

MINUTES OF THE SENATE COMMITTEE ON TRANSPORTATION AND TOURISM

The meeting was called to order by Chairman Ben Vidricksen at 9:05 a.m. on March 17, 1997 in Room 254-E of the Capitol.

All members were present except:

Committee staff present: Hank Avila, Legislative Research Department
Bruce Kinzie, Revisor of Statutes
Marian Holeman, Committee Secretary

Conferees appearing before the committee: Rep. Allen
Jean Barbee
Gary Sherrer
Jana Jordan
Pat McKee
Dennis Koehn
Dick Carter

Others attending: See attached list

HEARINGS ON TOURISM ISSUES

HB 2348 RE TRAVEL & TOURISM - ESTABLISHING COUNCIL
HB 2374 RE TRAVEL & TOURISM - ESTABLISHING FUND & COUNCIL
HB 2350 RE DEPARTMENTS OF COMMERCE & WILDLIFE & PARKS - DEVELOPING LAKE RESORTS

These first two bills are closely intertwined. Representative Allen first presented arguments in support of **HB 2374**. Discussed the Fiscal Note and the House Floor amendment. Members were advised of much opposition to the House Floor amendment. **HB 2348** also create the Council on Tourism which is mentioned in **HB 2374**. The Council will oversee the study directed by **HB 2348**. **HB 2350** requires the joint implementation of a feasibility study regarding lake resorts (Attachment 1).

Jean Barbee, Executive Director, Travel Industry Association of Kansas in addressing the issues in these three bills offered amendments relating to the council in **HB 2348** and **HB 2374**. They believe a lake resort would provide positive economic impact (Attachment 2).

Lt. Governor and Commerce Secretary, Gary Sherrer briefly addressed the committee and highly recommended **HB 2348**. The Department of Commerce has experienced a 79% increase in requests for tourism information, so additional funds would certainly be beneficial. He also supports the strategic planning concept. Regarding **HB 2350** he urged careful consideration be given to what kind of private partnerships are available as they do not wish to enter into competition with private entities. He expressed opposition to the House Floor amendment on **HB 2374**. He sees the "fund" set forth in this bill as being for major attraction development. (No written testimony.)

Jana Jordan, Director, Hays Convention and Visitors Bureau, told of the positive impact development funding will bring to Kansas communities (Attachment 3). Pat McKee, Director, Marketing & Development for Rolling Hills Refuge Wildlife Conservation Center in Salina spoke in support of investment in Kansas Tourism through the legislation in these three bills (Attachment 4). Denise Koehn, Director, Convention & Tourism, Liberal, Kansas, informed members of the positive impact of Attraction Development Grants in her community. She explained why she sees these bills, especially **HB 2374**, as being vital legislation (Attachment 5).

Oneta J. Ashcraft, an individual with extensive experience in travel and tourism industry, explained that she operates a travel and tour company. Ms. Ashcraft basically opposed **HB 2374**, because of what she perceives as poor marketing strategy. She presented examples such as the Kansas page on America OnLine.

group tour manual that is not updated, just redesigned, non-productive magazine ads, etc. (Attachment 6). Ms. Ashcraft advised that "Penner's Weekend Guide to Kansas" is an example of what a good guide should be like.

Dick Carter, Public Information Officer, Department of Wildlife and Parks, commented that they are happy with legislation that has come out of both tourism committees. He pointed out a couple of historical facts. In 1989 the Department conducted a study with Commerce to look at six state parks with the potential for resort development. That study cost around \$12,000. As a follow up to that study, in 1991 a more in depth study was done on Clinton State Park. That cost \$86,500. They support **HB 2350**. They do not have cost figures for a current study but will be happy to work that up.

The Chair appointed Senators Jordan, Salmans, and Gilstrap to a sub-committee to work these three bills, including any amendments, and report back to the full committee as soon as possible.

The meeting adjourned at 10:05 a.m.

The next meeting is scheduled for March 18.

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TOPEKA

HOUSE OF
 REPRESENTATIVES

COMMITTEE ASSIGNMENTS
 CHAIR: TOURISM
 MEMBER: ECONOMIC DEVELOPMENT
 FISCAL OVERSIGHT
 JOINT COMMITTEE ON ECONOMIC
 DEVELOPMENT
 BOARD OF DIRECTORS,
 KANSAS, INC.

