

KANSAS JOURNEYS

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KANSAS BUCKET LIST



From Kansas Ag Connection

Everyone has a wish list of things they want to see and do in life. Some people call this their bucket list. The Kansas Bucket List is a fun way to get in on the action and spotlight the state's beautiful, delicious and sometimes surprising travel experiences. The campaign invites the public to recommend their favorite must-see-and-do Kansas experiences through social media with the hashtag #KSBucketList.

A fun video at the launch event, held in May during National Travel and Tourism Week, highlighted Kansas Bucket List suggestions from notable Kansans including Leavenworth-born singer/songwriter Melissa Etheridge, who recommends Leavenworth's Theel Carousel Museum, Days of Our Lives actor James Reynolds, an Oskaloosa native, recommends a KU basketball game and taking in a sunny summer morning overlooking the Flint Hills to enjoy "a spiritual moment full of awe."

Travel Kansas wants to know . . . what should be on everyone's Kansas Bucket List? They could use your help!

- Share your "must see and do" Kansas experiences on Instagram, Facebook and Twitter using the hashtag, #KSBucketList.
- Images submitted with #KSBucketList hashtag may be featured on www.KSBucketList.com.
- You may also submit your "must see and do" Kansas experiences by filling out [this form](#). ■

THANK YOU FOR THE HOSPITALITY, DODGE CITY!

TIAK President Kevin Fern is deputized by Brent Harris of Boot Hill Museum at the August Board of Directors meeting in Dodge City, Kan.



KANSAS TOURISM CONFERENCE

REGISTRATION NOW OPEN!

OCTOBER 26-28, 2015
WICHITA, KANSAS

REGISTER TODAY AT

WWW.REGONLINE.COM/2015KTC



Host Hotel:
Hotel at Old Town
830 E. First Street North
Wichita, KS 67202
316.267.4800

Additional Hotel:
Courtyard by Marriott
Wichita at Old Town
820 E. Second St. North
Wichita, KS 67202
316.264.5300

KANSAS DESTINATION SPECIALIST

The 2015 Tourism Conference is just around the corner, and so is the deadline to turn in ALL submissions for KDS consideration. If you wish to obtain your designation at the conference this year, please submit all reports by September 16th.

For those new to the program or those who have been working diligently towards their designation, remember you need to earn 25 points from attending educational seminars, conferences, webinars, etc. and read three books (one from each category) on the approved reading list.

If you have already earned your KDS, every even-numbered year (2016), you must renew your designation by completing two of three options: 1) attend the annual tourism conference; 2) read one book and submit a report from the approved reading list; and/or 3) visit an attraction 50+ miles from home and submit a narrative report. ****Note: if you do not renew a current KDS designation, you will be required to start the program again from the beginning, earning 25 points and completing three book reports****

Over 30 tourism professionals have the points required, BUT are missing the books. Please take the time, before the busy Fall months, and complete your books!!

For more information on the Kansas Destination Specialist program, please visit www.tiak.org/kds or contact any of the committee members: Kerry Green, Amy Garton, Karen Crane, Karen Hibbard. ■

2015 People's Choice Award

Travel Industry Association of Kansas

*A very special
thank you to our
Awards sponsors!*



Are you the People's Choice?



The People's Choice award is comprised of all of the categories of the Marketing Awards.

- Each entry is an official entry that has already been submitted.
- Entries will be showcased at the Conference for attendees to vote on their favorite entry.
- Winner will be chosen by Conference attendees ONLY during the Conference.
- We will announce the entry with the most popular votes during the Conference.

GOOD LUCK!

Contact Amy Billquist with questions at billquista@gmail.com.

KS DEPT. OF WILDLIFE, PARKS & TOURISM NEWS

Blue Cross Blue Shield of Kansas to announce partnership with Kansas State Parks

Blue Cross Blue Shield of Kansas and Kansas Department of Wildlife, Parks & Tourism Secretary Robin Jennison cordially invites you to a special media event announcing a new partnership between KDWPT and Blue Cross and Blue Shield of Kansas, designed to get more Kansas families to enjoy healthy fun at the Kansas State Parks. Please join us at 10 a.m. Thursday, September 3 at Kaw River State Park entrance, 5630 SW 6th Avenue, Topeka.

