that country, shown as a percent.

Multi-Day Tour: A travel package of two or more days. Most multi-day tours are escorted, all-inclusive packages.

Murder-Mystery Tour: A tour that features a staged "murder" and involves travelers in solving the crime.

MUTCD: Refers to the Manual on Uniform Traffic Control Devices.

Municipal Parks: Parks that are open to the public and maintained by the local government.

Museum: An organization and permanent nonprofit institution, essentially educational or aesthetic in purpose, with professional staff, which owns and utilizes tangible objects, cares for them and exhibits them to the public on some regular schedule.

Mystery Tour: A journey to unpublicized destinations in which tour takers aren't told where they will be going until en route or upon arrival.

N

National Parks: Parks that are maintained by the United States Park Service.

Natural Attraction: A naturally occurring anomaly, such as a cavern or rock structure, among others, that is maintained and marketed as a natural attraction.

National Tourism Organization (NTO): A federal-government-level DMO that promotes country as a travel destination.

Net Wholesale Rate: A rate usually slightly lower than the wholesale rate, applicable to groups of individuals when a hotel is specifically mentioned in a tour brochure. The rate is marked up by wholesale sellers of tours to cover distribution and promotion costs.

Network Broadcast Media: Any group of stations joined to broadcast the same programs--usually simultaneously.

News Advisory: One-page invitation that is sent to the news media in advance of a news conference or photo opportunity, providing them with compelling reason to cover a news event at your destination or attraction.

News or Press Conference: Brief meeting that enables you to share important news about your destination or attraction with a large group of reporters.

News or Press Release: Article or story written in the inverted pyramid news style that provides reporters with all of the information they will need to write an accurate story about breaking news at your destination or attraction.

News Reader: Allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster and more efficient consumption of information.

Niche Market: A highly specialized segment of the travel market, such as an affinity group with a unique special interest.

No Show: A guest with confirmed reservations who does not arrive and whose reservation was not canceled.

Nursery/Greenhouse: An establishment that grows, or offers for sale, plants, trees, or associated items.

O

Objective and Task Method: A process for creating a promotion budget that sets objectives first, then defines the tasks needed to achieve those objectives, and then commits funds necessary to perform the tasks.

Occupancy: The percentage of available rooms occupied for a given period. It is computed by dividing the number of rooms occupied for a period by the number of rooms available for the same period.

Off Peak: Slow booking periods for suppliers. Also called the low season.

On-site Guide: A tour guide who conducts tours at a specific building, attraction, or site.

Open-Jaw Itinerary: A travel routing design that departs from one location and returns to another. For example, travelers may fly into one city and depart from another one. Or a traveler may purchase round-trip transportation from the point of origin to one destination, at which another form of transportation is used to reach a second destination, where the traveler resumes the initial form of transportation to return to the point of origin.

Operations: Performing the practical work of operating a tour or travel program.

Optionals: Optional tour features that are not included in the base tour price, such as sightseeing excursions or special activities.

Outbound Operator: A company that takes groups from a given city or country to another city or country.

Outbound Tour: A tour that takes travelers out of the area, usually from a domestic city to another country.

Outdoor Attraction: An area of outstanding interest to the general public, i.e., state or national parks, lakes, rivers.

Overbook: Accepting reservations for more space than is available.

Overhead: Those fixed costs involved in regular operations, such as rent, insurance, management salaries, and utilities.

Override: A commission over and above the normal base commission percentage.

P

Package: A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. Packages offer a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.

Patronage Program: A program that rewards the customer for loyalty and repeat purchase, such as frequent-flyer programs.

Pavilions: An ornamental roofed facility used for sporting events or other amusements.

Peak season: A destination's high season when demand is strong. Also called the high season.

Per-Capita Costs: Per-person costs.

Perceived Value: The ratio of perceived benefits to perceived price.

Permalink: An address or URL of a particular post within a blog or website.

Photo Op (opportunity): Event or activity that lends itself to an interesting photo for publication or broadcasting. Ribbon-cuttings or flag-raising are traditional examples of photo ops.

Pitch Letter: Letter proposing a story idea that is sent to a reporter or editor. Usually a pitch letter is sent to the reporter with a press kit and requires persistent follow-up.

Podcast: A series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed.

Port of Entry: Destination providing customs and immigration services.

Porter: A person who handles luggage at an airport, train station, etc.; also called skycap or baggage handler.

Positioning Strategy: The development of a clear, unique, and attractive image for a company and/or product in the minds of target customers.

