

MINUTES OF THE HOUSE TOURISM COMMITTEE.

The meeting was called to order by Chairperson Barbara P. Allen at 1:30 p.m. on January 21, 1997 in Room 522-S of the Capitol.

All members were present except: Rep. Adkins, excused

Committee staff present: Carolyn Rampey, Legislative Research Department  
Tom Severn, Legislative Research Department  
Jill Wolters, Revisor of Statutes  
Nancy Kirkwood, Committee Secretary

Others attending: See attached list

Conferees appearing before the committee: Norine Kruse, Tourism Director, Kansas Department of Commerce and Housing

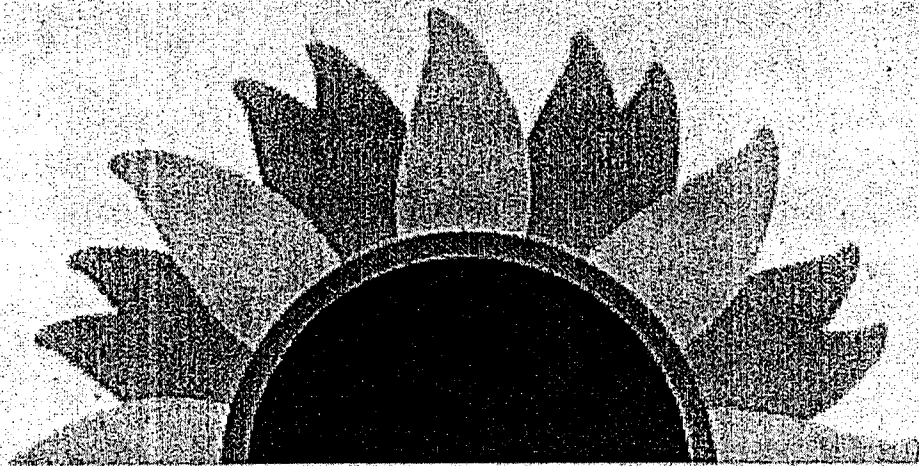
Chairperson Allen welcomed the committee. Chairperson Allen introduced the research staff and the committee secretary.

Norine Kruse, Tourism Director of KDOCH, addressed the committee with an overview of the Department of Tourism (**Attachment 1**). Norine introduced her staff to the committee.

Chairperson Allen adjourned the meeting at 2:35 p.m.

The next meeting is scheduled for January 23, 1997.





KANSAS

SIMPLY WONDERFUL

Attachment 1

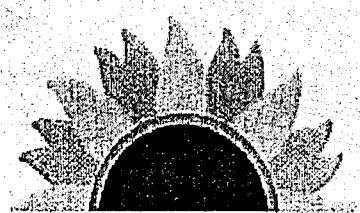
House Tourism  
1-21-97

# DIVISION GOAL

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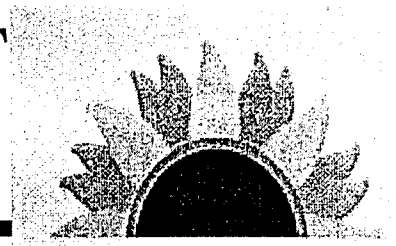
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- The purpose of the Travel and Tourism Development Division shall be to increase travel and film related expenditures throughout the state.



# BASIC PRIORITIES

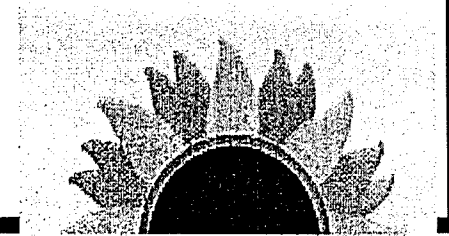
- OUT-OF-STATE ADVERTISING
- MEDIA & IMAGE PROMOTIONS
- TRAVEL GUIDE
- ATTRACTION DEVELOPMENT



# LEISURE MARKETING

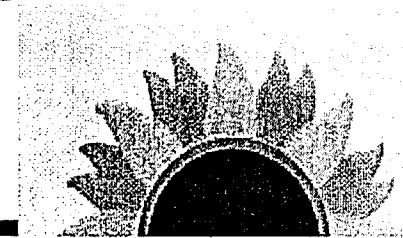
- INCREASE LEISURE PERSON-TRIPS IN 1996 BY 935,000 PERSON-TRIPS