March 17, 1997

Mr. Chairman and Members of the Committee:

HB 2374 will establish an initial source of funding for state tourism efforts by establishing the state tourism fund, from which grants will be made to public and private entities for projects that will expand tourism attractions in Kansas. The Secretary of KDOCH will administer the program, and will develop rules and regulations establishing criteria for obtaining grants. A council on tourism will oversee the state tourism fund, and will determine for inclusion in the KDOCH budget expenditures from the fund. Proposed expenditures from the fund contained in the KDOCH budget will be subject to the appropriations process, and will be approved or disapproved by the legislature each year.

Fiscal Note - As drafted, all amounts credited to the state gaming revenues fund in excess of \$50,000,000, up to \$5,000,000 per year for the next four years, will be credited to the state tourism fund instead of to the SGF. The most recent estimate of the excess over \$50,000,000 is \$6.9 million in FY '97 and \$7.2 million in FY '98. The first \$50,000,000 goes to the EDIF. If nothing over \$50,000,000 is generated, nothing will be transferred to the state tourism fund. Total possible - \$20,000,000 over next four years.

HB 2348 directs the Division of Travel and Tourism within the KDOCH to prepare a request for proposals for a consultant to do a large scale study of public and private tourism efforts in Kansas. The study will address the interrelationship between public and private sector tourism efforts in Kansas, and between state and local tourism interests in Kansas. It will make specific recommendations for the attraction, development, and improvement of tourism in Kansas. The study must be completed by January 1, 1998, with results and recommendations presented to the legislature, to the House Tourism and Senate Transportation and Tourism Committees, and to the Governor, during the 1998 legislative session.

The Council on Tourism mentioned in HB 2374 is also created in HB 2348. The Council will oversee selection of the consultant, as well as the study itself. The selected plan's implementation will be subject to oversight, review and approval by the Council on Tourism. Nine Members: - Secretary of KDOCH; Secretary of Wildlife and Parks; Executive Director of TIAK; Chair and ranking minority member of House Tourism Committee; Chair and ranking minority member of Senate Transportation and Tourism Committee; Chair of Governor's Travel and Tourism Commission; and one member at large appointed by the Governor.

Fiscal Note - Funding for the study will come from EDIF funds appropriated to the KDOCH. The estimated cost of the study is \$100,000.

HB 2350 requires the secretaries of KDOCH and Wildlife and Parks to jointly direct and implement a feasibility study regarding the potential of developing lake resorts in Kansas. The study must be completed by January 1, 1998, with results and recommendations presented to the 1998 legislature. The fiscal note will depend on the defined parameters of the study.

SENATE TRANSPORTATION & TOURSIM
 3/17/97
 ATTACHMENT 1

1-1



Travel
Industry
Association of
Kansas

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

DATE: March 17, 1997
TO: SENATE COMMITTEE ON TRANSPORTATION & TOURISM
FROM: Jean Barbee, Executive Director
RE: Tourism Study (HB-2348)

Mr. Chairman and members of the committee, my name is Jean Barbee. I am the Executive Director of the Travel Industry Association of Kansas (TIAK). The legislative goals of TIAK are to 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 and businesses**
- **Assure the adequate servicing of the tourist**
- **Encourage efficiency in state government through partnerships**

TIAK supports HB-2348. As discussed in our informational presentation to you earlier this session, the last study done for the department was in 1991. We believe 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 and marketing
- strengthen the public/private tourism partnership in Kansas

After careful consideration, we have come to the conclusion that the existing tourism commission (established by KSA 74-9001) is the appropriate authority to administer consultant selection, contract approval, and implementation oversight of the plan.

We suggest that HB-2348 be amended as follows:

- on page 1, section (d), beginning on line 40, by striking 'a council on tourism will' and inserting 'it shall be the duty of the tourism commission as established by KSA 74-9001 et seq. to'; and to delete the word 'will' in the middle of line 41.
- on page 2, line 1, by striking 'legislature' and inserting 'commission' and by striking 'unless it is not in session.'
- on page 2, by striking lines 2 through 21
- on page 2, line 22, by striking '(c)' and inserting '(f)'
- on page 2, line 24, by striking 'council' and inserting 'commision'

We respectfully request that you recommend the bill as amended favorably for passage.