Come Celebrate Kansas State Parks

KDWPT is hosting a free concert with Logan Mize September 6 at El Dorado State Park. The show starts at 8:00 at the amphitheater in the Walnut River Campground below the dam. There will be food vendors and a beer garden, sorry no coolers. All you need is a park permit to enter the campground. Mize is originally from Clearwater, Kansas and now lives in Nashville. He recently signed with Sony Nashville. Special guest Jason Boyd from Wichita will also be performing.

New Welcome Video produced by KDWPT

A new 90 second video was produced by KDWPT to be available for use by all state agencies and constituents. The primary purpose of the video is to be used as a welcome video at conferences and events promoting the variety of things to see and do across the state. Click [here](#) to see the video or view it on the Kansas Tourism YouTube channel.

Come celebrate Kansas State Parks with
LOGAN MIZE
 El Dorado State Park

Kansas Department of Wildlife, Parks & Tourism Presents

GETAWAY FOR A GOOD TIME
 SUN SEPT 6 8PM
 Free concert with park permit
 (or park day permit)

Kansas native and Sony Nashville recording artist Logan Mize at El Dorado State Park amphitheater at the Walnut River Campground - with special guest Jason Boyd. Enjoy live music, food vendors & beer garden!

Thanks to These Like
Kansas
 Department of Wildlife, Parks & Tourism

KANSAS STATE FAIR



It's always a blast call at the Kansas State Fair. From the opening bell to the final grandstand blockbuster. So get on a stick and head for the world-class Midway, blue-ribbon animals and family-friendly activities. It's pure Americana—an event not to be missed. Party with your pals and hear the hottest performers at the Nex-Tech Wireless Grandstand. Tour the

many agricultural and educational displays. Win prizes. Brave heart-pounding carnival rides. Sample some fried 'n' joy—and other culinary delights. Enormous vegetables, odd artifacts, homemade crafts and the infamous butter sculpture provide something for everyone. Nonstop fun from Sept. 11-20, 2015, the event is the largest in the state of Kansas with crowds numbering more than 350,000. The fairgrounds are in centrally located Hutchinson, Kansas. Mark your calendars now and plan to join Kansans from across the state—along with visitors of true discernment from around the world. For more information, call 620.669.3600, toll free at 800.362.FAIR or visit www.kansasstatefair.com. ■

FIRST ECONOMIC DEVELOPMENT DIRECTOR APPOINTED IN CHASE COUNTY

The Chase County Chamber of Commerce is pleased to announce the addition of Jennifer Laird, as Economic Development and Tourism Director, to their staff.

CHASE COUNTY
CHAMBER OF COMMERCE

“I am thrilled to work on behalf of such an amazing community,” said Laird. “The potential for continued small business development in our charming county combined with the ongoing enthusiasm of tourists who travel from around the world to experience the beauty and tranquility of the Flint Hills creates the perfect combination for a rural Kansas community.”

Most recently, Laird immersed herself in the county by showcasing the history, talent, events and local news within the community as the editor of the Chase County Leader-News.

Prior to moving to Chase County in 2009, Laird gained years of experience in the hospitality industry as a regional concierge director. As a world-traveler and resident of bustling cities such as San Diego, Las Vegas and Phoenix, Laird brings new ideas to the table while recognizing the value of honoring and preserving Chase County's connection to the land and each other.

“The energy, passion and pride that the people of Chase County show for the land that they nurture and protect is something that has been treasured for generations,” Laird said. “That sense of responsibility to one another and the environment is rare and cannot be replicated, the authenticity of this place enchants all that visit. It's not often you can find somewhere so magical and inspiring.”

Laird will act as the first Economic Development Director in the county, joining a strong, active and vibrant countywide chamber. ■

MANHATTAN NAMED IN TOP 10 BEST COLLEGE TOWNS

From *livability.com*

Dubbed “the Little Apple,” thanks to its shared name with one of New York City’s boroughs and a high concentration of cultural amenities, Manhattan, KS delivers a crisp slice of life to college students and residents. Home to Kansas State University, which has a student population of more than 24,000, Manhattan’s dynamic downtown, affordable housing choices and education-based economy make it one of the Top 10 Best College Towns in the country. Manhattan’s size makes it the perfect place to find great entertainment options, jobs and new friends while retaining a small town feel.