– AS MEASURED BY DK SHIFFLET'S 1996 TRAVEL SUMMARY



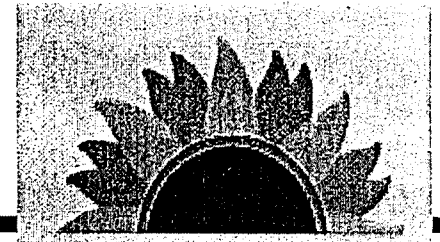
# LEISURE MARKETING

- PRINT ADVERTISING CAMPAIGN TO GENERATE 180,000 RESPONSES
  - FY96: 179,000 RESPONSES
    - 46% Higher Than Ever Before
- MAINTAIN 35% CONVERSION RATE
- TWO EXISTING ADS, PLUS ONE NEW
- REPEAT SANTA FE TRAIL COOP AD



# LEISURE MARKETING

- RADIO COMMERCIAL
  - Placement in Kansas
- KANSAS! MAGAZINE
  - 54,000 subscribers
  - 57% have visited a featured location
- KANSAS! CALENDAR
  - Description of photo includes tourism referrals
  - Events listed on calendar

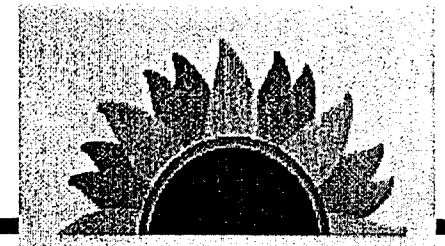




# 1997 KANSAS TRAVEL & EVENT GUIDE

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- Modified version of 1996 Travel Guide
- New Cover
- Some New Photography
- 551 Free Attraction Listings (up from 295)
- 789 Paid Listings (up from 605)
- 1,340 Total Listings (up from 900)
- 160 Pgs. (up from 128)



# Travel Trade

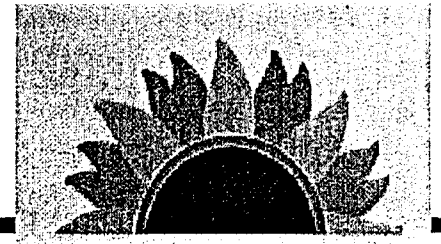
- Generate \$500,000 worth of articles or broadcast airtime
- Establish a bi-monthly division newsletter
- Provide additional service to at least 25 motorcoach operators
- Participate in one regional marketing organization (international marketing)

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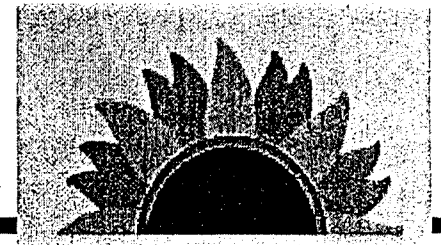
# Media Marketing

- Generate \$500,000 worth of articles or broadcast airtime



# Press Relations

- Generate \$500,000 worth of articles or broadcast airtime
  - Press Kit
  - Monthly Mailers
  - Slides

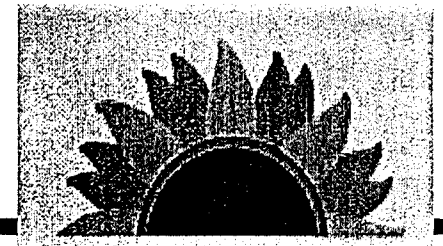


# Press Relations

- Seek Press Coverage
  - Establish relationships with 15 Kansas Dailies
  - Establish relationships with Wichita and Topeka television stations
  - Establish relationships with 5 key radio stations
  - Establish relationships with 25 key national out-of-state journalists

# Press Relations

- Market to Midwest Travel Writers Association
  - annual meeting in KC; April 2 - 6
  - sponsor evening event
  - offer pre and post fams

