

MINUTES OF THE HOUSE TOURISM COMMITTEE.

The meeting was called to order by Chairperson Barbara P. Allen at 1:30 p.m. on January 28, 1997 in Room 522-S of the Capitol.

All members were present except: Rep. Benlon
Rep. Larkin

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

Conferees appearing before the committee: Jean Barbee, Executive Director, Travel Industry Association of Kansas
Jan Peters, Director of the Lenexa Convention and Visitors Bureau
David Eads, Vice President of Marketing and Administration for the Wichita Convention and Visitors Bureau (WCVB).
Gene Countryman, Director of Tourism at WCVB.
Jerry Cook, President, Overland Park Convention and Visitors Bureau
Elizabeth Jones, Tour and Travel Sales Manager, Overland Park Convention and Visitors Bureau

Others attending: See attached list

Chairperson Allen recognized Jean Barbee, Executive Director, Travel Industry Association of Kansas; who gave an overview of TIAK (Attachment 1).

Jan Peters, Director of the Lenexa Convention and Visitors Bureau, gave a briefing and a slide presentation on marketing and promotions regarding TIAK (Attachment 2).

David Eads, Vice President of Marketing, WCVB, presented the committee a brief review of the overall operation of the Bureau and the convention marketing programs (Attachment 3).

Gene Countryman, Director of Tourism, WCVB, explained two trends the WCVB is involved (Attachment 4).

Jerry Cook, President, and Elizabeth Jones, Tour and Travel Sales Manager, OPCVB; presented the committee with a slide presentation of WHAT, WHO, WHERE, WHEN, WHY, HOW, is Tourism in Kansas (Attachment 5).

Chairperson Allen adjourned the meeting at 2:40 p.m.

The next meeting is scheduled for January 30, 1997.



Jayhawk Tower
700 S.W. Jackson St., Suite 702
Topeka, Kansas 66603-3758
913/233-9465 FAX 913/357-6629

PRESIDENT
Jan Peters
Lenexa CVB

DATE: January 28, 1997
TO: HOUSE TOURISM COMMITTEE MEMBERS
FROM: Jean Barbee, Executive Director
RE: Kansas Travel & Tourism Industry

1ST VICE-PRESIDENT
Becky Blake
Manhattan CVB

2ND VICE-PRESIDENT
Jan Hiebert
AAA Kansas

SECRETARY
Denise Koehn
Liberal CVB

TREASURER
Ron Harding
Sherman County CVB

CHAIR
Pat McKee
Rolling Hills Refuge

EXECUTIVE DIRECTOR
Jean Barbee

Madam Chairwoman and members of the committee, my name is Jean Barbee. I am the Executive Director of the Travel Industry Association of Kansas (TIAK). Oh behalf of TIAK, thank you for this opportunity to provide information to your committee.

About twenty years ago the Kansas Legislature made a policy decision regarding Kansas tourism promotion. That policy decision was that tourism marketing and promotion, for the most part, would be better accomplished at the local level. In 1975 KSA 12-1692 through KSA 12-1695 were adopted by the Legislature to authorize transient guest tax collection in Wichita. In 1977, KSA 12-1696 through KSA 12-16,101 were adopted to authorize 'local option' transient guest tax collection. Any city or county in Kansas may implement transient guest tax by ordinance.

Kansas is unique in this 'local option' approach. Many states have just a few cities collecting transient guest tax, promoting conventions and tourism. But Kansas is unique and is a diverse state in more ways than one and the system has worked well. Today, more than \$12 million is collected in transient guest tax in Kansas, 98% of which goes back to local communities for convention and tourism promotion.

Comparing the Kansas Division of Travel and Tourism with other state travel offices is often like comparing apples and oranges. Most other states do not have the widespread local promotional funding and system that Kansas has. The Kansas Division of Travel and Tourism is just one small piece of the marketing and promotional pie in this state. Later you will hear from the Wichita and Overland Park CVBs. I know that the Wichita budget exceeds the state travel office budget and I suspect so does the Overland Park budget.

The members of TIAK are primarily these entities, the local convention and visitors bureau staff people, and other organizations who are in the business of marketing and promoting convention and tourism in Kansas. So far this committee has heard testimony from the state travel office, Department of Wildlife and Parks and the Kansas Sampler Foundation. Each of these entities is a member of TIAK.

There are other TIAK members we think you should hear from. Specifically, we would suggest that you schedule a presentation by the State Historical Society regarding their capital improvement plan for historical site restoration.

As good a job as we are doing both at the state and local level of marketing and promoting Kansas, we are limited in what we have to market. No one has to remind us we do not have mountains and oceans.

*House Tourism
1-28-97
Attachment 1*

We do have a rich cultural heritage and history. Our historical sites such as Fort Hays, the Pawnee Indian Village in Republic, the Mine Creek Battlefield, the Kaw Mission in Council Grove...I could go on but you need to hear the details from the Historical Society...these are our best 'natural' attractions.

The long-range plan developed by the Society is for restoration of state owned property. We believe the state could find no better investment for economic development funds than to fully support the plan of the historical society. Some would say we should even speed up the process and fund those projects immediately. Certainly, the way those sites are spread across the state, nearly every community will benefit once the projects are complete.

With me today are Jan Peters, Director of the Lenexa Convention and Visitors Bureau, formerly Director of the Hutchinson Convention & Visitors Bureau and the current President of TIAK. Also with me is Pat McKee, Director of Marketing for the Rolling Hills Refuge in Hedville, Kansas, and former CVB Director for Abilene. These people are indicative of the professional experience we have in local marketing and promotion in this state. They have put together a great presentation for you to show you a little more about who TIAK is, an overview of local promotion, and what our recommendations are for you.

