

MINUTES OF THE HOUSE COMMITTEE ON TOURISM.

The meeting was called to order by Chairperson Carol E. Beggs at 3:36 p.m. on January 24, 2001 in Room 522-S of the Capitol.

All members were present except: Rep. Larry Campbell - excused

Committee staff present: Renae Jefferies, Revisor of Statutes
Hank Avila, Research Department
Russell Mills, Research Department
Carol Doel, Committee Secretary

Conferees appearing before the committee: Senator Chris Steineger
Mary Lou McPhail, Department of Commerce and
Housing

Others attending: See attached list

Introduction of Bills:

Senator Steineger of Wyandotte County introduced a bill dealing with slot machines at parimutuel facilities in Kansas. (Attachment 1) Representative Long made a motion to introduce the bill. Representative Ballou seconded the motion. The motion carried.

Presentation on Tourism in Kansas:

Mary Lou McPhail from the Kansas Department of Commerce & Housing explained that the department has a budget of \$4.6 million to administer four programs. Of that amount a little over one million dollars is generated from magazine sales and advertising revenues. The remaining 78% is funded through EDIF monies (the lottery). The four programs include Kansas! Magazine, Film Services, Travel Information Centers and General Promotion. (Attachment 2)

Realizing the competition the Kansas Department of Commerce & Housing engaged a company to do a long-term strategic plan for the Kansas Tourism Industry. Strategic planning recommendations detailed in this report focus on creating long-term competitive advantage for the Kansas tourism industry. (Attachment 3)

A market research study was done to assess the 1999 advertising campaigns by measuring both gross and net conversion rates as well as the economic impact. The rate of return on investment in this study was found to be \$18.60 for every dollar spent on advertising. (Attachment 4)

The Division of Travel & Tourism Development of the KDOC&H is authorized to provide economic assistance to public and private entities and not-for-profit corporations to develop tourism attractions and tourism-based products in Kansas. (Attachment 5)

Several members of the committee had questions regarding Kansas Tourism, such as working with Wild Life and Parks, increasing advertising budgets, what is being done to promote the niche markets, what did we spend money on for tourism, and what are the most popular areas in Kansas for attracting tourists. These questions were answered by Mrs. McPhail.

Representative Ethel Peterson proposed a field trip to The Rolling Hills.

Chairman Beggs presented a reminder that the Tourism Committee had been assigned a bill that needed interaction of Wild Life and Parks and that they were scheduled for the next meeting.

Representative Osborne made a motion that we approve the minutes and this was seconded by Representative

Ethel Peterson. Motion carried. Minutes approved.

MINUTES OF THE HOUSE TOURISM COMMITTEE, Room 522-S of the Capitol at 3:36 p.m. on January 24, 2001

Chairman Beggs asked for any other discussion that may have been overlooked.

Representative Levinson made a motion to adjourn the meeting. Motion was seconded by Representative McClure. Motion carried.

Meeting was adjourned at 4:34 p.m. The next meeting will be January 29 with a presentation by Mr. Clint Riley, attorney for the Wild Life and Parks Department.