SENATE TRANSPORTATION & TOURISM
3/17/97
ATTACHMENT 2

2-1



Travel
Industry
Association of
Kansas

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Topeka, Kansas 66603-3758
913 /233-9465 FAX 913 /357-6629

DATE: March 17, 1997
TO: **Senate Committee on Transportation & Tourism**
FROM: Jean Barbee, Executive Director
RE: Tourism Fund & Council (HB-2374)

Mr. Chairman and members of the committee, TIAK supports HB-2374. I have several people from around the state who will speak to you about the importance of funding for attraction development.

We also have determined that this fund would be best administered by the Commission on Travel & Tourism as established by KSA 74-9001 and that it be amended in the same manner as HB-2348. We also agree with your amendment on page 3 that the first the funding should be in excess of the \$50,000,000 which goes to EDIF. We would point out that on line 19 following "the state gaming revenues", the words 'and the state tourism fund' should be inserted.

Now, I'd like for you to hear from some of your constituents across the state as to how this funding could boost the economic impact of travel and tourism in this state.

Thank you for your time. We respectfully request that you amend HB-2374 and pass it out favorably.



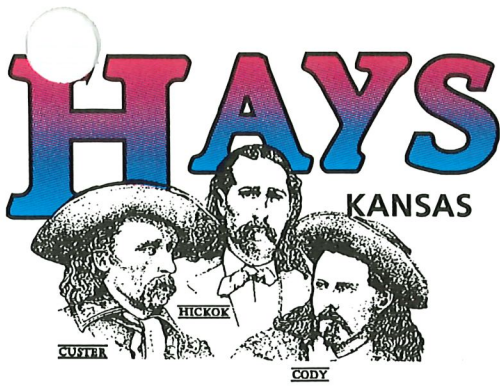
Travel
Industry
Association of
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913 /233-9465 FAX 913 /357-6629

DATE: March 17, 1997
TO: SENATE COMMITTEE ON TRANSPORTATION & TOURISM
FROM: Jean Barbee, Executive Director
RE: Lake Resort Study (HB-2350)

Mr. Chairman and members of the Committee:

Unfortunately, we have little new information to offer you on this issue. We do believe that a lake resort in Kansas could have a positive economic impact. We need the study to verify that fact. We do support HB-2350.



CONVENTION AND VISITORS BUREAU

1301 Pine, Suite B
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Senate Transportation and Tourism Committee
March 17, 1997

Good morning members of the committee, friends and family, my name is Jana Jordan and I am the Director of the Hays Convention and Visitors Bureau. I appreciate the opportunity to come before you today to communicate my support of House Bill 2374 and express the positive impact attraction development funding could have in our communities. In deed, this bill supporting tourism enhancement and development of quality attractions would have a tremendous impact on not only local economies but our ability to draw tourism dollars to the entire state. The attractions you have the opportunity to assist would range from small regional attractions to much larger facilities having international appeal.

In fact, Sternberg Museum of Natural History, a facility in my community currently under construction, will certainly have the capability of attracting people of all ages and backgrounds. I feel the new Sternberg project serves as a fine example of an attraction development partnership. To date \$8.6 million of the \$10 million needed to complete this project has been raised through private donations. When completed Sternberg Museum of Natural History with its life size, robotic dinosaurs and walk through time is projected to draw 150,000 visitors the first year with approximately 50% of those visitors coming from out of state. Experts have suggested those visitation figures could easily grow to 300,000 visitors a year meaning millions of tourism dollars flowing into our community through new jobs and tourism services growth. To this point I have only addressed the economic benefit this facility will bring to western Kansas, the quality of life benefits seem limitless. Sternberg Museum of Natural History will be an attraction all Kansans will be proud to claim as their own.