PRESIDENT
Jan Peters
Lenexa CVB

1997 Legislative Agenda

1ST VICE-PRESIDENT
Becky Blake
Manhattan CVB

The legislative goals of TIAK are to support public policy which will:

2ND VICE-PRESIDENT
Jan Hiebert
AAA Kansas

- **Insure adequate public access to natural resources which provide recreational opportunities**
- **Sustain historical preservation**
- **Create an environment conducive to tourism business**
- **Provide for the promotion and marketing of tourism activities, attractions, events and businesses**
- **Assure the adequate servicing of the tourist**
- **Encourage efficiency in state government through partnerships**

SECRETARY
Denise Koehn
Liberal CVB

TREASURER
Ron Harding
Sherman County CVB

CHAIR
Pat McKee
Rolling Hills Refuge

EXECUTIVE DIRECTOR
Jean Barbee

As issues arise throughout the legislative session, they will be addressed based on how each issue fits within the overall legislative goals of TIAK. To date, the following issues have been identified as those which fit the TIAK legislative profile.

Public access to natural resources which provide recreational opportunities

These legislative initiatives of the Division of Wildlife & Parks will be supported:

1. Transfer the Prairie Spirit Rail Trail into the state parks system.
2. Expansion of the non-resident deer permit process, allowing non-residents to apply each year.
3. Allowing students and military to purchase big-game as well as hunting and fishing licences as a resident.
4. Monitor discussion of a "broad tax" to fund federal parks.

House Tourism
1-28-97
Attachment 2

Sustain historical preservation

These legislative initiatives of the Kansas Historical Society will be supported:

1. Funding in the amount of \$431,200 for capitol improvements at three historical sites:
 - Kaw Mission Educational Center in Council Grove
 - Block and Guard House rehabilitation at Ft. Hays
 - Bringing the 1st Territorial Capitol in Ft. Riley up to ADA standards and adding rest rooms to an existing building.
2. Support the request of the Historical Society for a \$25,000 emergency repair budget.
3. Support the request of the Historical Society for a \$100,000 cyclical maintenance budget.

Create an environment conducive to tourism business

1. Monitor legislation that would eliminate property taxes and replace them with an increase in sales taxes.
2. Monitor legislation regarding spending lids on local governments.
3. Support elimination of property tax lids on local government.
4. Monitor legislation regarding appraisal/valuation of commercial property.
5. Support development of a new comprehensive highway plan
6. Monitor gaming legislation
7. Support development of strategic plan for air accessibility

Provide for the promotion and marketing of tourism activities, attractions, events and businesses

1. Support additional funding of \$50,000 for the Kansas Historical Society for promotion of historic sites and attractions. This would include media advertising, billboard advertising and printed brochures.
2. Support the budget request of the Division of Travel & Tourism, Department of Commerce and Housing.

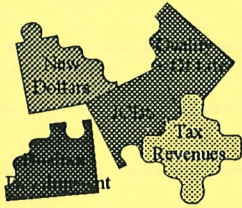
Assure the adequate servicing of the tourist

1. Support an initiative to build a new visitor information center at Goodland

Encourage efficiency in state government through partnerships

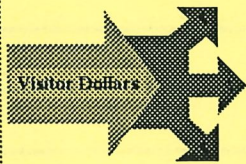
1. Support additional funding of \$38,784 for the Kansas Historical Society for a Heritage Assistance Program. The program would provide the Society's expertise in heritage preservation, interpretation, etc. to communities for the purpose of community planning and development of historic sites, attractions or events.

TOURISM:



Stimulates
The
Kansas
Economy

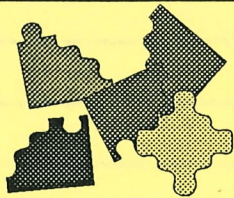
Tourism = Economic Development



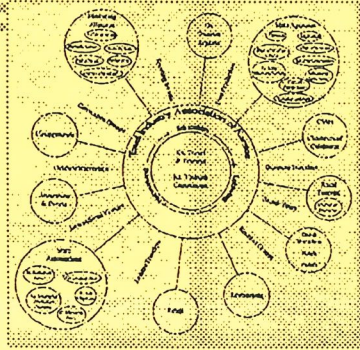
- New City, County & State Tax Revenues
- Create & Sustain Service Industry Jobs
- Create & Sustain Business Development
- Educational & Cultural Opportunities
- Builds a Positive Image for Kansas,

Identifying the Kansas "Tourism Industry"

How does
it all fit
together?



Kansas Travel & Tourism Industry



Tourism Is A Statewide Industry

■ 57 cities and 23 counties in Kansas currently levy a **Transient Guest Tax (TGT)** on overnight guests, resulting in over **\$12 million** in local revenues. By statute, these funds are to be used for convention and tourism promotion.

Tourism Marketing Partnerships

- TIAK
- KS Travel & Tourism
- 6 Tourism Regions
- I-70 Assoc. of KS
- Flint Hills Adventures
- Prairie Park Country
- Prairie People
- America's Heartland
- Kansas Sampler Fndtn.
- MAMA Alliance
- Chisholm Trail Assoc.
- Santa Fe Trail Anniv.
- Oregon Trail Anniv.
- KAW Valley Heritage
- NTA Coalition
- Golden Triangle

Target Markets

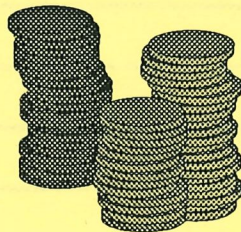
- Out-of-state visitors
- International visitors
- Motorcoach tours
- Convention groups
- Leisure travelers
- Business travelers
- Kansas week-end travelers

Marketing Efforts Include:

- Print media advertising (newspapers, magazines).
- Brochure printing & distribution.
- Familiarization tours.
- Target mailings & direct sales.
- Broadcast media campaigns.
- Public relations campaigns.
- Travel & trade shows.
- Internet marketing.
- Outdoor advertising campaigns.

