



**Travel Industry
Association of Kansas**

THE VOICE OF THE TRAVEL INDUSTRY IN KANSAS

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TIAK TIMES

WELCOME TO OUR NEW LOOK

Have you had a chance to check out the new TIAK website yet? Construction is finished and we're so excited to introduce you to our re-designed tool for members. And while we were at it, we thought this newsletter could use an upgrade as well, so enjoy all of the new eye candy! The website is still located at www.tiak.org. ■



WICHITA ROCKS!

From TIAK President Kevin Fern

Thank you, thank you and thank you to Visit Wichita, Susie Santo and her entire team—what a great conference. Your hard work and talent at hosting a conference, for what can be at times a rather demanding bunch, was on display all week and made us feel very warm and welcome in Wichita.



*Please take a few minutes to complete **this survey** to help us evaluate **this year's conference** and plan for **future conferences**.*

I think the conference was both informative and educational and, yes, a little bit of fun was thrown in for good measure. If you weren't there, you really missed a great time. I don't know about the rest of you, but I feel pretty worn out as I write this on Friday morning; however, I guess that really is a good thing.

You know we all work pretty hard every day promoting our communities and, as someone who received an award last year, I know how meaningful it can be to be recognized for your efforts. So my sincere congrats to eXplore Lawrence, Kansas City,

(Continued on page 2)

WICHITA ROCKS (CONT.)

(Continued from page 1)

Kan. CVB, Marysville Convention & Tourism, Sherman County CVB and Visit Wichita on your very well-deserved awards.

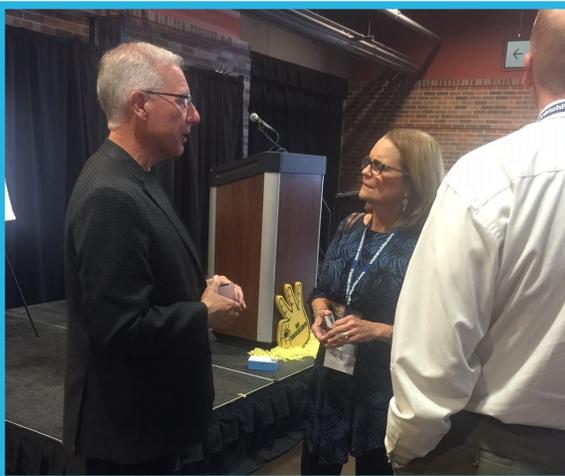
I also want to thank KDWPT, Robin, Linda and their crew for their partnership with TIAK and all they contributed to the success of the conference. Without them, none of it would have been possible. Congratulations, as well, to the recipients of the Governor's Tourism Award, Kansas Tourism Partnership Award and the Kansas' Finest Awards.

It was great to see so many old friends and to make some new ones. As I was driving home, I thought about the conference and realized that if I had learned nothing else all this week, it still would have been worth it for the opportunity to observe a team of first-rate tourism professionals, pulling off a seamless event with a grace and dignity that is seldom seen. So again, thank you Wichita. You rock! ■

THANK YOU !

Thank you Visit Wichita! The 2015 Kansas Tourism Conference was very well-organized and captured everyone's attention. From the signature event touring old town staples to the many breakout sessions, conference attendees were able to learn more tourism tools and network with many of their colleagues.

And a special thank you to our sponsors who are identified on the following pages. Without you, this conference would not have been possible!



SEE YOU AT NEXT YEAR'S CONFERENCE!

We hope to see you next year at the 2016 Kansas Tourism Conference in Olathe, Kan. Be ready to celebrate tourism again next fall with all of the great friends you made this year. Mark your calendars for October 17-19, 2016! And be sure to watch our new website for more information as the event draws near. ■



A big shout-out to Sally Fuller and Roxanne Morgan for coordinating and organizing the Silent Auction! Thank you, as well, to everyone who donated an item or basket—there was an amazing selection of Kansas' finest.

THANK YOU SPONSORS!