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SENATE TRANSPORTATION & TOURISM
3/17/97
ATTACHMENT 3



The I-70 corridor also has some exciting plans for tourism over the next few years. Our one, two punch.....the opening of Sternberg Museum of Natural History in Hays and the Rolling Hills Refuge Conservation Center near Salina join the existing Kansas Museum of History, the Eisenhower Center, the Prairie Museum of Arts & History and so much more making I-70 the Kansas Mainstreet of Attractions. Other areas of Kansas will benefit with the addition of top quality attractions as well. If out of state tourist can be drawn to the Cosmosphere and Sternberg we can market together to be sure they visit Boothill, the Mid-America Air Museum and the Dane G. Hansen Museum all of whom are in western Kansas. It's a win, win situation for us all. And every attraction I have mentioned has or could in the future benefit from the addition of attraction development partnershiping. What assists one of our Kansas attractions to be a top quality tourism destination, assists us all in becoming better tourism tools in our individual communities. Now is the perfect time to help the tourism efforts already in place in Kansas. Help us boost our self image, our ability to speak proudly of our state to visitors and to invite people to see the outstanding tourist attractions in Kansas. Please support House Bill 2374.

Monday, March 17, 1997

Testimony To: Senate Transportation & Tourism Committee
Presented by: Pat McKee

Senator Vidricksen, Committee Members, thank-you for this opportunity to speak with you about the attraction development funding, proposed in HB 2374. My name is Pat McKee, I am the immediate past president of the Travel Industry Association of Kansas and the Director of Marketing & Development for Rolling Hills Refuge Wildlife Conservation Center, in Salina.

Prior to working for Rolling Hills Refuge, I was the Director of the Abilene Convention & Visitors Bureau for 8 years. I understand how important the visitor industry can be to a small community. Abilene has a population of 6,400 citizens and over 200,000 visitors each year. Travelers from all 50 states and dozens of foreign countries bring new dollars into the community, as they tour the Eisenhower Center, Greyhound Hall of Fame, Heritage Center, the Abilene & Smoky Valley Railroad and an array of small museums and attractions that have developed around the history of this community. The direct economic impact of Abilene's overnight guests in 1996, was over \$4 million. In 1996, the Kansas Attraction Development Grant program provided funding assistance for the newly opened Kansas Sports Hall of Fame and the Great Plains Theatre Festival. In its second season, the Great Plains Theatre Festival hosted visitors from 3 foreign countries, 17 different states and 69 cities and towns in Kansas. These two first-class attractions will continue to increase visitor traffic to Abilene for years to come.

In 1997, Rolling Hills Refuge was awarded a \$51,000 Attraction Development Grant, to assist with construction of three new animal exhibits in the 95 acre wildlife conservation park, currently under construction 7 miles west of Salina. To date, over \$3 million in private funds have been spent on construction of Rolling Hills Refuge. Nearly all of the materials have been purchased locally. Over 50 new jobs will have been created, by the time the park opens in 1998. Visitor attendance is projected at 200,000 annually, generating new expenditures in area motels, restaurants, service stations & retail businesses.

In recent years, we have had many discussions about the importance of developing public/private partnerships in Kansas. Your investment in the Kansas Attraction Development Grant program has served as a fine example of how effective partnerships work. 40% of the funding for these projects has come from the state. A minimum of 60% has been matched by the attractions or communities utilizing the funds. A total of \$1,910,000 in state funds has been partnered with over \$3 million in private revenues and invested in the Kansas Tourism Industry. This public/private investment is now paying off in the form of new visitor revenues, new businesses, new jobs, new opportunities for citizens and visitors and new tax revenues for city, county and state government operations. We appreciate this wise investment in the Kansas Tourism Industry and hope that you will continue to support and strengthen this partnership in the future, through legislation like **House Bills 2374, 2480 and 2350**. Thank-you for your time and consideration.

HB 2374

I am Denise Koehn. I have been Director of Convention & Tourism in Liberal for six years. During that time I have served on the TIAK Board of Directors for five years, on the Board of Directors for our regional tourism (Wild West Country) for five years and have been asked to participate in numerous state and regional committees.

At present I serve as Secretary on the TIAK Executive Committee and President to The Southwest Kansas Tourism Region. I speak to you not only as the representative from Liberal, but from the entire nineteen county Southwest Kansas Tourism Region.

In December of 1992 the Mid-America Air Museum was awarded an Attraction Development Grant in the amount of \$47,200.00 from the Travel and Tourism Division. With the addition of another \$70,800.00 of private funding an Interactive Science Hall was constructed within the museum proper to help develop more educational displays.

After construction was completed, the Museum Director fell gravely ill and records for the interim period are missing or incomplete. In addition marketing and promotion of the Science Hall were delayed for a period of a year and a half, leading to a lag time in economic impact awareness. You will see in attachment Air 1 that the best records we are able to produce reflect an amazing increase in attendance in the three year period.