Return On Investment...

Dollars
Invested In
Tourism
Promotion
Impact
State & Local
Economies



Economic Impact Formula

The *International Association of CVB's* calculates economic impact using "lodging" as representative of 40% of the total visitor dollar.

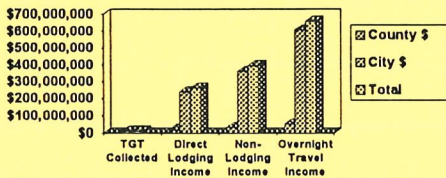
Formula

- A. Annual TGT Collection divided
- B. TGT %rate levied by city X100
- C. Equal gross annual hotel sales

Gross Annual Hotel Sales (40%)
 + Non-lodging Revenue (60%)
 Total Visitor Industry Income

1996 Kansas Overnight Travel & Tourism Revenue

1996 Transient Guest Tax Revenues



Total TGT Collected	\$ 12,237,863
Total Overnight Traveler Income	\$714,166,023

Direct Overnight Impact

City	'96 TGT	Overnight Visitor Impact
Abilene	\$ 90,770	\$ 4,538,450
Liberal	\$ 176,488	\$11,255,612
Hutchinson	\$ 186,942	\$11,922,321
Manhattan	\$ 395,188	\$20,162,653
Hays	\$ 237,529	\$20,198,044
KANSAS	\$12,237,863	\$714,166,023

Kansas Tourism Development: A Public/Private Partnership



- Travel Industry Association of Kansas
- Kansas Division of Travel & Tourism
- Kansas Tourism Commission

The Role Of The Kansas Tourism Commission

Citizens appointed by the Governor to serve in an advisory capacity to the Kansas Division of Travel & Tourism.

The Role Of The Kansas Division Travel & Tourism

- Develop partnership opportunities in domestic marketing for the Kansas travel industry .
- Develop and implement a strong image-building campaign for Kansas, through paid media and public relations.
- Publish and supply a comprehensive Kansas Travel Guide and brochures for statewide or multi-state special events.
- Maintain Kansas Visitor Information Centers.
- Support development of Kansas attractions.
- Develop and conduct international marketing campaigns or coordinate international marketing coalitions.
- Develop a central inquiry fulfillment service.

TIAK Mission Statement

- The purpose of the Travel Industry Association of Kansas is to speak with a unified voice for the travel industry in the State of Kansas; influencing, educating and supporting all components of the travel industry.

TIAK's Membership Includes:

- Convention & Visitors Bureaus
- Chambers of Commerce
- Lodging Industry
- Oil Marketer Industry
- Restaurant Industry
- Museums & Attractions
- State Agencies
- Retail Establishments
- Special Events
- Travel Agencies

TIAK Maintains A Broad-based Membership;

With Representation From:

- Public & Private Sectors
- Small & Large Communities
- Six Geographic Regions
- New & Established Entities

A Complete Listing of TIAK Members is Included in Your Pocket.

The Role of TIAK In Kansas Tourism Development

- Provide networking and educational opportunities for tourism industry professionals.
- Monitor and support public policy which will strengthen the Kansas tourism industry.
- Host the annual Kansas Conference on Tourism, Lodging & Hospitality (October 13-15, 1997).
- Serve as an industry liaison to the State Tourism Office and Tourism Commission.
- Develop high profile cooperative marketing opportunities for TIAK members.

TIAK Funding Sources

- Annual Membership Dues
- Professional Development Seminars
- Annual Tourism & Lodging Conference
- Cooperative Marketing Consortiums
- Grants For Special Projects

TIAK Legislative Priorities

- Support public policy which will:
 - Insure adequate public access to natural resources which provide recreational opportunities.
 - Sustain historical preservation.
 - Create an environment conducive to tourism business.
 - Provide for the promotion and marketing of tourism activities, attractions, events & businesses.
 - Assure adequate servicing of the tourist.
 - Encourage efficiency in state government through partnerships.

1997 TIAK Legislative Agenda

- Insure adequate public access to natural resources which provide recreational opportunities:
 - Transfer Prairie Spirit Rail Trail into the state parks system.
 - Expand the non-resident deer permit process, allowing non-residents to apply each year.
 - Allow students and military to purchase big-game as well as hunting and fishing licenses, as residents.

1997 TIAK Legislative Agenda

■ Support public policy which sustains historical preservation

- Support funding of \$431,200 for capitol improvements at Kaw Mission, Ft. Hays Block & Guard House & 1st Territorial Capital.
- Support Historical Society's request for a \$25,000 emergency repair budget.
- Support the Historical Society's request for \$100,000 cyclical maintenance budget.

1997 TIAK Legislative Agenda

■ Create an environment conducive to tourism.

- Support elimination of property tax lids on local government.
- Support development of a new comprehensive highway plan.
- Support development of a strategic plan for air accessibility.
- Support KLA's position on legislation dealing with Innkeeper rights and transient use of apartment buildings.

1997 TIAK Legislative Agenda

■ Provide for promotion and marketing of tourism activities, attractions, events and businesses.

- Support the budget request of the Kansas Division of Travel and Tourism, Department of Commerce and Housing; including a \$100,000 increase for Attraction Development Grant Funds.
- Support additional funding of \$50,000 for the Kansas State Historical Society for promotion of historic sites and attractions; to include media advertising, billboard advertising & brochures.

1997 TIAK Legislative Agenda

■ Assure adequate servicing of tourist

- Support an initiative to build a new visitor information center at Goodland, Kansas.

1997 TIAK Legislative Agenda

■ Encourage efficiency in state government through partnership development.