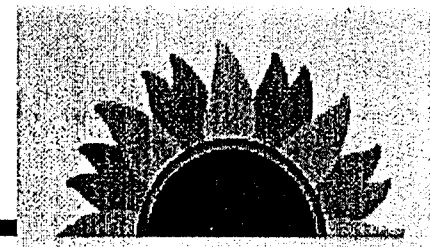


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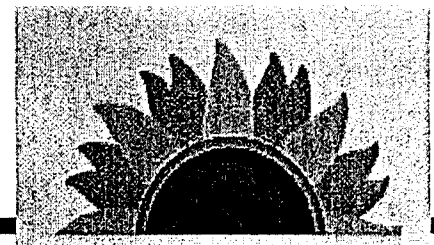
# Press Relations

- Conduct and host press trips and site visits
  - Assist with Chisholm Trail Fam
  - America's Heartland Rendezvous Post Fam
  - Midwest Travel Writer's Pre & Post Fam



# Press Relations

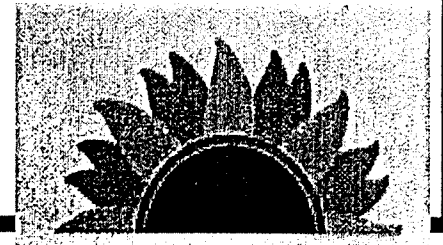
- Work with tourism industry to receive the most up-to-date tourism information
  - Calendar of events
  - Press releases
  - Brochures, articles, etc.





# Public Relations

- Establish a Bi-monthly Division newsletter

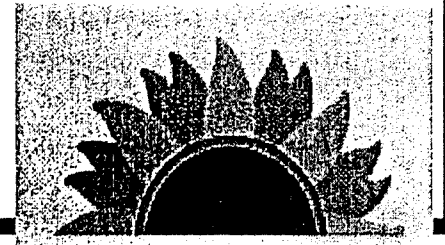


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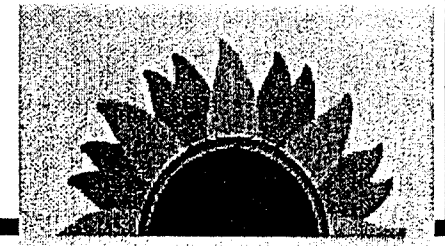
# Group Tour Marketing

- Provide additional service to at least 25 motorcoach operators
  - Recognize group tour operators visiting the TICs
  - Update Group Tour Planner
  - Develop new themed itinerary



# Group Tour Marketing

- Attend 2 domestic motorcoach trade shows
  - NTA; November 9 - 14
  - America's Heartland Rendezvous; April 19 - 22

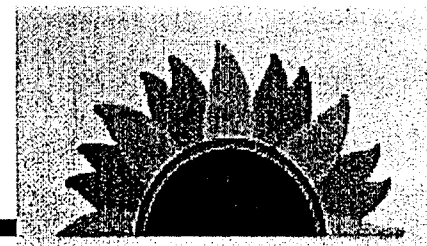


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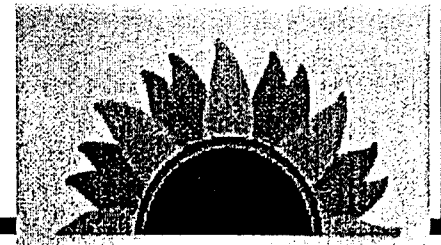
# International Marketing

- Participate in one regional marketing organization: America's Heartland
- Attend one international trade show



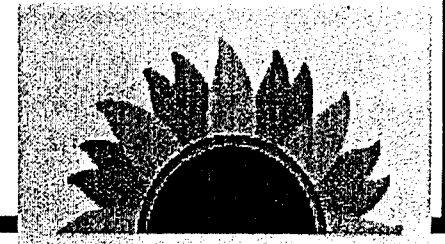
# TRAVEL INFORMATION CENTERS

- To provide information services to 10% more travelers entering Kansas to enhance their trip or increase the time they spend in Kansas



# TRAVEL INFORMATION CENTERS

- Generate revenue at TICs to offset operating expenses
  - Back-lit displays
  - Hospitality host
  - Reservation boards
  - Gift shops and memento sales