At the time the Grant was received the Mid-America Air Museum contained eighty aircraft. Today the inventory has reached 93. Not only has the grant provided more education, but has enable the museum to increase the number of aircraft by utilizing the increased attendance fees.

Just recently The Kansas Department of Commerce and Housing, Travel and Tourism Division, has announced the awarding of the 1997 Grants. Again Mid-America Air Museum appears on the list with a \$8,933 award. These funds with an addition of \$13,399.50 of local funding will be used in developing an educational kiosk and display on Amelia Earhart on her 100th birthday. By a joint extensive marketing effort between Liberal and other state entities that promote the famous aviatrix, these funds will profit not only Liberal but a greater area of Kansas.

Since the initial grant was awarded in 1992, the Air Museum has added another full time person to their staff giving Liberal one more fully employed person. The museum staff is composed of many eager and able volunteers from the Senior Citizen sector of the Liberal community as well.

As you will note in the attachment Brochure 1 there are over 75 attractions, historical locations and tourism events in Southwest Kansas that would profit from an expanded Attraction Development Grant Program. Many of these valuable locations are struggling to remain a living testament to the value and resourcefulness of Kansans past, present and future.

Kansas and it's rich colorful history are becoming increasingly well known throughout the United States as a location to visit. I believe that the raising numbers of out of state visitors at the State Tourist Information Centers is a testimony to that fact. In fact we have noted a raising number of international visitors at the Liberal Tourist Information Center and Dorothy's House in the past few years. With those facts in mind, it only makes sense to give all the assistance at our disposal to attraction development across the state.

The fact that a mid-continentant State like ours can produce such marvelous attractions as the Cosmosphere, the Combat Museum, the Wichita Air Museum, the Liberal Air Museum and the Pioneer-Krier Museum all dedicated to aviation is phenomenal. The Brown-Grand Theater, the Wilson Czech Opera House and Museum, and the Columbian Theater, Museum and Art Center are tributes to the farsighted settlers of Kansas. Such challenges as the Cherokee Strip Land Rush, the Midland Railway Tourist Train, and the DCF&B Railroad Tourist Train are testimony to the resourcefulness of dedicated people that wish to preserve a part of our history.

It is my feeling that by increasing the amount of money in the Attractions Development Grant, the State of Kansas will be able to increasing improve the quality of our Tourist Attractions and in turn increase the number of out of state visitors to Kansas.

When I began my career as a Tourism Professional the City of Liberal received a total of \$111,840.52 in Transient Guest Tax per calendar year. In 1996 that figure was \$178,197.01. During that time, Liberal has witness the building of on Sleep Inn and currently has another motel under construction.

As this committee knows, many factors enter into that type of economic growth, but one of the factors that we must consider is the growth of visitors to the Air Museum and other attraction in Liberal. In attachment Eco 1 I have shown the impact of the Transient Guest Tax growth on this community.

I wish to thank the committee for their time and for allowing me to testify before them today. I consider HB 2374 to be one of the most important pieces of legislation in relation to tourism that has come out of committee.

1993 GRANT APPLICATION - Interactive Science Hall

*Awarded December, 1992

*Total \$118,000.00

State - \$47,200.00

Museum - \$70,800.00

PROPOSED TIME-LINE:

General construction: July 1, 1993 - December 31, 1993

Module preparation: September 1, 1993 - September 1, 1994

Signage, marketing, etc.: Opening - October 1, 1994

1997 GRANT APPLICATION - Amelia Earhart Dedication -

(This will be an addition to the Interactive Science Hall and will extensive marketing and cooperation with other State entities who promote Amerilia Earhart)

*Awarded - December, 1996

*\$22,332.50

State - \$ 8,933.00

Museum - \$13,399.50

PROPOSED COMPLETION DATE - October 15, 1997

ATTENDANCE FIGURES:

Comparison for the first three months - January, February, March

1993 - 400

1996 - 10,200

The year's that were compared were based on the time before the Science Hall opened compared to the first year that the Science Hall was actually marketed properly through road signs and initiation of group school tours. The opening coincided with the previous Executive Director becoming critically ill.