- Support funding to conduct a comprehensive study of the Kansas Tourism Industry, which would result in a long-range strategic marketing & development plan. Encourage use of public and private resources to support implementation and use of this study.
- Support additional funding of \$38,784 for the Kansas State Historical Society for a Heritage Assistance Program, providing the Society's expertise in heritage preservation, interpretation, etc. to communities for the purpose of community planning and development of historic sites, attractions or events.

ERA Market Research Study

In 1991, the State office contracted with ERA (Economics Research Associates) to conduct a study of the Kansas Tourism Industry. The findings and recommendations of this study stated that:

ERA Findings And Recommendations:

- Kansas' tourism system is comprised of a network of individuals, organizations and agencies who are increasingly active in tourism development.
- The presence of a unified community of interests within the state's travel industry could be stronger.
- Unity of purpose needs to be generated through a combination of new or expanded organizational structures, funding mechanisms, innovative programs and tourism facilities.

ERA Recommendations (cont'd.)

- Industry "improvements" must be accompanied by a more positive perception of the Kansas travel industry.
- Stronger leadership must be developed within the Kansas tourism industry, to stimulate and encourage unity of purpose, leadership roles and coordination of effort.

A Long-range Strategic Plan For The Kansas Tourism Industry Would:

- Identify roles of existing tourism entities.
- Identify industry strengths and weaknesses.
- Allow for more effective planning & marketing
- Strengthen the public/private tourism partnership in Kansas.



Tourism...

- is the #1 industry in the world.
- is the 2nd largest employer in the U.S.
- means \$56 billion in U.S. tax revenues.
- means 6.2 million direct jobs.

By the year 2005...

Tourism
will be the #1 industry
in the
United States

Our Future Depends On
The Partnerships
Established Today



**Wichita Convention & Visitors Bureau
Kansas House of Representatives
House Committee on Tourism
January 28, 1997**

Good afternoon. My name is David Eads and I am the Vice President of Marketing and Administration for the Wichita Convention and Visitors Bureau (WCVB). I would like to thank the committee for allowing us the opportunity to present you with an overview of the Bureau's marketing strategies and initiatives. I would first like to provide you with a brief review of the overall operation of the Bureau and our convention marketing programs, then introduce Gene Countryman, the Bureau's Director of Tourism, who will talk in more detail about our tourism programs.

The WCVB operates as a 501 (c)6 not-for-profit corporation, and contracts annually with the City of Wichita to serve as our community's official destination marketing organization. During 1996, the Bureau celebrated its 25th anniversary of "Welcoming the World to Wichita." The Bureau employs a full-time staff of thirteen along with three college interns, and enlists the help of hundreds of community volunteers to help us accomplish our plan of work.

Although Wichita is best known for its aircraft manufacturing, the hospitality industry has become a significant part of Wichita's economic development puzzle. Travel and tourism generates more than \$100 million in direct revenue for our community each year. Wichita's six percent transient guest tax generated more than \$3.2 million in 1996. According to a 1993 report issued by the U.S. Travel Data Center and commissioned by the Kansas Department of Commerce and Housing, Sedgwick County, including Wichita, was the number one county in the state for travel related expenditures. Additionally, travel and tourism in Sedgwick County employs more than 9,000 people with an annual payroll of more than \$114 million.

Wichita currently has 88 hotels, motels and bed and breakfast inns in operation, representing nearly 6,200 sleeping rooms citywide. Eleven of these properties opened in 1996. An additional 300 sleeping rooms will come on line in 1997 when the Hyatt Regency Wichita, the only Hyatt in Kansas, opens for business in September. The Hyatt is connected directly to the Century II Convention Center and will serve as the anchor for Wichita's downtown convention center district.

The WCVB currently receives 38% of Wichita's 5% transient guest tax collection. For 1997, the Bureau's operating budget from transient guest tax funds is \$1,044,560. In addition, the Bureau maintains a private membership program, with approximately \$400,000 in assets. Membership funds are used to leverage future convention business as well as subsidize unbudgeted promotional programs.

The Bureau also generated more than \$150,000 of in-kind sponsorships and revenue from cooperative marketing programs in 1996. These public-private partnerships are increasingly important and vital to the continued growth of the Bureau's program of work, allowing the Bureau to design and implement programs when transient guest tax funds are not available.

The Bureau's program of work emphasizes direct marketing and sales programs, with limited dollars available for print and media advertising. Our marketing dollars are split proportionately between the convention sales and tourism markets. The Bureau also serves as the marketing agency for the Century II Convention Center. Therefore, the convention sales program of work reflects an integration of aggressive direct sales techniques aimed at the meeting and convention decision makers of associations and convention holding organizations. These methods of solicitation include attendance at industry trade shows, pre-arranged, one-on-one sales trips to key market cities, formal bid presentations, familiarization trips, special promotional functions, and collateral sales material.

In order to enhance our convention marketing efforts, the Bureau has taken the lead in establishing the Greater Wichita Area Sports Commission. The Commission is being incorporated as a private 501 (c)6 not-for-profit corporation, which will market and assist sporting events being held in Wichita. The Bureau also founded the Wichita Convention Foundation in 1992, a private 501 (c)3 not-for-profit corporation which is eligible for charitable donations and which has received more than \$10,000 in grant awards from Wichita Greyhound Charities, Inc.

I have included in your packet both a copy of the Bureau's 1997 marketing plan as well as our 1997 Marketing Co-Opportunity Program. As you can see, we have a very aggressive agenda in marketing Wichita as a convention and meetings destination. Our goal is to be entrepreneurial, creating new and more effective programs, realizing public sector funding is limited and private sector funding is necessary to ensure our future success. At this time I would like to introduce Gene Countryman, the Bureau's Director of Tourism, who will speak more in detail on the Bureau's tourism marketing programs.

