



2011 Preliminary Legislative Survey Results

- 43 out of 150 TIAK members participated in the survey
- 29% survey return rate
- Top areas identified by respondents on where TIAK should focus its efforts (in order of preference):
 - Support maintaining and protecting funding for Division of Travel and Tourism
 - Support promoting the Kansas Tourism Initiative (KTI)
 - Support amendments to STAR bonds language that allow tourism professional to participate in the project review and approval process
 - Support legislative review of tax incentives, sales tax exemptions, and tax credit statutes. Advocate for measures which generate revenue through investment in projects or initiatives that produce jobs and/or encourage visitor spending.
- 50% indicate the most important general business issue is the state tax structure
- 51% indicate T-works program has been the most beneficial economic development program to their local communities followed by TIF's, which came in at 46%
- When respondents were asked if they support TIAK taking an advocacy position which supports the local option for communities to have gaming establishments :
 - 51% say Yes
 - 24% say No
 - 24% are Uncertain
- 81% respondents support TIAK weighing in on how the Kansas Parks system is funded
- 80% believe parks should be funded by a combination of user fees and state appropriations
- 74% feel the recent hotel and lodging fee increase is not being effectively used to improve the lodging inspection
- 76% do not want TIAK to use its resources to advocate on KWLPT issues not related to tourism

Survey Demographics

- 77% of respondents are CVB's
- Most respondents have 1 -5 employees
- 27 respondents are willing to assist TIAK with advocacy efforts
- 26 respondents plan to attend the 2012 Day on the Hill
- 20 respondents will communicate with elected officials on behalf of TIAK
- 5 respondents are willing to contribute to the PAC
- 56% of respondents prefer a weekly written legislative report and 41% prefer weekly conference call