Supplied by the Mid-America Air Museum, Liberal, KS.

Economic Impact of Liberal, KS

1991	Transient Tax received	\$	111,840.52
	Total Motel sales		3,728,017.33
	*Non rooming sales		5,964,827.73
	Total tourist sales		<u>9,422,845.06</u>
1996	Transient Tax received	\$	178,197.01
	Total Motel sales		4,454,925.25
	*Non rooming sales		7,127,880.40
	Total Tourist Sales		<u>11,582,805.65</u>

* It has been established by the USTTA that 40% of the tourist dollar is spent on hotel/motel costs. The remaining 60% goes for restaurants, gasoline purchases, food and entertainment.

Oneta J. Ashcraft
6547 SW Wanamaker Rd
Auburn, KS 66402
913-862-3247

March 17, 1997

Chairman and Senators of the Transportation and Tourism Committee

RE: Senate Bill 2374

1. Without good marketing, the additional money spent will achieve nothing.

First let me say that we have a vast untapped source of tourism dollars that could be flowing into our great state. If we properly utilized the money that is now being allocated for the State Tourism Agency we would see a rise in travel to the state. As with anything, a sound marketing plan is necessary to achieve a goal. Without good marketing, no matter how much money is spent, it is all for nothing.

2. An example of poor marketing is our page on America OnLine.

Our web address on America Online features a cornfield. The information provided about Kansas is in my estimation very poor. A combination of the cornfield and our slogan of Kansas, simply wonderful, we are in trouble before we start. To make matters worse, there is a travel company on line called "Over the Rainbow", their statement at the top of their page is: "Dear Auntie Em: Hate you, hate Kansas, taking the dog. Love Dorothy." Attached please find a copy of Kansas information as found on America Online Sunday, March 16, 1997. In the Travel America section, we have 10 regions listed. The regions are not listed as central, north, etc. but as Heritage, Heartland, Little Ozarks, etc. and each region must be accessed to find the various locations in the state.

3. The group tour manual is never updated, just redesigned.

The group tour travel manual is cumbersome, bulky and lacking some of the better tourist sites. Belle Plaine's Arboretum is not listed, nor LeComptons museum and territorial capital. I am not sure when the manual was published, but I have had one since March of 1996, and have not received one update nor any new travel ideas from the agency in that time. I do have access to two different tour companies in the state and neither one has received any communication or updates since receiving the manuals. You should examine Missouri's manual. It is updated frequently, and they do send out newsletters quarterly informing tour agencies of new attractions in the state. They also provide a calendar with up coming events. If Kansas wanted a good tour manual, they should just buy copies of Penner's Weekend Guide to Kansas. It is only 10.95 and it is the most wonderful book on Kansas!! I know it would be cheaper to buy their books than publish the one we now currently call the Kansas Group Tour Manual.

4. High price ads in major magazines.

A good portion of the advertising dollar for the state has been spent with high cost ads in Modern Maturity, Better Homes and Garden, and a back cover for Travel America, April, 1997. I would like to know their response to the rapid reply card on the back cover of Travel America. What kind of response to the dollar spent did they receive.

SENATE TRANSPORTATION & TOURISM
3/17/97
ATTACHMENT 6

5. John Q public does have negative ideas about traveling to Kansas.

To most people, we are the space between Colorado and Missouri. It truly is possible to change people's conception, but saying Kansas is simple and picturing a field of corn just plays right into their hand. What comes to your mind when you think of the word "simply", I don't know about you, but plain, simple, and merely are the words I think of. Now that we have dropped Kansas, Land of Ahhhhs, there is going to be built a Land of Oz Entertainment Park near Kansas City Missouri.

6. If you do pass this bill, at least make it possible for businesses in Kansas to do as much of the work as possible.

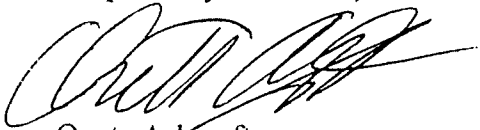
If you do think this money is necessary for the agency, then at least make it possible for Kansas Advertising Agencies and Kansas Printers and Publishers to do the work. Keeping tax money in the state, putting people to work should be a priority for this bill or any bill spending our tax dollar. I realize other states might have cheaper prices for products, but they are not paying our state's taxes! Kansas companies are losing too many jobs to surrounding states over a matter of a few dollars. Many states have bid rules that if an in-state company is only up to 10% higher in their bid, than the bid stays in the state.