Northwest Kansas Travel

BACK TO YOU MARKETING
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MAGAZINES

CONVENTION & VISITORS BUREAU

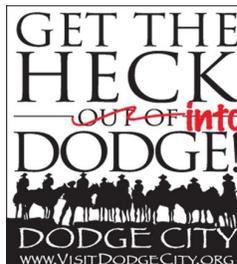
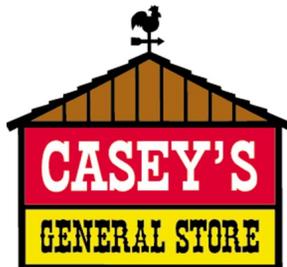


OVERLAND PARK KANSAS

CONVENTION AND VISITORS BUREAU



MidwestLiving



2015 TIAK MARKETING AWARDS

Congratulations to our Marketing Award winners! TIAK Marketing Awards focus on overall marketing initiatives and recognize state-level winners only.

People's Choice:

eXplore Lawrence was honored for its “Unmistakably Lawrence” campaign, a marketing campaign showcasing their new name and brand.

Visitor Guide (designed in-house):

Visit Wichita won for its 2015 Official Visitors Guide. The guide was designed to be the authority for what to see and do in the city.

Visitor Guide (outsourced):

eXplore Lawrence was awarded for its 2015-16 Visitors Guide, which is provided both in print and online. This guide introduced the Lawrence CVB's name change and marketing campaign.

Online Marketing:

Sherman County CVB was recognized for its redesigned website, which increased their organization's internet visibility and digital footprint, quintupling engagement. logo

Integrated Campaign:

eXplore Lawrence was honored for its “Unmistakably Lawrence” marketing campaign. This campaign was designed to market the city to leisure, conference, meeting, event and sporting event planners and reflects the quirky, different, unexpected character of Lawrence.

Print Marketing:

Kansas City Kansas CVB won for its Group Tour Planner, which promoted group-friendly attractions to help operators plan their itineraries. The planner was formatted for both print and online use.

Community Awareness:

Marysville Convention & Tourism was honored for its promotion of its “Orchestra on the Oregon Trail” event, which they created, branded and promoted to both local and visitors alike. This event sold nearly 1,300 tickets. logo

Traditional Multi-Media:

Visit Wichita won for the launch of its largest and most complete campaign in the history of the bureau. This campaign produced four TV commercials that addressed both reach and frequency very effectively.



“The travel industry is a vibrant part of the Kansas economy and I am very pleased that we were able to honor the creativity of tourism professionals from Goodland to Kansas City, Wichita to Marysville. These individuals work hard every day to promote our state as a destination for visitors, and their marketing expertise received some well-deserved recognition through these awards.”

—Kevin Fern, TIAK President

(Continued on page 6)

2015 TIAK MARKETING AWARDS (CONT.)

(Continued from page 5)

Thank you to the Marketing Awards judges: **Martha Bartlett Piland**, President & CEO of MB Piland; **Lindsay Randall**, Manager of Morris Communications; **Dan Lindquist**, Marketing Consultant of Team W Advertising; **Dave Bergmeier**, Managing Editor of High Plains Journal; and **Katy Schamberger**, Marketing Coordinator of Downtown Shareholders of KCK.

And a special thank you to the Marketing Awards sponsors: WestSide Stamp & Awards, Inc., Briggs Auto Group, and Great Plains Media Group—92.9 The Bull, 105.9 Kiss FM, and KLWN AM 1320, as well as to WIBW AM 580 for hosting the TIAK judges on judging day. ■



KDWPT AWARDS

The Kansas Department of Wildlife, Parks and Tourism (KDWPT) also presented the following awards:

Governor's Tourism Award

The Dirty Kanza 200 is an ultra-endurance, off-road, 200-mile bicycling event that challenges riders, bikes and tires on the rugged and remote backroads of the Kansas Flint Hills. The event is held annually in Emporia, Kan. on the first Saturday after Memorial Day. The 2015 event drew 1,861 riders from 47 states and five foreign countries and was supported by 200 volunteers. Jim Cummins is the Executive Director of Dirty Kanza Promotions, LLC. The award recognizes Kansans for outstanding contributions to the travel and tourism industry and is presented to an individual or group that demonstrates cooperation, sustainability, quality and accountability in their support of the growth of tourism in Kansas.