Pre-Deduct Commission: When a distributor such as a travel agent takes up front the commission on a sale and sends the supplier the balance of the sales price.

Preferred Supplier: The selection of specific supplier(s) for priority promotion to customers and/or integration in travel packages in exchange for reduced rates and/or higher commission.

Preformed Group: A pre-existing collection of travelers, such as affinity groups and travel clubs, whose members share a common interest or organizational affiliation.

Pre- and Post-Trip Tour: An optional extension or side trip package before and/or after a meeting, gathering, or convention.

Press/Publicity/Media Release: Newsworthy content written by the subject of the story for delivery and potential placement in the media.

Press Trips: Organized trips for travel writers and broadcasters for the purpose of assisting them in developing stories about tourism destinations. Often, journalists travel independently, though with the assistance of a state's office of tourism or a destination marketing organization.

Primary Research: The collection of data specifically to solve the marketing problem at hand.

Product: Tours, hotel packages, etc. offered by tour opera-

tors & travel agents

Profit Margin: A dollar value that represents the markup of a product's price over its costs.

Promotion Mix: Promotion tools including advertising, direct marketing, sales promotion, and public relations.

Promotional Group Tour: A travel package composed of tour elements that match the specific needs and wants of niche customers who aren't part of an organized or pre-formed group.

Promotional Partnership: The combination of two or more companies to offer special incentives to customers.

Property: A specific lodging structure, such as a hotel, and the ground on which it is built.

Protection Overbooking: The practice of blocking space that will likely be in excess of what will actually be needed.

Psychographics: Measures of a person's lifestyle.

Public Relations (PR): A management function that determines the attitudes and opinions of an organization's publics, identifies its policies with the interests of its publics, and formulates and executes a program of action to earn public understanding and goodwill.

Pull Strategy: A marketing approach that creates demand at the customer level by generating awareness, interest, and desire so customers pull a product through a distribution channel by demanding it.

Push Strategy: A marketing approach that creates demand at the distributor level by providing resellers with an incentive to push (sell) a product to end consumers.

Q

Query: The process of sorting and retrieving information from a database.

Quota sample: A research sample that involves forming groups based on certain characteristics. A random sample can then be selected from the quota segments.

R

Rack Rate: The official cost posted by a hotel, attraction or rental car, but not used by tour operators.

Rating: Percentage of individuals (or homes) exposed to a particular TV or radio program.

Reach: The measure of how many people in a market will be exposed to a certain advertisement via a specific medium.

Reasonable Number: A forecast of the break-even point for a tour.

Receptive Operator: A company that provides some or all of the components of a tour or charter, including step-on guides and sightseeing. Many specialize in services for incoming visitors, such as meeting them at the airport or train station and transporting them to their hotel.

Reddit: A social news site that is built upon a community of users who share and comment on stories.

Regional Parks: A park that is open to the public and maintained by a local or state government or private entity that serves a general geographic region.

Regional Tourism Partner: Any entity engaged in the business of tourism development and/or marketing located in the applicant's geographic and/or market region (CVBs, Chambers, Attractions, Lodging, Restaurants, Tourism Organizations, etc.).

Relationship Marketing: The process of building and nurturing ongoing, solid relationship with customers.

Research Constraints: Those issues, such as cost and timing that will limit the scope of marketing research.

Reservation Fee: A customer payment for a certain percentage of the travel package price that's made immediately after booking.

Retail Agency: Travel Company selling directly to the public, sometimes a subdivision of a wholesale and/or retail travel organization.

Retail Price: The actual price a customer pays for a travel element or tour.

Retailer: A middleman, such as a travel agent, who sells directly to the customer.

Room Rates: The various rates used by lodging properties to price rooms. These include: day rate (usually one half the regular rate for a room used by a guest during the day up to 5 p.m.-sometimes called a use rate), flat rate (a specific room rate for a group agreed upon by the hotel and group in advance), group rate (same as flat rate), net group rate (a wholesale rate for group business to which an operator may add a markup if desired), net wholesale rate (a rate usually lower than the group rate and applicable to groups or individuals when a hotel is specifically mentioned in a tour folder), and published rate (a full rate available to or advertised to the public-also called the rack rate.)

Rooming List: A printout of the names of all tour participants that also lists special lodging requests and provides a spot for the hotel or cruise ship to fill in the passenger's

room number.

RSS: Short for Really Simple Syndication. This allows you to subscribe to content on blogs and other social media and have it delivered to you through a feed.

Run-of-the-House Rate: A flat rate for which a lodging property agrees to offer any of its available rooms to a group. Final assignment of the rooms is at the discretion of lodging management.