7. Granted our state is a tough sell because of all the negativism, quite a bit from our own residents.

It's a sad thought when someone can travel clear across our state, east to west and not experience the true beauty and character of our state because the right information was not in their hands. I met such a person in Goodland, KS. He traveled all of I-70 from Kansas City Missouri. When I asked him what he saw, it was very little and he stopped at all the tourist information stops along the way. When I told him some of the things he had missed, he said, "I wished someone would have pointed those places out to me".

I have traveled to every continent and to every state in our union, and there is no place that I'd rather be than Kansas. As I have stated many times, "Kansas is full of treasures"!

Respectfully submitted,



Oneta Ashcraft

It shouldn't surprise anyone that Kansas has become a popular stop for Japanese and European travelers. After all, Kansas, as much as any place captures the spirit of the Wild West. Frontier days are preserved on the streets where Wyatt Earp and Wild Bill Hickok once spun their spurs. Dodge City still has Boot Hill. The wagon train ruts still cross the prairie. And while cattle now graze on the ranges where the buffalo roamed, many of the views are little changed from what early settlers saw. What we like best about the state, though, is seldom appreciated by travelers merely passing through Kansas on their way somewhere else -- driving all day alongside fields of winter wheat, rocking gently on the oceanlike rhythm of the land.

Don't expect a fast-food approach to history in Kansas. The state resists the temptation to serve entertaining-but-empty presentations of its treasures. Thoughtful travelers will appreciate and savor the small details.

When the first Europeans arrived in the territory during the 16th century, the Kiowa, Kansa, Wichita and Comanche tribes roamed across these plains in pursuit of bison. For the Kiowa and Comanche, wealth and status were dependent upon successful warfare. After the Spanish introduced horses to the region in the 17th century, the Kiowa became more aggressive; they traveled as far away as northern Mexico on their raiding parties.

Coronado had come to Kansas in 1541 in search of golden cities. But the real gold came later -- as settlers harvested fields of yellow wheat. The Louisiana Purchase opened the region to exploration, and during the 1820s, the Santa Fe Trail was opened across Kansas to allow trade with the Spanish. Wagon trains continued to follow the route throughout the 1880s. By 1854, Kansas became a territory of the U.S. -- and was soon embroiled in the bitter conflicts that led to the Civil War. Because the Missouri Compromise had more or less collapsed before Kansas attained statehood, forces on both sides of the slavery question saw the state as a political battleground. And those fractious politics often led to violence in the pre-Civil War period -- so much so that the territory became known as Bloody Kansas. Finally, in 1859, the abolitionists won out, and Kansas became a free state two years later.

The bloodshed did not end, however: Perhaps the most infamous incident was the massacre of the people of Lawrence by the Confederate Quantrill's Raiders. Following the Civil War and the introduction of the railroad, Kansas became a central point in the great longhorn cattle drives north from Texas. Such celebrated cow towns as Abilene and Wichita became household words. Even then, Kansans had to contend with the forces of nature (a plague of grasshoppers in 1874), cultural clashes (Indian attacks on homesteaders) and the wild-and-woolly behavior of such outlaws as the Dalton Gang. And, as was true across the Farm Belt, populist agrarian politics swept Kansas in the late 1800s, bringing almost equal proportions of grassroots reform and pie in the sky. But the desire for free land continued to draw people from all over the

world and the country -- more than 20,000 African Americans alone went to Kansas in 1879-1880 seeking land. Many of the state's African-American townships were settled during this time, but only tiny Nicodemus (site of the country's first post office operated by African Americans) remains today.

As the 19th century closed and the 20th began, Kansas settled down quite a bit. Yet this state of wheat and cattle (both are still important to the state's economy) has remained a fascinating political cauldron -- the state's citizens have embraced causes across the spectrum.

Geographically, the eastern and western parts of Kansas are hillier (but by no means mountainous) than the center, which is almost flat farmland.