**Wichita Convention & Visitor Bureau
Kansas House of Representatives
House Committee on Tourism
January 28, 1997**

Thank you for this opportunity to review the Tourism activities of the Wichita Convention and Visitor Bureau. My name is Gene Countryman, director of tourism at the Wichita bureau. I have included in your packet of information a bio sheet of my involvement with Kansas tourism. I included this, not in an attempt to impress, but rather to communicate our commitment to the promotion of the Tourism industry.

Also included in your packet of information is a listing of the professional associations the Wichita Bureau maintains. These affiliations greatly expand our visibility in national and International Tourism promotion. In addition the packets contain samples of current brochures and publications related to the promotion of Tourism in the Wichita area.

These included: *Official Visitors Guide, Lodging Guide, Western Heritage Tour brochure (available in five-languages; English, Spanish, French, German & Japanese) Museums brochure, Multi-Cultural Resource Directory, Visitor Map, Chisholm Trail 130th Anniversary brochure (produced in cooperation with other Kansas communities located on this historic route) and Calendar of Events. Also included is a sheet "Wichita Promised Change," and a folder highlighting "Co-Opportunity" Marketing Programs.*

In my brief time today I would like to touch on two trends we see developing in Tourism promotion and explain our involvement in them. The first is in the area of developing so-called cooperative or partnering arrangements. With the availability of public money increasing difficult to predict, we have launched a concerted effort to develop on-going relationships with businesses allied with the Tourism industry. The sheet in your packet identified as "*Wichita Partnering Arrangements*" details our 1996 marketing programs that were impacted by these cooperative arrangements.

*House Tourism
1-28-97 4
Attachment Page 1*

These arrangements include some of the most recognized names in Kansas commerce; Coleman, Sheplers, Hardee's, Kansas Turnpike Authority, Coastal Refining as well as three of our neighboring communities and 40 local businesses. In 1996 these cooperative arrangements accounted for over 40% of our Tourism marketing budget. Needless to say this is an area we plan to continue to pursue.

The second, and somewhat related, subject I would like to touch on today is our efforts to reach out to our neighboring communities with a program designed to benefit all concerned. This program operates under the name *Metro Area Marketing Alliance* or MAMA for short. In 1996, the first year for the program, MAMA included the communities of Wichita, El Dorado, Newton and Park City. The first project was MAMA's Little Yellow Coupon Book which invited visitors to "*Follow the Yellow Book Road*" to big travel savings. A copy of this book is also in your packet. This program was very successful and will be offered again in 1997. We are pleased the communities of Caldwell and Winfield have indicated their interest in joining MAMA and three other cities are considering joining. We see the concept of promoting the area as beneficial to all concerned. Visitors are interested in learning about everything in the area they are in, while the communities are eager to attract more business. We welcome all that are interested in joining with us to promote the greater good of our area. In the future MAMA can possibly expand to include advertising, show booth exhibit (including the State Fair) and special publications.

A final word about cooperative marketing. For the past three years the Bureau has operated two, totally privately funded, Visitor Centers on the Kansas Turnpike. These centers operate in space donated by the Hardee's Restaurants at the Towanda and Belle Plaine service areas. The centers are staffed with "paid volunteers" from a number of area service clubs. The "volunteers" donate their time while their club enjoys a valuable fund raiser. The costs are paid by some 40 businesses who elect to have their information distributed to travelers on the Turnpike. This is a valuable service to the traveling public, the business represented and the service clubs involved. A true win-win situation.

Wichita is experiencing dramatic growth in hospitality related business. The booming Old Town area has transformed a former commercial warehouse district into a center of night life downtown. The new Ice Sports Center is attracting families from a wide area. Old Cowtown Museum is beginning a dramatic working farm addition. Ground breaking is expected soon on Exploration Place, the multi-million dollar science center and children's museum, to be located on the banks of the Arkansas river in downtown Wichita. Rock Road is now the east side Mecca for upscale shopping, dining and entertainment. Numerous pieces of public art, such as the "Jester," featured on the cover of the Visitor Guide, is enriching the lives of residents and visitors alike.

In closing we would like to show a short (5 minute) video presentation highlighting many of the things we have discussed. Following the video will be a :30 television commercial currently appearing on Kansas Broadcasting Network stations in, Dodge City, Goodland, Hays and Wichita. The spot, which carries our toll-free 800 number, invites viewers in Kansas, Colorado, Nebraska & Oklahoma to "*Come Stay in Wichita.*"

Thank you again for this opportunity to present some of our Tourism activities. I will be pleased to answer any questions at the conclusion of the video. We look forward the opportunity to welcome you to our offices in Wichita.

GENE COUNTRYMAN

DIRECTOR OF TOURISM
Wichita Convention & Visitors Bureau

Travel & Tourism Experience

- Created & implemented the state-wide tourism programs "**Kansas Secrets**" (1992) & "**Linger Longer**" (1987) - both selected (in their respective years) as the outstanding travel promotions in the nation by the Travel Industry Association of America (TIA) & National Council of State Travel Directors
- Created & implemented the award winning "**Ah-Kansas**" (1983) radio & television campaign
- Host live, weekly tourism radio program - broadcast state-wide in summer
- Provide travel marketing assistance to Kansas communities & attractions
- Frequent luncheon/after dinner speaker on tourism related activities

Other Travel & Tourism Involvement

- Charter member of Travel Industry Association of Kansas (TIAK)
- Past Member of the TIAK Board of Directors
- Served on TIAK Promotions & Education Committees
- Member South Central Kansas Tourism Region Board of Directors
- Attended Educational Seminars for State Travel Offices (ESSTO) & National Tour Association (NTA) Conferences
- Attended United States Travel & Tourism Association (USTTA) marketing research focus group study in London, England
- Participant in Kansas Tourism 2000 Task Force
- Delegate to first White House Conference on Travel & Tourism
- Panelist at American Bus Association annual Marketplace
- Recipient of numerous awards and recognitions