The university’s impact on the economy, culture and overall morale of Manhattan is evident throughout the year. Thousands of fans descend on Manhattan during football and basketball season. With a collection of bars, shops and restaurants, Aggieville, Manhattan’s entertainment district, draws college students and many young professionals who want to grab a drink, listen to live music and drop some dough. Restaurants in Manhattan range from international to laid-back and provide diners with many options. Many of the bars in Aggieville participate in what has become one of the city’s biggest events, Fake Patty’s Day, which is held a week or so before St. Patrick’s Day.

The campus and the city are surrounded by natural attractions and outdoor recreation which include trails, 28 public parks, and Tuttle Creek State Park, a favorite spot for camping, fishing and swimming. The Manhattan Linear Trail runs for more than 15 miles inside the city. Walkers and joggers can enter the trail at several trailhead locations throughout the city and take routes that offer various degrees of difficulty. Sunset Zoo Loop, for example, is a more challenging trail that winds past the zoo’s chimp house and pops up at the water tower. The Sunset Zoological Park features everything from cute chinchillas to spiky hedgehogs, as well as grizzlies, wallabies, flamingos and many more animals, over 150 species that run the gamut from familiar too exotic.

In addition to KSU, Manhattan is also home to Manhattan Christian College, Manhattan Area Technical College and the American Institute of Baking. ■



WHITE PAPERS



There’s a new addition to the Education Section of the TIAK website: White Papers.

Our Education Committee has researched and collected white papers

on various topics. Current White Paper listings include:

- The State of the American Traveler
- EppersonDest Product Development: A Review and Analysis of the Role of CVBs in Destination Product Development
- Destination Brand Building
- Five Destination Branding Principles to Boost Economic Recovery
- Toll Advocacy: It’s Not Just For a Crisis
- Amadeus: Shaping the Future of Travel—Macro trends driving industry growth over the next decade

All of these white papers can be found on the TIAK website at: www.tiak.org/events. Be sure to check them out!

OVER 35 MILLION TRAVELING FOR LABOR DAY SAYS AAA



From BusinessWire:

AAA Travel projects 35.5 million Americans will journey 50 miles or more from home during the Labor Day holiday weekend, the highest travel volume for the holiday since 2008 and a one percent increase over 2014. While the majority of travelers (30.4 million, 86 percent of all travelers) will celebrate the holiday with a final road trip before summer comes to a close, air travel is also projected to grow 1.5 per-

cent this holiday. The Labor Day holiday travel period is defined as Thursday, September 3 to Monday, September 7.

Highlights from 2015 Labor Day Travel Forecast include:

- Historically, when Labor Day weekend falls later in the calendar, Americans have shown less inclination to travel. As Labor Day falls on September 7, the latest possible day it can occur, the overall travel growth potential is dampened somewhat this year.
- Rising wages and falling gas prices have helped boost disposable income, which has risen 3.5 percent over last year, but some consumers are using that money to save and pay debts.
- Automobile travel will increase by 1.1 percent this year, with 30.4 million travelers hitting the road.
- Nearly 7.4 percent of travelers (2.6 million) will travel by air, a 1.5 percent increase from last year.

“A strong labor market coupled with greater job security and rising home prices have all helped to increase disposable income,” said AAA Chicago spokesperson Beth Mosher. “Though some consumers remain cautious, these positive indicators are driving a slight increase and allowing millions of Americans to travel on one last summer getaway.” ■

Calendar of Events

September 2, 2015

Governor's Council Meeting

September 10, 2015

TIAK Executive Committee Meeting in Wichita, KS

October 26, 2015

TIAK Board Meeting at KS Tourism Conference

October 26-28, 2015

Kansas Tourism Conference (see Pg. 2)

November 12, 2015

TIAK Executive Committee Meeting in Cottonwood Falls, KS

November 20, 2015

Webinar: Destination NEXT

December 10, 2015

Seminar: Market Segments

February 10, 2016

TIAK Day on the Hill State Capitol, Topeka

Welcome our newest member to TIAK!



Wamego CVB

www.visitwamego.com



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