



Travel Industry Association of Kansas

THE VOICE OF THE TRAVEL INDUSTRY IN KANSAS

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TIAK TIMES

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OFFICE@TIAK.ORG



TIAK has a new way to serve your needs: an easy-to-remember e-mail address. Be sure to add office@TIAK.org to your address book. We look forward to hearing from you for all things TIAK-related! ■

2016 KTC KEYNOTE SPEAKER:

MITCH HOLTUS, VOICE OF THE CHIEFS

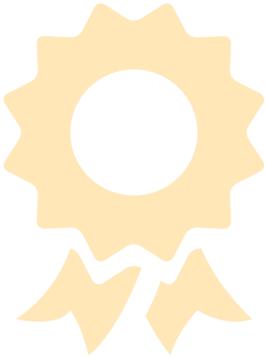
Since joining the team as the “Voice of the Chiefs Radio Network” in 1994, Mitch has established himself as one of the Midwest’s most recognizable and honored broadcasters. There are only a small handful of announcers in the NFL who can top Mitch’s tenure doing play-by-play. Before coming to pro football, Mitch spent 14 years as the voice of football and basketball for Kansas State University. He also can be seen and heard on Fox Sports television coverage of Missouri Valley basketball and Gateway Conference football. A native of Smith Center, Kansas, he’s a graduate of Kansas State. ■



KANSAS TOURISM CONFERENCE

The Kansas Tourism Conference registration is open, and several TIAK members have already started to blaze a trail to Olathe! Join the adventure today at <https://tiak.org/events/kansas-tourism-conference/>. This year’s event takes place October 17-19 in Olathe, at the all-new Embassy Suites and Conference Center. You’ll find all of the information you need on the TIAK website. ■

TIAK MARKETING AWARDS COMING SOON!



Do you have what it takes to promote your organization? If so, then plan to enter the 2016 TIAK Marketing Award contest. The goal is to recognize the outstanding marketing efforts of tourism throughout Kansas. Registration will open June 1, 2016 so start compiling your creativity for submission!

Not a TIAK member? Be sure to join today—you can even join under the “Taste of TIAK” advertised on the following page—because the Marketing Awards are limited to TIAK members only.



Donate an auction item at the Kansas Tourism Conference and you could win a prize while helping to support TIAK! Bidders will vote for the best themed item (must have a value of at least \$50) to determine the People's Choice winner. Enter your auction donation through the form on the TIAK conference page .



Share the conference adventure with a worthy student in a Kansas hospitality/tourism program of study. It takes \$600 to send a student to the conference each year, and we're only one-third of the way there! Support a student through the Student Scholarship Fund on the TIAK website at <https://tiak.org/payments/>.

JUNE BOARD MEETING AND TOURISM & ECONOMIC DEVELOPMENT EDUCATIONAL SEMINAR

Please plan to join us for the next TIAK educational seminar, focusing on balancing the roles of Tourism and Economic Development. Learn how some industry professionals wear both hats, how they collaborate with others to accomplish a common goal, and what similarities and differences are presented. Our panel of professionals consists of TIAK members already leading the charge. The educational seminar takes place following the TIAK June Board meeting from 10 AM—1 PM at the same location.

SEMINAR: Thursday, June 9, 2016 from 2 PM—4 PM

PANEL: Jim Zaleski, BJ Harris & Jennifer Laird

COST: \$35 Members / \$45 Non-Members

LOCATION: Memorial Auditorium and Convention Center, Pittsburg, Kan.

REGISTER today at <https://tiak.org/event/tourism-economic-development-educational-seminar/>

Contact Kerry Green with questions at Kerry@VisitKansasCityKS.com. ■



taste OF



Travel Industry
Association of Kansas

Travel Industry Association of Kansas (TIAK)

**Not sure if you should bite off more than you can chew?
Well, how about a little “taste” then?**

**Any new member can join TIAK in 2016 for just \$50!
This special “Taste of TIAK” is good for new members only,
and is being offered through the end of the year.**



Become a member today at
<https://tiak.org/tiak-membership/join-tiak/>
and start enjoying the benefits of
membership that only TIAK can offer!

“This membership program got me in the door. Once I was involved and attending the tourism conference, I saw the value of the networking opportunities and educational components. Our TIAK membership became a priority to my organization.”

—Board Member Roger Hrabe, Rooks County Economic Development Director

“TIAK has been a valuable partner with Kansas Travel & Tourism in gaining exposure for our industry. Through increased membership, our unified voice grows even stronger in leading the charge for the 3rd largest industry in the state: a relationship benefiting every Kansas community, large and small.”

—Linda Craghead,
Kansas Department of Wildlife,
Parks and Tourism Assistant Secretary



TIAK ROUNDTABLE WITH CONGRESSMAN KEVIN YODER



TIAK members were flying high at a roundtable discussion with Congressman Kevin Yoder on May 4, 2016. The roundtable kicked off in a board room at iFly in Overland Park, Kan., with a welcome from **Dana Markel**, President of Overland Park Convention & Visitors Bureau, the host community for the event. Also in attendance were Molly Haase, Congressman Yoder's District Director; **Kevin Fern**, Visit Shawnee; **Bridgette Jobe**, Kansas City Kansas CVB; **Bubba Gaeddert**, Olathe CVB; **Lindsay Smith**, Olathe CVB; and **Linda Craghead**, Kansas State Tourism Director.