S

Sales Margin: A term used by resellers to describe profit as a percentage of sales revenue.

Sales Mission: Suppliers from one DMO travel together to another state of country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators.

Sample: The portion of a population chosen to represent the population being studied for research.

Scheduled Flights: Air flights that are publicly scheduled and promoted by major airlines.

Scheduled Service: Specified, predetermined regular-route service between cities or terminals.

Scheduled Tour: Planned or prearranged trip offered for sale by a motorcoach or tour company at a fixed price to leisure travelers, etc. Price usually includes lodging, meals, sightseeing, and transportation. Also called public tour or retail tour.

School Bus: Primary vehicle for transporting students between home and school.

Science/Nature Attraction: An area of outstanding interest to the general public, i.e., children's museums, zoos, botanical gardens, grasslands, wildlife refuges.

Scenic Site: A natural or man-made picturesque view of outstanding interest to the general public.

Search Engine Optimization: The process of improving the volume or quality of traffic to a website from search engines via unpaid or organic search traffic.

Sentiment: Referred to as the attitude of user comments related to a brand online. Some social media monitoring tools measure sentiment.

Secondary Information: Research data that was collected by another company or person and usually for a purpose that's different than the research objectives and tasks at hand.

Shells: Preprinted brochures with photos, illustrations, and graphics but no text; also called slicks.

Shoulder Season: Those periods between the peak and off-season when destination demand is moderate.

SHS: Refers to the State Highway System.

Sightseeing Companies: Organizations that provide local guided tours

Sightseeing Guide: A tour guide who does double duty by driving a vehicle while narrating.

Sightseeing Tour: Service offered by motorcoach or tour companies to view points of interest within a specified area usually within a few hours.

Simple Random Sample: A sample that draws a group of respondents randomly from all members of the population.

Site Inspection: An assessment tour of a destination or facility by a meeting planner, convention or trade show manager, site selection committee, tour operator, wholesaler or incentive travel manager to see if it meets their needs and requirements prior to selecting a specific site for an event. After site selection, a site inspection may be utilized to make arrangements.

SMERF: An acronym for Social, Military, Educational, Religious, Fraternal, indicating a market segment for the sales of banqueting rooms and meeting facilities.

Social Media: Media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

Social Media Monitoring: A process of monitoring and responding to mentions related to a business that occur in social media.

Special Event Tour: A travel package that features major happenings, such as concerts or sporting events, as the reason for the journey.

Special Operations: Private motorcoaches used to enhance public transportation systems, for example, commuter and/or airport service. Special operations also include published, regular-route service to special events, such as the Olympics, casinos, and sporting events.

Split Itinerary: An itinerary in which part of the group does one thing while the other part does something else.

Sports/Entertainment Attraction: A recreational and entertainment complex that supplies refreshments and mul-

iple activities of entertainment and recreation, i.e., sports, speedways, amusement parks, casinos, rodeos, dog tracks.

Spot TV or Radio: Buying refers to the purchase of commercial time on a market-by-market, non-network basis on either network affiliated stations.

Spouse Program: Special activities planned for those who accompany an attendee to a convention, trade show or meeting. Note that programs today are not simply for women, but rather for men and women, spouses and friends. Programs must be creatively designed to interest intelligent and curious audiences.

Stadiums: An enclosed area used for the presentation of sporting events, among other things.

Standard Advertising Unit (SAU): System adopted by much of the newspaper industry that sets standard measurements for the dimensions of a newspaper page. A standard newspaper had 6 columns at a set width and is 21 inches deep.

State Parks: A park that is open to the public and maintained primarily by a state government agency.

Step-On Guide: A tour guide who boards a motorcoach to give detailed, expert commentary about the city or area being visited.

Strategic Plan: A report that describes a company's mission statement, goals, objectives and strategic actions.

StumbleUpon: Free web-browser extension which acts as an intelligent browsing tool for discovering and sharing web sites.

Subcontractor: A local operator who provides services for a wholesaler.

Supplemental Guide Sign: Official brown guide signs approaching interchanges on freeways and expressways, and intersections on expressways and two-lane conventional highways.

Supplier: The actual producer of a unit of travel merchandise, such as a carrier, hotel or sightseeing operator.

SWOT Analysis: A summary of a company's strengths and weaknesses, and the environmental opportunities and threats that will most influence it.

Syndication: Method of placing a program on a market-by-market basis.

T

Target Market: The group of customers who will be the focus of a company's marketing efforts.