WICHITA CONVENTION & VISITORS BUREAU
Professional Affiliations
(a/o January 1, 1997)

TOURISM

American Bus Association (ABA)

Trade association of North American intercity bus owners and tour operators

America's Heartland

Regional marketing cooperative comprised of the states of Kansas, Oklahoma, Nebraska, Missouri and Iowa

Association of Film Commissioners International (AFCI)

International organization of film commission representatives

International Association of Convention & Visitor Bureaus (IACVB)

World-wide association of convention and visitor bureaus

National Tour Association (NTA)

Trade association of North American tour operators

South Central Kansas Tourism Region

Travel Industry Association of Kansas (TIAK)

Travel Industry Association of America (TIA)

U.S.A. travel marketing organization which hosts the annual international tour operator Pow Wow

CONVENTION MARKETING

American Society of Association Executives (ASAE)

Professional organization of association executives

Chicago Society of Association Executives (CSAE)

Association executives located in the greater Chicago area

Greater Washington Society of Association Executives (GWSAE)

Association executives located in the greater Washington D.C. area

Hotel Sales & Marketing Association International (HSMIAI)

Professional association representing hotel and destination marketing professionals

International Association of Exposition Managers (IAEM)

International organization representing exposition managers

Wichita Convention & Visitors Bureau
Professional Affiliations
Page 2

Kansas Society of Association Executives (KSAE)

Organization representing state association executives and meeting planners

Meeting Professionals International (MPI)

Professional organization representing association and corporate meeting planners

National Coalition of Black Meeting Planners (NCBMP)

Meeting planners representing a wide range of multi-cultural organizations

National Association of Sports Commissions (NASC)

Professional association promoting information-sharing and cooperation among sports commission in the U.S.

Professional Convention Management Association (PCMA)

Professional organization of convention managers

Religious Conference Management Association (RCMA)

Meeting planners representing religious organizations

House Tourism Committee
January 28, 1997

1. Welcome-
2. **WHAT** is Tourism in Kansas?
 - a. Number one Attraction in the state of Kansas?
 - b. State ranking-50th
 - c. Current revenue received by the state of Kansas
3. **WHO** are we?
 - a. Mission
 - b. Goals
 - c. Image-Over & Back
 - d. Vision
 - e. Kansas systems
4. **WHERE** does Kansas Tourism come from?
 - a. Diversified
 1. Leisure traveler
 2. Corporate traveler
 3. Convention attendee
 4. Sporting teams, religious groups, military and family reunions
 5. Motorcoach group market
5. **WHEN** does tourism impact Kansas?
 - a. Marketing strategy alignment
6. **WHY** is Tourism important in the state of Kansas?
 - a. Economic Impact
 - b. Return on our investment
7. **HOW** can we improve tourism in the state of Kansas?
 - a. Market analysis
 - b. Marketing process
 - c. Understand value
 - d. Focus responsibility
8. Question and Answer

House Tourism
1-28-97
Attachment 5

WHO

Where

What

WHY

When

HOW

KANSAS RANKINGS

50TH ❖ LIKE TO VISIT

38TH ❖ TRAVELER SPENDING

? ❖ ?

MISSION STATEMENT

To promote and market Overland Park as a destination. While providing quality leads to hotel properties.

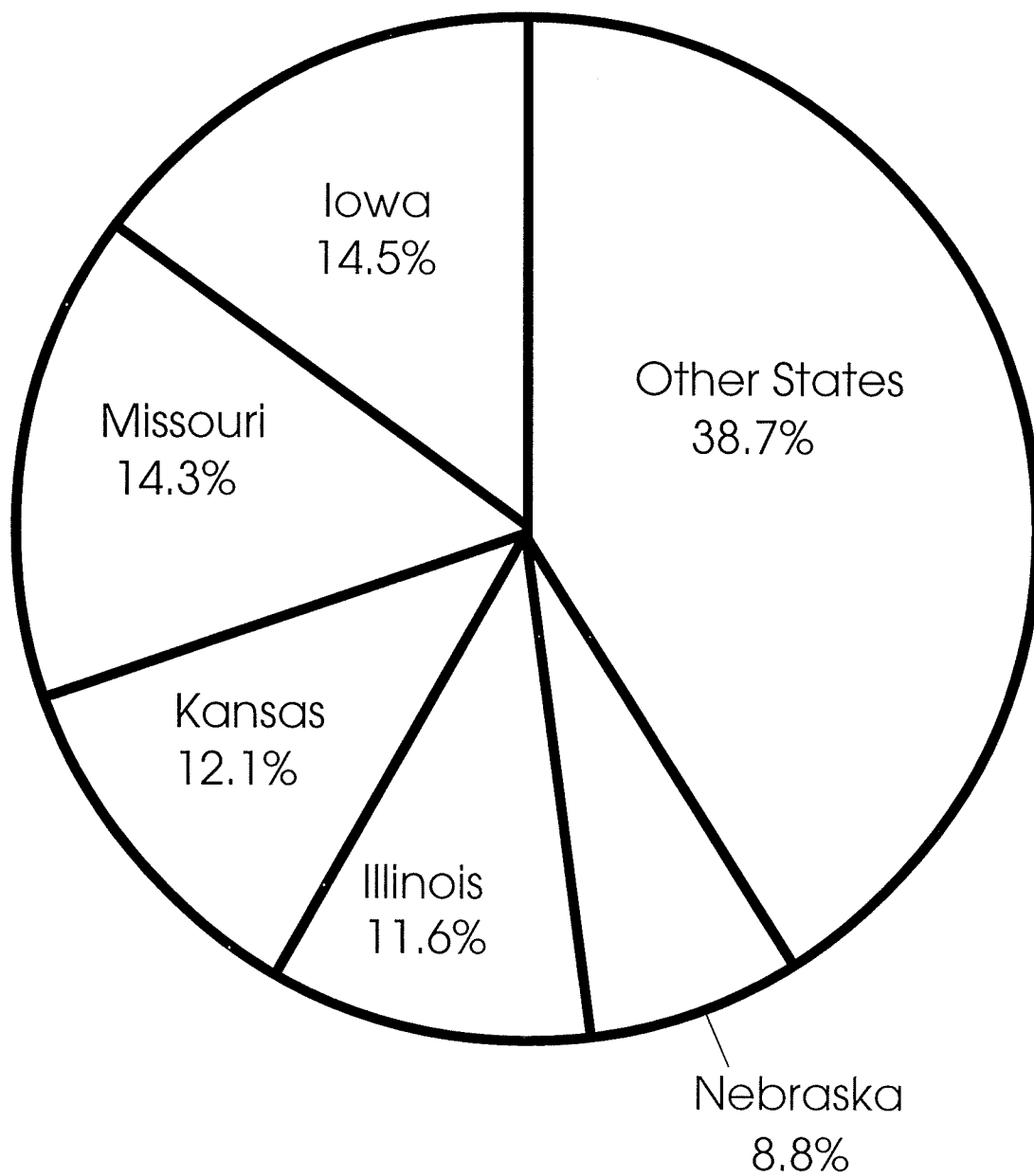
1997 GOALS FOR OVERLAND PARK CONVENTION AND VISITORS BUREAU

