

Approved: 2/1/06
Date

MINUTES OF THE HOUSE WILDLIFE, PARKS AND TOURISM COMMITTEE

The meeting was called to order by Chairman Don Myers at 3:30 P.M. on January 30, 2006 in Room 241-N of the Capitol.

All members were present except:

Representative Judy Morrison- excused
Representative Mitch Holmes- excused
Representative Margaret Long- excused

Committee staff present:

Hank Avila, Kansas Legislative Research
Dennis Hodgins, Kansas Legislative Research
Lisa Montgomery, Revisor of Statutes Office
Betty Caruthers, Committee Secretary

Conferees appearing before the committee:

Becky Blake, Director of Travel & Tourism, Department of Commerce

Others attending:

See attached list.

Moved by Representative Swenson, seconded by Representative Ohara for approval of Minutes of the House Committee on Wildlife, Parks & Tourism held on January 25, 2006 be approved.

Motion carried.

Chairman Myers asked for any bill introductions by Committee members. Representative Mah stated that she will be introducing a bill in the future. There were no bill introductions this day.

Chairman Myers announced that he was appointing a Sub-Committee to further look at **HB 2210 - Exemption from hunter safety education requirements for certain current or former members of armed services.** He appointed Representative Ohara as Chair of the Sub-Committee with other members being Representatives Grange, Mah, Holmes, and Flaharty. Chairman Myers requested that the Sub-Committee meet within the next week or two.

Chairman Myers recognized Becky Blake for a presentation on travel and tourism in Kansas. (Attachment 1) She presented information on the economic impact of travel and tourism both on the United States as well as Kansas. The playing field of travel and tourism is changing constantly with an increase in car travel and use of the internet leading to new travel experiences. The key division priorities of the industry are marketing, research, communication/education, and product development. New ads are being developed as well as work on a new visitor's guide, the Kansas magazine published four times a year, new posters, brochures, and the website www.travelks.com. There is excitement about a new internet web site being launched in March, 2006. A partnership is being looked at between the Kansas Department of Wildlife and Parks with the Travel and Tourism division to work together on areas such as marketing. There is continued research, planning and education being done as they look to the future using the key concepts of cooperation, sustainability, quality, and accountability.

Chairman Myers announced upcoming meetings of a briefing by Chris Tymeson with the Kansas Department of Wildlife and Parks on February 1, a hearing on **HB 2561** on February 6, and a hearing on **HCR 5034** on February 15.

Chairman Myers adjourned the meeting at 4:20.

Next Committee is scheduled for Wednesday, February 1, 2006.

Becky Blake

KANSAS

Department of Commerce
Travel & Tourism Division

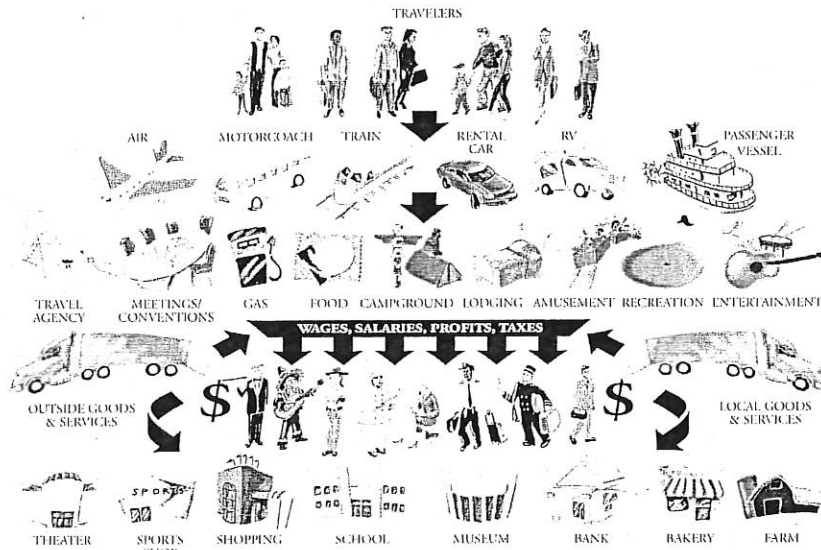
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Economic Impact United States