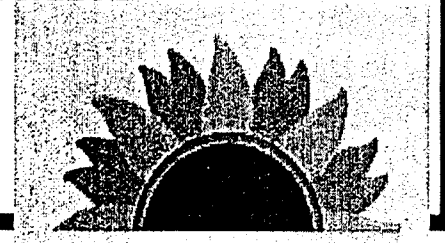


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# TOURISM DEVELOPMENT

- Increase and diversify the resource of tourism attractions available for visitors
- Increase business activity of targeted tourism attractions receiving attraction matching grants by 50%.
- Assist with marketing efforts through grants

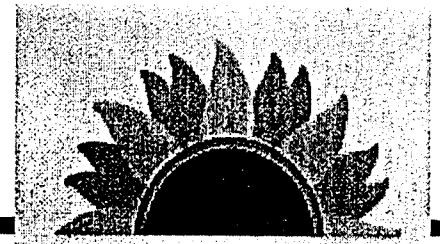


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# KANSAS FILM COMMISSION

- Facilitate film productions generating a direct economic impact for Kansas
- Increase awareness of Kansas as a viable film location site
- Develop relationships with key decision makers in the film industry



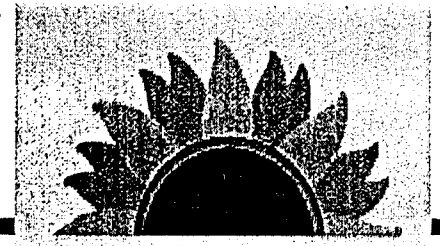


# Facilitate Film Productions

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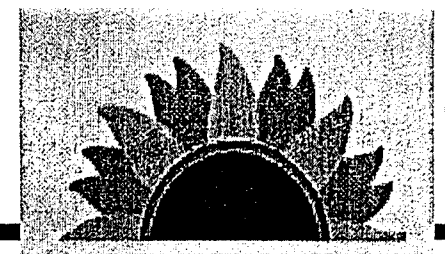
- Respond to Location Requests
  - FY 1996 - responded to 121 serious leads
    - 585 location portfolios sent
- Publish 1997 Kansas Production Guide
  - FY 1996 - 1,416 Guides Distributed -  
a record number
- Assist Productions During Filming



# Fiscal Year 1996 Film Projects

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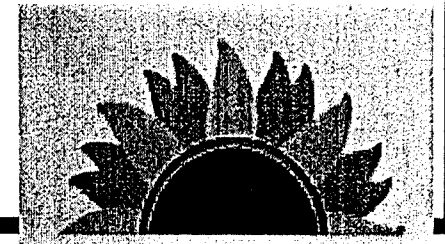
- \$5 million economic impact
  - Warner Bros. *Mars Attacks!*
  - CBS' *Stolen Women*
    - features - 1
    - television movies - 3
    - television shows - 7
    - documentaries - 7
    - commercials - 6
    - other - 6



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# Increase Awareness

- Marketing
  - Direct Mail Campaign
    - FY 1996 - initiated first time direct mail campaign
  - Advertising in Trade Publications

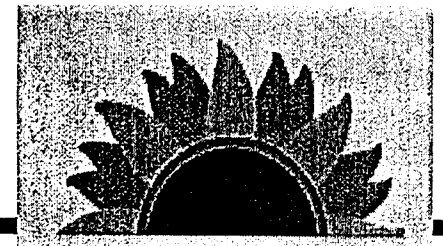


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# Increase Awareness

- Attend Trade Shows
  - Locations '97 - February, 1997
  - Showbiz Expo West '97 - June, 1997
    - FY 1996 - attended 3 trade shows - generated 37 serious leads



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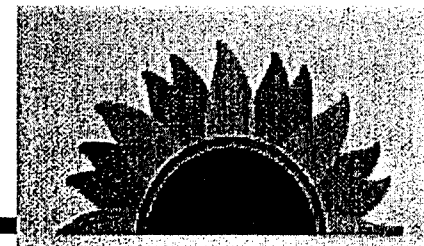
# Develop Relationships

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- Kan Film Festival - October 1996
- Marketing Trips - November, 1996
- Sundance Film Festival - January, 1997

Fiscal Year - 1996

- Marketing Trips/Festivals - 55 meetings
- 1st Statewide “Fam” Trip for 5 film executives



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