Tariff: (1) Fare or rate from a supplier; (2) Class or type of a fare or rate; (3) Published list of fares or rates from a supplier; (4) Official publication compiling rates or fares and conditions of service.

Telemarketing: Direct marketing via the telephone.

Terminal: A building where clients report for trips via train, plane, etc.; also called a depot or a station.

Theme Parks: A commercially operated enterprise offering rides, games, or other forms of entertainment.

Theme Tour: A tour that's designed around a concept of specific interest to the tour takers, such as history or sports.

Tickler System: A method for monitoring reservations and payments that's arranged by date and points out late payments so customers can be contacted.

Tiered Pricing: When suppliers offer different prices to receptive operators, tour operators, and group leaders, so each party can earn a profit by marking up the supplier's price while still offering a fair price to customers.

Tiered Override Plan: When commissions rise proportionately with a corresponding increase in sales.

TODS: Refers to Tourist Oriented Directional Signs. Official signing which is located within the right-of-way of a state or federal highway, and which gives specific directional information regarding activities or sites of significant interest to the traveling public.

Total Outbound: Figures are derived by Tourism Economics using arrivals to the world from 180 origin countries worldwide. This number may exceed the count of total departures reported by specific countries, as each departure may generate more than one world arrival.

Total Survey Area: In radio, the area in which radio signals from an originating market can be received.

Tour: Any prearranged (but not necessarily pre-paid) journey to one or more places and back to the point of origin.

Tour Catalog: A publication by tour wholesalers listing their tour offerings. Catalogs are distributed to retail agents who make them available to their customers. Bookings by retail agents are commissionable.

Tour Departure: The date of the start by any individual or group of a tour program or, by extension, the entire operation of that single tour.

Tour Director: Also called tour manager, tour conductor, and tour escort. A person, usually employed by a tour operator, who accompanies a tour from departure to return as guide or trouble-shooter; or a person who performs such functions only at the destination.

Tour Guide: A person qualified (and often certified) to conduct tours of specific locations or attractions. See also step-on guide, city guide, on-site guide, and docent.

Tour Manual: A compendium of facts about a destination, tour procedures, forms, and other information that a tour operator gives to its tour directors.

Tour Operator: Develops, markets and operates group travel programs that provide a complete travel experience for one price and includes transportation (airline, rail, motorcoach, and/or ship), accommodations, sightseeing, selected meals and an escort. Tour operators market directly to the consumer, through travel agents and are beginning to be listed on computerized reservation systems.

Tour Planner: A person who researches destinations and suppliers, negotiates contracts, and creates itineraries for travel packages.

Tour Order: A voucher given to the purchaser of a tour package that identifies the tour, the seller, and the fact that the tour is prepaid. The purchaser then uses this form as proof of payment and receives vouchers for meals, portage, transfers, entrance fees, and other expenses.

Tour Series: Multiple departures to the same destination throughout the year.

Tour Wholesaler: An individual or company that sells tour packages and tour product to travel agents. Tour wholesalers usually receive a 20% discount from accommodations, transportation companies and attractions and pass on a 10 to 15% discount to the retail agent.

Tourism: The business of providing and marketing services and facilities for pleasure travelers. Thus, the concept of tourism is of direct concern to governments, carriers, and the lodging, restaurant and entertainment industries and of indirect concern to virtually every industry and business in the world.

Tourism Attraction Signage: Official signing that is located within the right-of-way of a state or federal highway that gives specific directional information regarding activities or sites of significant interest to the traveling public.

Tourism Industries, US Department of Commerce: The federal agency responsible for tracking and analyzing international visitation to the United States.

Tourist/Visitor/Traveler: Any person who travels either for leisure or business purposes more than 50 miles in a day or who stays overnight away from his/her primary domicile.

Tracking study: A survey of customers before and after implementing a promotion campaign to assess changes in consumer behavior.

Trade/Travel Show: Forum to sell destinations to travel professionals or to the general public. Usually exhibitors have a booth and hand out literature on their business/destination.

Transfer: Local transportation and portage from one carrier terminal to another, from a terminal to a hotel, or from a hotel to an attraction.

Transient Guest Tax: City or county tax added to the price of a hotel room. Also known as Bed Tax.

Transit Visa: A visa allowing the holder to stop over in a country or make a travel connection or a brief visit.

Transportation: Any method of moving travelers from one point in a journey to another, such as air, ship, rail, and motorcoach travel.

Travel Agency: Provides retail travel agency services to the public and has IATA number.

Travel Agent: The individual who sells travel services, issues tickets and provides other travel services to the travel services to the traveler at the retail level.