- \$1.3 trillion industry in the United States.
- \$100 billion in tax revenue for local, state, and federal governments.
- Without the tax revenue generated by the Travel and Tourism Industry, each U.S. household would pay \$898 more in taxes.
- One of the country's largest employers with 7.3 million direct travel-generated jobs - \$162 billion direct payroll
- Approximately 2.6 million hotels rooms are sold everyday in the United States.

HOW TOURISM DOLLARS ARE SPENT



Economic Impact Kansas

- Revenue
- Jobs
- Diversification
- Pride
- Enhance image
- Bring together – multi-generations, groups, organizations & communities
- Enhance QOL for our citizens – by supporting basic services we need, and services, facilities and experiences we desire

Economic Impact Kansas - 2003

- Expenditures - \$3.8 billion
- State Tax Receipts - \$222 million
- Local Tax Receipts - \$56 million
- Employment – 54,600
 - 4.2% of workforce

Source: Travel Industry Association of America and U.S. Chamber of Commerce

The Playing Field

- Tourism is dynamic – the face is changing
- People want an experience
- Authenticity is important
- Time poverty - Taking more and shorter trips
- Increase in car travel
- More control – flexibility

The Playing Field

- Last minute planning
- Internet (80% have itineraries planned)
- Experienced & sophisticated travelers (technology contributes)
- New travel experiences
- Families/friends are looking to strengthen relationships
- Grandparent travel
- Girlfriend/Guys trips

The Playing Field

Food is important – looking for culinary experiences

- Impacted by cultural, dietary, health & environmental awareness
- Authentic food is important

Shopping – still #1

Niche development & marketing is still important

Cultural/heritage

Nature based

Western/cowboy experience

Agritourism

Key Division Priorities

- Marketing
- Research
- Communication/Education
- Product Development

Marketing

Marketing

Display ads

17 national and regional publications

Consumer Target:

- Age 45+
- Household Income \$40+
- Some college
- Geographic: KS, OK, MO, IL, CO, NE, IA, ND, SD, MN, WI

Print Ads



Ready Made Adventures



Marketing

Television

KCTV Kansas Day Trips Travel Vignettes

Sunflower Journey

2006 Broadcast test market

Radio

Mid-America Network "This week in Kansas" 1
minute radio

Marketing

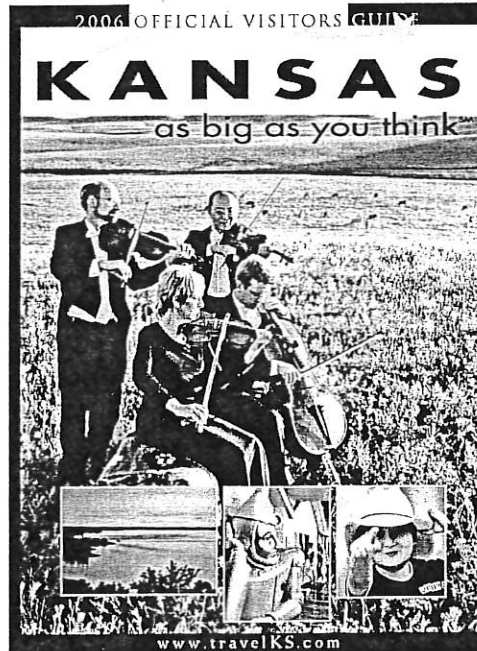
Internet

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Visitors Guide

450,000



2005 Conversion Study

63% read the magazine the day they received it

46% visited Kansas after receiving it

33% made 2 or more trips to Kansas

70% took it with them when they traveled

40% were influenced to visit more places than planned

80% would recommend the featured attractions

www.TravelKS.com

378,000+ visitors during 2005

(1,000 per day)

Around 5,200 listings in web site database

New Web Site - March 2006

New Key Features

- Trip planner
- Search
- Enhanced listing
- Automated reminder
- CRM database
- Consumer newsletter
- Images

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EVENT
qui que vult et disponit
imponere loem aedificii
maius aedificium, tanto altius
funda mentum. Et fabrica quidem
cum constructur, in superna
consergit, qui autem fodiit.