- I** To develop and provide quality leads to Overland Park properties during 1997.
- II** To book room nights in Overland Park properties during 1997.
- III** The Bureau image, locally, statewide and regionally, will be more positive and visible than in 1996.
- IV** The Bureau staff will actively promote selected attractions in Overland Park.
- V** Implement a diverse and creative advertising campaign which positions the Overland Park Convention and Visitors Bureau as a leading meeting and leisure destination in the heartland.

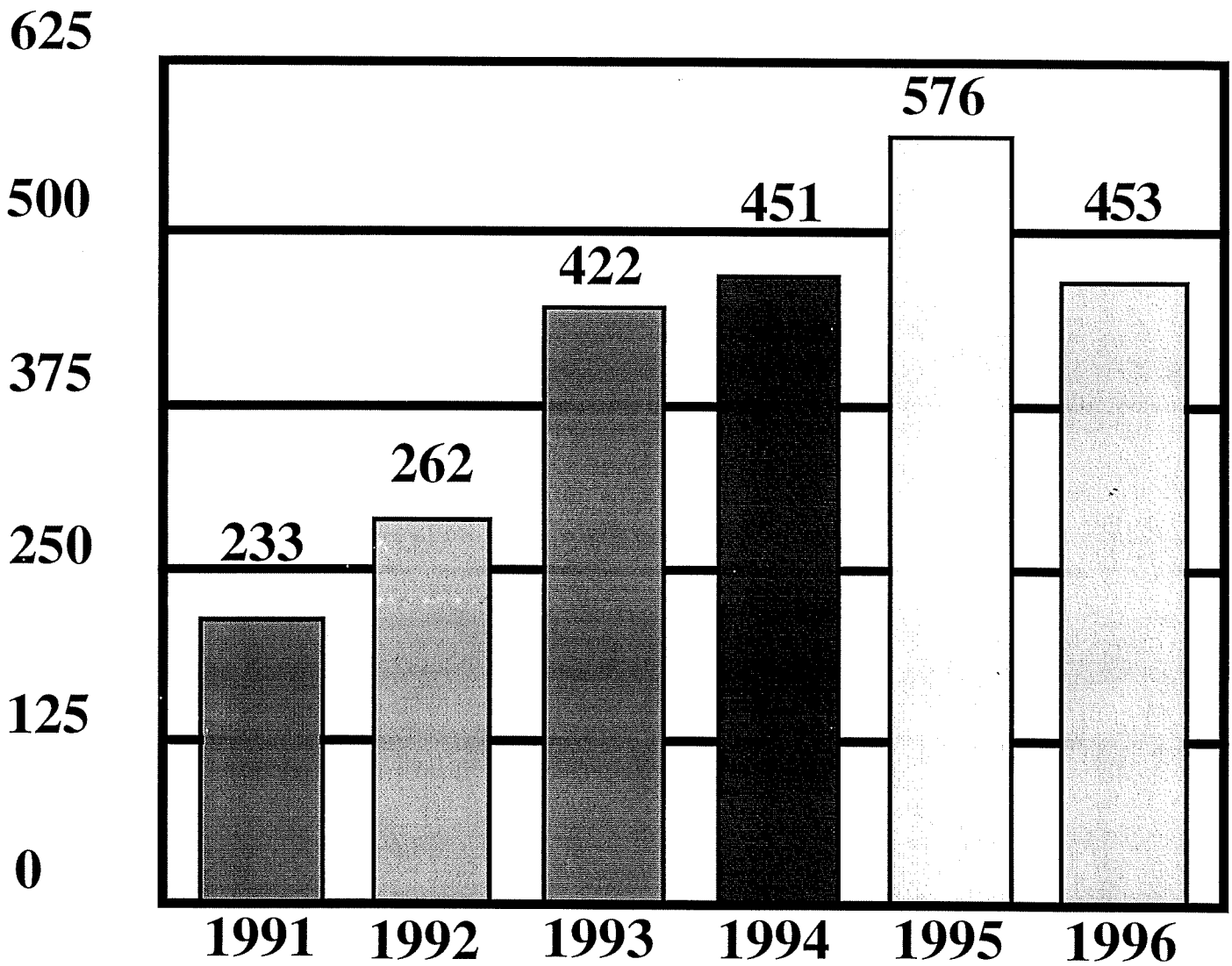
ORGANIZATIONS AND AGENCIES KANSAS TOURISM SYSTEM