Kansas Tourism Partnership Award

The Kansas Turnpike Authority (KTA) was honored for ongoing support of the state's tourism efforts. The KTA manages 236 miles of Interstate highway from Kansas City to the Kansas/Oklahoma border (I-35) along with

(Continued on page 7)

KDWPT AWARDS (CONT.)

(Continued from page 6)

sections from Emporia to Topeka (I-335) and Topeka to Kansas City (I-70). The Kansas Turnpike carries more than 35 million vehicles each year. The award recognizes the importance of collaboration in the successful development of tourism in Kansas.

Kansas' Finest Award

Jim Richardson, National Geographic photographer, and Kathy Richardson, jewelry designer, owners of Small World Gallery in Lindsborg, Kan.;

Dave Kendall, developer and former long-time host of Sunflower Journeys on KTWU, Channel 11 in Topeka, Kan.;

Mary Meyer, social studies teacher at Council Grove Junior High School, whose seventh-grade class created the Facebook page, "Where on Earth is Kansas?";

Bob Nicholson, retired Fort Hays State professor and developer of the famous 22-mile long Switchgrass Mountain Bike Trail at Wilson State Park; and

Macey Hensley, Kansas' first Junior Finest, who became a national sensation at five years old when she appeared four times on the Ellen DeGeneres daytime television show to share her in-depth knowledge of American presidents.

The Kansas' Finest award honors advocates who promote the state's attributes and maintain an abiding love for their native or adopted state, exhibiting passion, perseverance and a sense of purpose in promoting attractions with statewide significance and national or international relevance. ■

"These awards highlight the vital role of dedicated individuals and organizations in growing the tourism industry in Kansas. Through their partnership, Kansas tourism will continue to be a significant part of the state's economy."

—Linda Craghead, KDWPT Assistant Secretary for Parks and Tourism



#KTC15



Contribute to the Kansas Tourism Conference online photo gallery.

Share your conference photos on Instagram & Twitter using #KTC15, then visit TravelKS.com/KTC15 to see your photos and others in the online gallery.

KANSAS DESTINATION SPECIALIST

Congratulations to several hard-working and dedicated tourism professionals for earning their Kansas Destination Specialist (KDS) designation this year.

- **Stacy Barnes, City of Greensburg Convention & Tourism—Director**

Stacy also is the Big Well Museum Manager in Greensburg and was recently named one of the *50 Kansans You Should Know* for 2012 by Ingram's Business Magazine in Kansas City.



- **Cris Collier, Great Bend CVB—President & CEO**

In her 30 years of Bureau leadership, Cris has passionately pursued the development of Cheyenne Bottoms and the Kansas Wetlands Complex as nature-based destinations. She also is a designated Peer Advisor for the National Scenic Byway Program.



- **Christina Haselhorst, Dodge City CVB—Convention & Group Coordinator**

Although tourism is always on Christina's mind, when she's not creating itineraries, she's singing, planning music for a wedding, planning a pageant, learning lines for a show, volunteering with the DCHS marching band, gardening, traveling, camping with her family or shopping for shoes.



- **Larry Johnson, Finney County CVB/Garden City—Event Planner**

Larry began his career in tourism as the Event Manager for the MGM Grand Garden Arena in Las Vegas. Larry is currently a member of the National Association of Sports commissions (NASC) and serves as Treasurer of SportsKS.



- **Janet Kuhn, Hays CVB—Convention Sales Manager**

Janet has been a customer service guru over her entire 30-year travel industry career. In fact, she missed her recognition at the Tourism Conference because of her hosting duties back home with the KSHSAA State Volleyball Tournament.



- **Susan Wettstein, City of Garnett—Community Development Director**

Striving to create an environment that inspires, educates, develops leadership and loyalty to being "local," Susan's career goal is to encourage collaborative marketing strategies to maximize Garnett as a competitive tourist destination.



