

## Travel & Tourism Means Jobs for Kansans...

- Each Kansas visitor generates about \$238 in expenditures and \$57 of that goes to businesses that do not directly “touch” that visitor.
- Every 203 visitors create one new job in Kansas.
- Tourism amounts to a tax savings of \$876 per household.
- Each visitor contributes about \$58 in tax receipts, of which \$33 goes to state and local authorities.
- It takes 301 visitors to pay for one Kansas public school student for one year
- Each visitor generates \$112 in wages paid to workers directly employed in tourism.
- Each visitor adds about \$181 to gross state product.
- One in every nine Kansas citizens owes their job to tourism.

### *Travel Industry Association of Kansas 2012 Advocacy Committee*

**Roger Hrabe, Chair | Stockton**  
Rooks County Economic Development

**Suzan Barnes | Cottonwood Falls**  
Grand Central Hotel

**Tammy Britt | Concordia**  
Cloud County Convention & Tourism

**Kevin Fern | Shawnee**  
Shawnee Convention & Visitors Bureau

**Bridgette Jobe | Kansas City**  
Kansas City Convention & Visitors Bureau

**Jana Jordan | Hays**  
Hays Convention & Visitors Bureau

**John Rolfe | Wichita**  
Go Wichita

**Jan Stevens | Dodge City**  
Dodge City Convention & Visitors Bureau

**Jim Zaleski | Parsons**  
Labette County Tourism

#### *Ex-Officio*

**Donna Price | Goodland**  
Sherman County Convention & Visitors Bureau  
President, Travel Industry Association of Kansas

**Natalie Bright | Topeka**  
Bright & Carpenter

**Marlee Carpenter | Topeka**  
Bright & Carpenter



## *2012 Legislative Agenda Kansas Travel & Tourism*



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# An Agenda for Promoting Travel & Tourism in Kansas

## BED & BREAKFAST CLASSIFICATION

Monitor the current issues surrounding the tax policy of Bed & Breakfast establishments.

## BUSINESS CLIMATE

Advocate for a healthy business environment that encourages small business and entrepreneurial ventures related to tourism in Kansas. Monitor regulatory oversight which enhances the delivery of a successful tourist experience in Kansas.

## DIVISION OF TRAVEL & TOURISM

Support adequate funding for the Division of Travel & Tourism and advocate that those dollars remain dedicated to direct tourism projects and are not diverted to other efforts within the Department of Wildlife, Parks and Tourism.

## EMPLOYEE FREE CHOICE ACT

Oppose efforts at the state or federal level to pass legislation such as the Employee Free Choice Act. Support efforts to protect employees from coercion by unions through the continued use of a federally supervised, private ballot process.

## IMMIGRATION

Monitor state and federal legislation with regard to immigration and naturalization which impacts the service industry business.

## NATIONAL HERITAGE AREAS

Continue to support the development of natural heritage areas of state and national significance. Continue support of National Heritage Area initiatives.

## OPEN RECORDS/MEETINGS

Monitor legislation on Open Records/Open Meetings Act. Oppose legislation that would weaken current Open Records/Open Meeting statutes.

## PARKS FUNDING

Advocate for a fair and adequate funding system for Kansas Parks.

## REVENUE ENHANCEMENTS

Support revenue enhancements by continuing to consider the elements of the Kansas Tourism Initiative. Continue to work with policy makers to identify long-term, sustainable funding for the promotion of tourism at the state level, such as defined in the Kansas Tourism Initiative.

## STAR BONDS

Support eliminating the sunset on STAR Bonds and amend the statutes to allow participation of tourism professionals in the project review and approval process. Include a provision for local units of government to utilize Transient Guest Tax for tourism promotion in a STAR Bond District.

## TAX POLICY

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.

## TRANSIENT GUEST TAX

Monitor legislation related to the Transient Guest Tax to ensure it is used for the primary source of promoting travel and tourism. Maintain awareness of tax issues that may affect Destination Marketing Organizations. Oppose efforts that lessen the impact of convention and tourism promotion through the use of the Transient Guest Tax. Work with legislative committees and Kansas Department of Revenue to review Transient Guest Tax statutes for uniformity and enforcement.

## TRANSPORTATION

Monitor issues related to transportation. Support continued funding of T-Works, the current comprehensive transportation plan.

## WORKERS COMPENSATION

Monitor implementation of new workers compensation statutes and oppose efforts which would have a negative impact on service industry businesses.

*Tourism infused \$7.2 billion into the Kansas economy in 2009 and is the 3rd largest industry in the state.*