- ◆ Kansas Tourism and Travel
- ◆ Department of Wildlife and Parks
- ◆ Department of Transportation
- ◆ Kansas State Historical Society
- ◆ Kansas Arts Commission
- ◆ State Board of Education
- ◆ Travel Industry Association of Kansas
- ◆ Kansas Restaurant and Hospitality Association
- ◆ Kansas Lodging Association
- ◆ Regional Tourism Organizations
- ◆ State-Wide, Regional and Local Tourism Related Organization

1996 VISITOR INFORMATION REQUESTS



OVERLAND PARK MOTORCOACH/GROUP TOURS



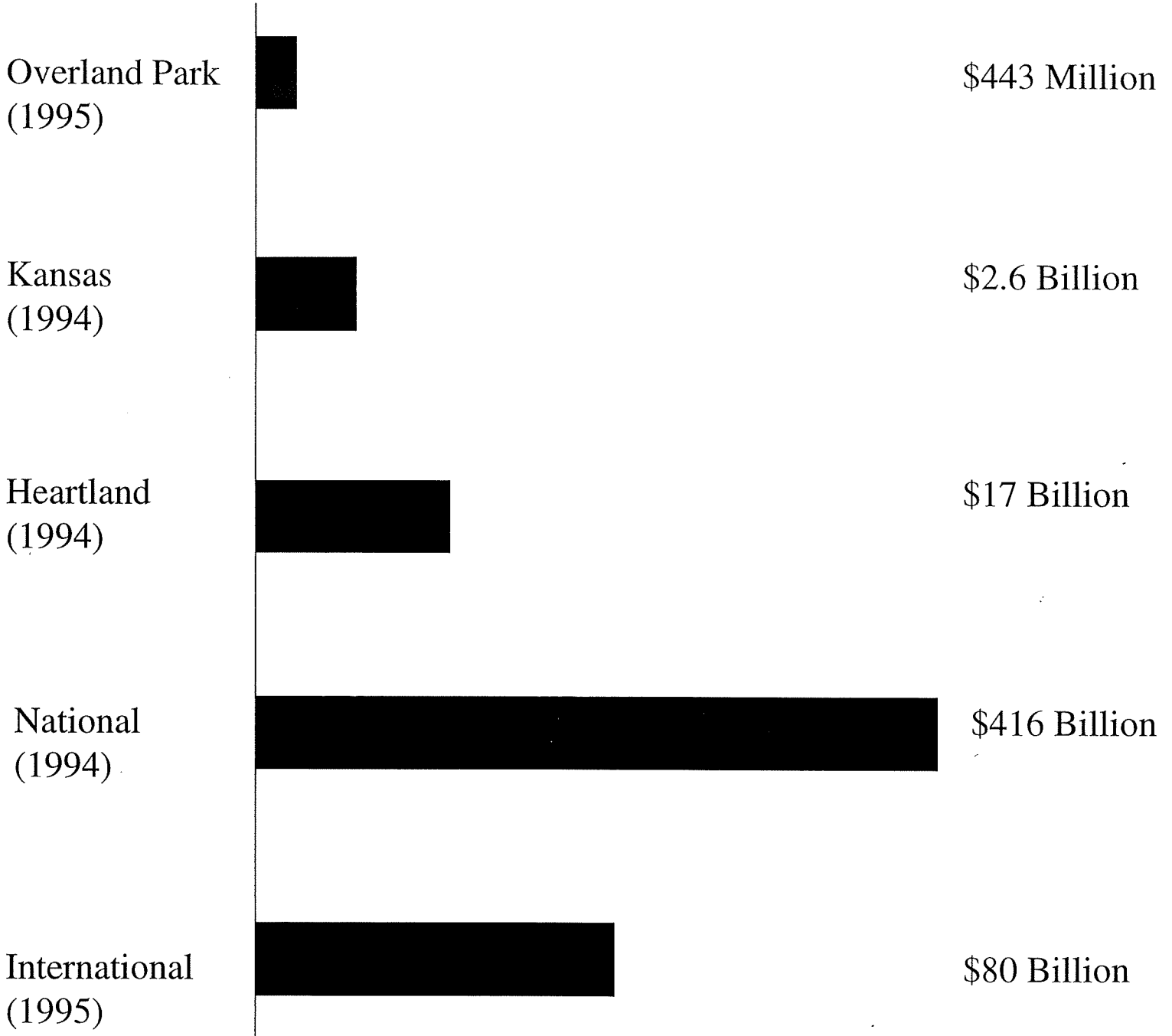
ALIGNING

- ◆ Organizational Structure
- ◆ Systems
- ◆ Operational Processes

ALL CONTRIBUTE TO ACHIEVING

- ◆ Mission
- ◆ Vision

TOURISM ECONOMIC IMPACT



TOURISM IS...

- ❑ Directly employs 6.6 million people
- ❑ Indirectly employs 8.9 million people
- ❑ Total tourism employment 15.5 million people
- ❑ Travel related payroll \$116 billion

...ONE OF AMERICA'S LARGEST EMPLOYERS!

$$\text{VALUE} = \frac{\text{BENEFITS}}{\text{PRICE}}$$

Benefits according to the traveler's view

Value according to the traveler's view

PERCEPTION IS REALITY!

Key Strategy → Stay close to the traveler!

Market Research → Listening to the traveler!