Travel Component: Transportation, lodging, dining, attractions, entertainment, guide services, and other travel elements offered as part of a travel package.

Travel Industry Association of Kansas (TIAK): A specific not-for-profit association dedicated to the promotion and development of tourism in Kansas.

Travel Information Centers (TIC): Located at a destination to make it easier for visitors to plan their stay; often operated by a convention and visitors bureau, chamber of commerce or tourism promotion organization.

Travel Trade: The collective term for tour operators, wholesalers and travel agents.

Trip Director: An escort for an incentive company. Larger companies reserve this title for the person who directs all personnel and activities for a particular incentive trip.

Turnaway: A potential reservation that couldn't be satisfied because the tour (or hotel, ship, etc.) was fully booked.

TV Market: Unduplicated television area to which a county is assigned on the basis of highest share of viewing.

Twitter: A platform that allows users to share 140-character-long messages publicly. User can "follow" each other as a way of subscribing to each others' messages. Additionally, users can use the @username command to direct a message towards another Twitter user.

U

Upgrade: To move to a better accommodation or class of service.

URL: Most popularly known as the "address" of a web page on the World Wide Web, e.g. <http://www.example.com>

U.S. Arrivals: The number of non-U.S. residents traveling from a specific country to the United States, as counted by the U.S. Immigration and Naturalization Service and reported by the Office of Travel and Tourism Industries/International Trade Administration.

U.S. Travel Association: The non-profit umbrella trade organization of companies and government agencies representing all segments of the travel industry formed to promote travel to and within the US.

V

Value: The relationship between the benefits associated with a product or service and the costs of obtaining the product or service. See also perceived value.

Value-Added Tax (VAT): A type of tax system, which adds a fixed percentage of taxation on products and services at each step of production or service delivery.

Value-Based Pricing: Pricing a product based on buyer perceptions of value rather than actual product costs.

Variable Costs: Costs that change with sales or production levels.

Variance Report: A summary of how much a company has gone above or below budget.

Video Blog: A blog that produces regular video content often around the same theme on a daily or weekly basis.

Vimeo: A popular video sharing service in which users can upload videos to be hosted online and shared and watched by others. Vimeo user videos are often more artistic and the service does not allow commercial video content.

Viral Marketing: Marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

Visa: Stamp of approval recorded in a traveler's passport to enter a country for a specific purpose.

Visit USA Committee: Non-profit organizations in various European countries, including Germany and the UK, funded by its members (US DMOs) through a yearly membership fee. The Visit USA Committees provides support to the trade and consumers in their respective countries through various marketing initiatives (e.g. consumer trade shows, fulfillment, travel agency workshops, familiarization trips etc.)

Volume Purchase: The purchase of large quantities of a product or service.

Voucher: Documents that are exchanged for goods and service to substantiate payment that will be or already has been made.

VUSA: Visit USA Association(s)

W

Waitlist: A list of clients awaiting transportation or accommodations at times when they are not available.

Wants: Ways in which a person satisfies a basic need.

Water Oriented Business: Shall include canoe liveries, raft liveries, marinas, water parks, wave pools and other similar businesses providing access to or facilities for waterborne recreational activities.

Web Analytics: The measurement, collection, analysis and reporting of Internet data for purposes of understanding and optimizing web usage.

Webinar: Used to conduct live meetings, training, or presentations via the Internet.

Wholesale: Sale of travel products through an intermediary in exchange for a commission or fee generally at reduced tariffs.

Wholesaler: A company that usually creates and markets inclusive tours and FITS for sale through travel agents. Usually sells nothing at retail, but also does not always create his/her own product; also less likely to perform local services.

Widget: An element of a graphical user interface that displays an information arrangement changeable by the user, such as a window or text box.

Wiki: A website that allows the easy creation and editing of any number of interlinked web pages via a web browser, allowing for collaboration between users.

Wikipedia: A free, web-based, collaborative, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation. Its 15 million articles (over 3.3 million in English) have been written collaboratively by volunteers around the world, and almost all of its articles can be edited by anyone with access to the site.

Word-of-Mouth Promotion: Personal communication about a product or service from one customer to another.

WordPress: A content management system and contains blog publishing tools that allow users to host and publish blogs.

Y

Yield Management: Calculating and analyzing the profits earned per customer.

YouTube: A video-sharing website on which users can upload, share, and view videos.

Z

Zoological/Botanical Facility: A collection of unique living animals or plants kept for exhibit to the public. Zoos shall be members of or accredited by the American Zoo and Aquarium Association or other similar organizations.