REMINDER:
2016 is a renewal year
for all current KDS!

TIAK established the KDS certification program in 2003, which is designed to familiarize and further one's knowledge of the State of Kansas, tourism marketing and leadership. Since its inception, 46 people from the Kansas hospitality industry have earned this recognition. ■

SAVE THE DATES



SAVE THE DATE
TRAVEL
INDUSTRY
ASSOCIATION
OF KANSAS
DAY ON THE HILL
2.10.16



Destination Capitol Hill is a one-of-a-kind opportunity for you to learn about upcoming legislation that impacts travel, network with industry colleagues and meet with Members of Congress to stress the importance of travel as an economic driver.

Join us—and hundreds of your colleagues from around the country—at The Mayflower Hotel, from March 16-17, 2016. U.S. Travel will provide you with everything needed to go into your meetings with confidence. We'll host educational webinars prior to the event, coordinate your meetings and provide a personalized schedule.



REGISTRATION OPENS DECEMBER 7TH

Stay tuned for more details!

WHITE PAPERS



There's a new addition to the Resources 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/resources/white-papers-reports. Be sure to check them out!

3i SHOW TOURISM ROUND TABLE—THANK YOU DODGE CITY



Approximately 20 tourism professionals as well as federal, state and local elected officials, attended the ribbon cutting, Team Kansas round table discussion and a “Back of the House” tour of the Western State Bank Expo Center at the 61st annual 3i SHOW in Dodge City, Kan. on October 8, 2015. The 3i SHOW is a salute to Industry, Implements and Irrigation and is organized

by the Western Kansas Manufacturers Association. The show provides an opportunity for exhibitors from all over the world to showcase their agri-business products. The purpose of this event for TIAK was to build relationships, while receiving feedback from elected members on how best to present tourism’s impact on Kansas communities to elected officials.

In attendance were Kansas Governor Sam Brownback; Secretary of Agriculture Jackie McClaskey; Secretary of Kansas Department of Wildlife, Parks & Tourism Robin Jennison and Assistant Secretary Linda Craghead; Team Kansas members; a representative of the Secretary of Commerce, representatives for U.S. Representative Tim Huelskamp, U.S. Senator Pat Roberts, U.S. Senator Jerry Moran; several members of the Kansas Legislature: Sen. Garrett Love (38), Rep. Bud Estes (119), Rep. John Ewy (117), Rep. Ron Ryckman, Sr. (115), as well as local community leaders and Dodge City Mayor Joyce Warshaw.

During the ribbon cutting ceremony, Secretary Jennison presented information on tourism and the impact the 3i SHOW has in the local community. The estimated impact of overnight stays, alone, is over \$3 million dollars. In Governor Brownback’s remarks during the ceremony, he noted that trade

shows, agriculture-related events, and other events taking place around the state of Kansas were all connected to tourism in one way or another, and impacted communities in economically positive ways.

The round table discussion was hosted by Team Kansas. The conversation on tourism’s impact continued when Secretary Jennison noted how tourism is big business by citing lodging revenues, alone, as generating over \$42 million in transient guest taxes, and over \$40 million in sales taxes collected in Kansas in 2015 (see page 7 for more details). This discussion was followed by a “Back of the House” tour of the Western Bank Expo Center where attendees received a packet of tourism information and a thank you gift. The packet contained various tourism educational materials including Power of Travel pamphlet, both Federal and State Legislative platforms of TIAK, marketing initiatives of the Kansas Department of Wildlife, Parks & Tourism, as well as other tourism-related information. (See also *3i SHOW Talking Points* on Page 11). ■