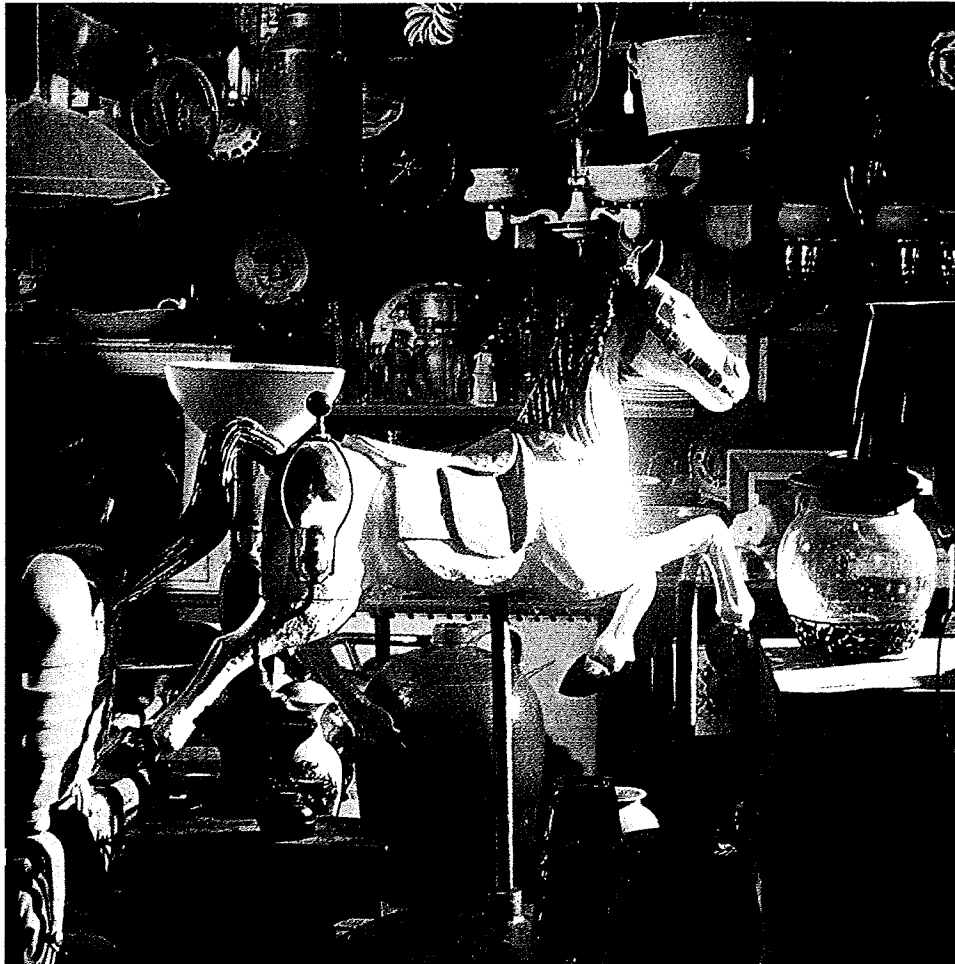
kan_in

Cowboy and trail-driving heritage, history, Dodge City, Abilene, vast colorful
sk' the Flint Hills, amber waves of grain, Wichita, greyhound racing a
friendly people are among Kansas' main attractions.

Travelers who prefer a leisurely, uncrowded atmosphere to the urban sprawl of
major metropolitan areas will enjoy their visit to Kansas. Those travelers who
feel that long-distance driving is tedious may find the state less to their
liking.

kan_sn

HUNT FOR HIDDEN TREASURE



WHETHER YOU'RE
LOOKING FOR QUAIN
ANTIQUE SHOPS, OUTLET
MALLS OR UPSCALE
BOUTIQUES, YOU'LL FIND
IT ALL IN KANSAS.

REMEMBER WHEN YOU WERE A KID? LIFE WAS SIMPLE. FUN WAS
UNCOMPLICATED. YOU WANTED TO DO EVERYTHING. AND NOTHING.
TO WANDER DOWN ROADS LESS TRAVELED. TO GO THROUGH IT INSTEAD
OF AROUND IT. EXPLORE NEW PLACES AND HUNT FOR HIDDEN TREASURE.
FIND THAT WONDERFUL FEELING AGAIN. YOU'LL FIND IT IN KANSAS.

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KANSAS DEPARTMENT OF COMMERCE & HOUSING, TRAVEL & TOURISM DIVISION

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