FEATURE ARTICLE
funda mentum. Et fabrica quidem
cum constructur, in superna
consergit, qui autem fodiit.

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Cogitas magnam fabricam contra trere celsitudinis? De fundamento primum cogita humilitatis. Et quantum tam qui que vult et disponit super imponere loem aedificii, quanto erit maius aedificium, tanto altius

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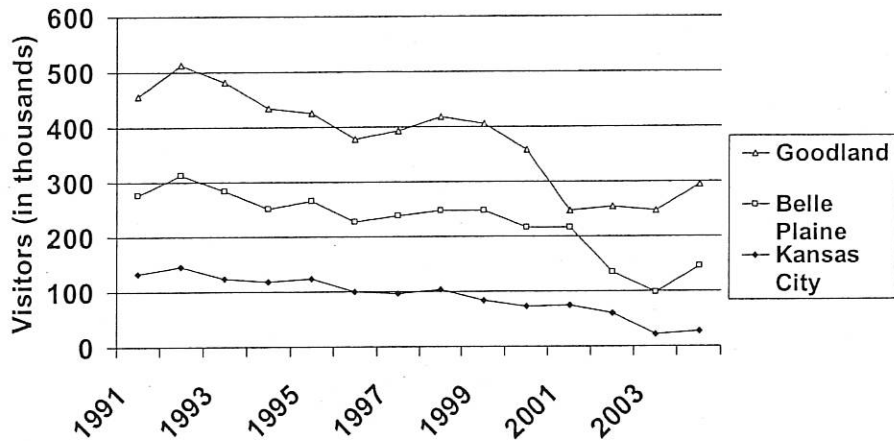
Group Tours

- Over \$3.1 million dollars in economic impact reported by communities for group tours over-nighting in Kansas.
- Increase of \$800,000 reported from FY04.

Responded to 164 inquiries from tour planners that requested information such as getaway guides, maps, and itineraries to use for prospective tours.

Travel Information Centers

Travel Information Centers Recorded Visitation



Travel Information Center Important Considerations

- Internet
- 80% of Travelers have itinerary planned before departing (National Geographic Research)
- Image Development & Enhancement
- Depletion of one-time funds
- Scarce resources will demand more partnerships

Tourism Marketing Grant Program

FY05

- 18 grants awarded
- Totaling more than \$29,000 in grant money
- Projects totaling more than \$200,000
- Impacting 24 counties
- Projects included brochures, radio, television, newspaper, and direct mail pieces

International Marketing

-Manages a cooperative program to increase traveler market share into Kansas from the German speaking Europe – Germany, Austria, Switzerland and British markets.

- Leveraged investment by 39% (2005)
 - Oklahoma, New Mexico, Colorado
- All leveraged dollars were from out-of-state sources

-Increased budget for FY06 by leveraging funds through further cooperative partnerships

- 52% (2006)

\$3 million projected expenditures

32:1 ROI

Public and Media Relations

400 requests for specific story info and assistance.

31 travel writer itineraries.

\$4.7M ad equivalent value.

2005 New York Event

2006 Chicago or LA Event

Travel Writer FAM & Conference
Marketplace – Dodge City in 2006

Mega Gigantic Getaway Giveaway



Mega Facts

Top Ten States Entering the Contest (behind Kansas)

1. Missouri (85)
2. Texas (60)
3. Colorado (53)
4. California (41)
5. Florida (33)
6. Illinois (24)
6. Nebraska (24)
7. Oklahoma (20)
8. Arizona (19)
9. Virginia (18)



KANSAS! magazine



38,000 subscribers

- 26% out of state
- 441 international

87 Kansas Counties
featured in 2005

Product Development

2006 Attraction Development Grant Program

- \$106,700 awarded to five projects
- Combined total project cost - \$1,142,399
- \$1,113,339 in leveraged funding

Opening Second Round of Funding

Agritourism

Workshops

Follow up to the conference in the fall

- 265 people 6 workshops across the state
- Focused on marketing, attracting publicity, developing web sites, creating a newsletter, and promoting relationship within communities and with other businesses.