3i SHOW TALKING POINTS

- Since 1950, the 3i SHOW has been showcasing products manufactured in western Kansas
- The show draws visitors from multiple states throughout the region
- This year's show has filled nearly every one of the 1163 hotel rooms (19 properties) and 187 RV sites (3 parks) in Dodge City
- The nearly \$3.2M in Economic Impact as a direct result of the overnight stays is only a small portion of the overall impact of this show . . . the sales and relationships generated by this show will have ongoing positive results for our Kansas Economy
- This is only one of many events held across this great state throughout the year
- And "Events" are only one component of the "tourism draws" of this great state
- Tourism is BIG business and a GROWING business for Kansas
 - ✧ With Year over Year increases for the last 4 years, Lodging revenues along generated
 - \$42.6M in Transient Guest Sales Tax, and
 - \$40.9M in Sales Tax
 - ✧ In the last 4 years, our state has added over 800k room nights available each year accounting for over 9.5 million room nights each year, with occupancy rates & overall revenues generated continuing to rise
- Our state has the events (like this great event), the sites, the experiences, the history, and the authenticity that the people want to travel to
- Eddie—a special thanks to you and your team for hosting one of our iconic Kansas Events and to everyone else, thank you for visiting and spending some money in one of the United States' most iconic cities . . . Dodge City, Kansas!

You may read an article about the 3i SHOW in the Dodge City Daily Globe [here](#). A big thank you goes out to **Jan Stevens** of Dodge City CVB for all of the hard work she put in organizing such a successful roundtable event. ■

CITY OF ABILENE CVB SEEKING DIRECTOR

The City of Abilene, Kansas, the proud hometown of President Eisenhower, is seeking dedicated and energetic individuals with knowledge and skills in marketing and tourism who are interested in serving as the Convention and Visitors Bureau Director. The Convention and Visitors Bureau Director reports directly to the City Manager and will be responsible for overseeing a results-oriented, customer-centered approach to tourism-related services. The Director will be expected to have a presence in the community, and will be asked to conduct "sales calls" in the community to build rapport and to accomplish goals. Public relations will be a critical skill for this position.

Ideal candidates should have experience in marketing, social media management, customer service, and should be attuned to working with various community stakeholders to develop solutions and approaches for marketing the community and its many attractions. Graphic design, advertising development, website development, and video editing skills are highly desired. Interested individuals should have a Bachelor's degree in public rela-

CITY OF ABILENE SEEKING DIRECTOR (CONT.)

tions, marketing, business administration, or other related field of study. A minimum of five years of tourism-related experience is preferred. Starting salary is negotiable, based on qualifications; the salary range for the position is between \$58,094 and \$78,624. In addition to salary, the City of Abilene offers a competitive benefits package. Interested persons may apply online at www.hrepartners.com. Questions may be directed to David Dillner at (785) 263-2550. ■

EXPLORE LAWRENCE SEEKING DIRECTOR



eXplore Lawrence is the recently re-branded Convention and Visitors Bureau for the City of Lawrence and is seeking a Director for its organization. eXplore Lawrence coordinates and develops resources to create an exceptional visitor experience for both leisure and business travelers that result in increased overnight stays, direct visitor spending and repeat visits. Activities of this position revolve around the solicitation of travel and tourism-related business for Lawrence in cooperation with area hotels, restaurants, local arts and cultural amenities, local sports organizations, premier University communities, and other sports and travel-related businesses.

The essential elements of the duties of the Director of eXplore Lawrence will be to coordinate and oversee budgeting, financial reporting, staff planning and program activities. The Director must maintain a thorough knowledge of the community and a working relationship with the staff of area hotels, partner organizations, and opportunities at the state/regional level. The Director must keep abreast of functions in the Lawrence and regional area.

For more information on this position and application requirements, please visit www.tiak.org/resources/jobs-and-internships. ■



Welcome our newest member to TIAKI!

Alan Carr with Carr Strategies

CALENDAR OF EVENTS
(CLICK ON EACH LINK FOR
MORE INFORMATION):

November 20, 2015

[Webinar: Destination NEXT](#)

December 9, 2015

[Executive Committee Mtng—
Cottonwood Falls, KS](#)

December 10, 2015

[December Board Meeting—
Topeka, KS](#)

December 11, 2015

[Seminar: Bullseye Marketing
Strategies](#)

February 10, 2016

[TIAK Day on the Hill
State Capital, Topeka, KS](#)

March 16-17, 2016

[Destination: Capitol Hill
Washington, D.C.](#)

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