



Travel Industry Association of Kansas

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Karen Hibbard

Presentation to the Senate Commerce Committee

State of Kansas Tourism—An Industry Perspective

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Chairman Lynn and honorable committee members,

Thank you for the opportunity to appear before you today to share the Tourism Industry's perspective on the state of Kansas tourism. Thanks again to Linda Craghead for presenting to you the findings of the IHS Consulting Tourism Satellite Report. Impressive numbers from the 3rd largest employer in Kansas!

I am Karen Hibbard, and I serve as the Director of the Manhattan Convention and Visitor Bureau. This year I have the honor of serving as the 2014 President for the Travel Industry Association of Kansas (TIAK). I have been engaged with Tourism since 1997 and I am happy to be here today to share the impact of Kansas tourism.

The information Linda shared from the IHS Global Tourism Satellite Report what I know to be true of the travel industry. It is an important component of Riley Counties local economy as well as the Kansas economy. According to the IHS Global Tourism Satellite Report - visitor spending in Riley County – the County I call home – states that visitor spending was \$188.2 Million in 2011.

Shopping accounts for 33.5%

Dining - 27.0%

Transportation – 19.5%

Lodging – 13.0%

Entertainment – 7%

In 2013, TGT collections for Manhattan were \$1,029,565. The TGT is used to fund the contract which the CVB holds with the City of Manhattan to create and implement a tourism and convention program for the Manhattan area. 63% of the TGT is used to market Manhattan, 29% for employees, 8% for Operations.

Manhattan the new Manhattan Convention Center in 2011. – allowing Manhattan to offer additional meeting space. In 2013, The Manhattan CVB worked directly with 174 meetings with 39,772 attendees,

with an estimated impact of \$14,233,260. We currently figure conference attendees spend \$157 per day. The TGT directed to the Manhattan CVB to fulfill the contract for promotion of conventions and tourism was \$1.2. This \$14,232,260 return is a great investment of the \$1.2!

Youth Sports - \$100 per day

Assisted 35 events in 2013 in Manhattan – 11,062 participants - \$1,138,500 Economic Impact

2A Basketball – 13,559 attendees - \$1,000,000 Economic Impact

Country Stampede – 155,000 fans with estimated economic impact \$10,228,600.

FHDC – nearly 122,000 visitors have visited the FHDC since doors opened in 2012. Goal – to encourage travel throughout the entire FH region and state of KS! And to make a remarkable impact on each county that is visited.

Partnerships – working together with State - stretch our limited funds.

We partner together with the State on television, advertising, promotion of the entire state. With limited funds – we do have to work together. I-70 Association – communities along 1-70 promoting visitors to stop and explore! Flint Hills Tourism Coalition – 22 counties – working together to promote the Flint Hills of KS. Tour Kansas – Kansas Communities – coming together to promote KANSAS as a destination.

Tourism does make a difference.

Tourism has an immediate impact on the local economy.

Kansas tourism industry cannot be exported

Thank you for the opportunity to appear before you as a representative of Kansas tourism. I hope you have caught a glimpse of the efforts of tourism in Kansas tourism and why it is such an important industry not only to local community, but to the Kansas economy. Investing in tourism is a proven investment.

TIAK is committed to working with the Kansas Legislature to keep our industry strong. I would be happy to stand for questions.