Agritourism

- 176 registered agritourism businesses
- Scholarships available to attended conferences and gain further education in agritourism
- E-newsletter dedicated to agritourism
- www.kansasagritourism.org

Flint Hills

Fermata Study

Develop a tourism strategy for the region,
Identify the nature based, cultural, and historical assets in the Flint Hills project region that could potentially attract one of the fastest growing tourism markets in the country: experiential tourists.

Flint Hills

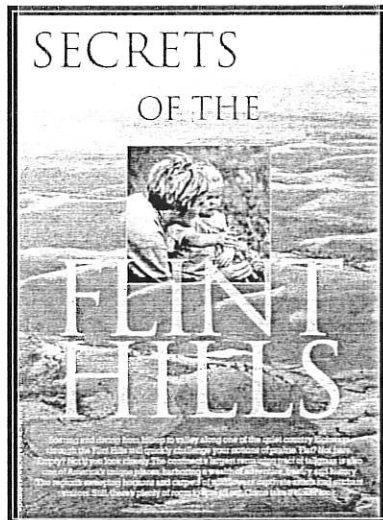
Assessors visited roughly 140 natural, historic, and cultural sites throughout the 11,734-square mile Kansas Flint Hills region during March-June 2005

Flint Hills

Community-based meetings held in January
and February 2005

Examined 22 distinct characteristics
of any given site and its accompanying heritage
resources related to sites' and resources'
ability to support experiential tourism.

Flint Hills



15 Recommendations
for Development and
Marketing

Regional Coalition
22 counties

Flint Hills

➤ 30,000 Brochures

➤ Partnership with
KDOT & KTA
Rest area displays

Flint Hills
Heritage Guide



Great Plains: Imagination and Experience



"Experience all the great things of a nation... with
just one big theme of heritage and history.
Discover the great things of the past... from
the great and the small... from national history
to local... from the past to the present."

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Cultural/Heritage Tourism

Ad Astra Initiative

Pursue rural and small business development using tourism in a retail environment along the interstate to enhance the image of Kansas and create economic opportunity.

Kansas Artisan Survey

First step in the Culture & Heritage Study is finding what arts, crafts, and food products are sold in Kansas

A survey was sent to artisans and food producers across the state.

-683 surveys were returned

-90 counties were represented in the responses

-Broad cross-section of products represented.

The Business of Art: Creating Success



More than 200 people attended workshops featuring Libby Platus at five locations across the state in May.

Partnered with

- Ag Products Marketing
- Kansas Arts Commission
- Kansas Small Business Development Center
- Association of Community Arts Agencies Ks.

Cultural/Heritage Tourism

Randall Travel Marketing Study

- Assess the market and marketability of Kansas Cultural & Heritage Tourism opportunities
- Reconnaissance visit in October
- Consumer survey network

Research & Planning

Advertising Conversion Studies

Interstate Traveler Study

Economic Impact Report

- Statewide data
- County data

Communication/Education

TIAK Partnerships

- Annual Conference
- Educational Program

National Tourism Week Packets

Travel Talk

Statewide Tour

Kansas Challenges

- Lack of vision
- Limited resources – human capital and funding
- Stiffer competition

Key concepts

- Cooperation
- Sustainability
- Quality
- Accountability

Future?

Long Term Strategic Plan

- Broad based planning and support
 - DMO's, Chambers, ED Organizations, Lodging and Restaurant Industries, Bankers, Local Governing Bodies, Arts Organizations, Historical Agencies/Organizations, Attractions, Nature Based Interests, large and small communities, etc.

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