The group, focused on the top three congressional issues facing the travel and tourism industry: the Passenger Facility Charge (PFC) Cap Increase, the Transportation Security Administration (TSA), and the Visa Waiver program.

PFC Cap Increase

Kevin Fern outlined the desire of the tourism industry to see an increase in the cap on the PFC user fee from \$4.50 to \$8.50 and explained the need for the increase in the MCI (Kansas City) airport as an example. Congressman Yoder had been briefed on the issue and asked some good questions. His first concern was why the Senate took the provision out of the FAA renewal bill. The group explained that while the chairman of the committee was supportive of the cap increase, the airlines expressed their opposition, which ultimately led to the provision being removed.

The attendees also spent time discussing the airline competition issues and their willingness to impose

their own fees on passengers. Congressman Yoder asked about the specifics of how the PFC fee works, but expressed his concern that if the Senate could not pass the provision, then it would be even more difficult to pass in the House. He also questioned the possibility of airports passing on location use charges to the airlines if the cap could not be raised.

Congressman Yoder also highlighted that the U.S. is lacking a top 25 airport in the world and that Denver comes in the closest at 28th place. This led to a good discussion about our own airport renovations at MCI and the role Kansas tourism advocates should play in the Missouri-based airport. With more than 50% of travelers coming from Kansas, perhaps there is a need for a bi-state airport authority.



TSA

The roundtable attendees also discussed the issues of the TSA and possible wait times in the coming months. TIAK members outlined U.S. Travel's concerns for the traveler and the impact it will have on the U.S. economy. Congressman Yoder said he understood the value of the TSA pre-check program and the need to improve access to it in order to limit wait time for travelers.

Visa Waiver

It was noted during the roundtable discussion that the Visa Waiver program title is misleading even though it provides greater scrutiny of foreign travelers coming to the U.S. Congressman Yoder indicated safe

(Continued on page 5)

CONGRESSMAN YODER ROUNDTABLE (CONT.)

(Continued from page 4)

borders are important to him and we need to be careful who is given access to our country. He believes this program is a more in-depth screening of those entering the U.S., which makes our borders safer and should, in turn, be promoted as such.

Once the roundtable discussion was complete, the event moved into the iFly experience. iFly is an indoor skydiving experience that offers a simulation of true freefall conditions in a vertical wind tunnel. The iFly staff was very attentive and provided several expert “flyers” to showcase the attraction. Congressman Yoder enjoyed the experience so much that while he was there, he arranged to have a fundraiser at the iFly site in the next few months.

A big thank you to our host community, Overland Park CVB, the staff at iFly and the TIAK members in attendance at the roundtable discussion! ■

BED AND BREAKFAST PROPERTY TAX

HB 280 was passed during the last hours of the 2016 Legislative Session. This bill contains more than 20 property tax changes including a change to the property tax levied on bed and breakfasts. The bill changes the bed and breakfasts with 5 or fewer rooms to residential property that can be taxed at the 11.5% tax rate instead of the commercial property tax rate of 25%. This is a change that the bed and breakfast industry has asked for the past few years.

HB 280 was vetoed by Governor Brownback because of a provision that would allow for *de novo* review of all tax cases brought to District Court from the Board of Tax Appeals. There is a current case pending that involves Gene Bicknell, one of the founders of Pizza Hut, and the sale of the company in 2007. Bicknell claims that he was a resident of Florida and not Kansas when the sale occurred. Kansas audited the sale and Bicknell paid \$42 million in taxes in 2013, under protest. There is concern by the Governor that if the Board of Tax Appeals record is not considered by the District Court, the tax levy could be overturned and the state would have to refund \$42 million to Bicknell.

The bill passed both the House and Senate unanimously during Veto Session in April. The Legislature will return on June 1 for Sine Die. At this time they will consider any vetoed legislation. We anticipate there will be an attempt to override the Governor’s Veto on SB 280. They will need to have 2/3 of both the House and Senate (83 and 21, respectively) attend and vote to override the veto. We will keep you updated on this bill and the taxation of bed and breakfasts in Kansas. ■

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!

STUDY: LONG TSA LINES WILL GROUND ONE IF FIVE FLYERS

From [U.S. Travel](#)

Americans aren't just grousing under their breath about long airport security lines—huge numbers are changing their travel behavior altogether, which is set to inflict billions in economic damage over the summer season, according to new research from the U.S. Travel Association.

A survey of 2,500 Americans found that of those planning plane trips between Memorial Day and Labor Day, 21.8 percent will either travel by other means or delay or cancel their trips because of saturation coverage of hours—long waits at airport security checkpoints.

60.3 percent of respondents said they would arrive at the airport earlier to cope with expected Transportation Security Administration (TSA) screening logjams. Only 17.9 percent said they will not change their travel behavior at all.

The data indicates that millions of Americans will either skip planned spending on travel or will spend less (replacing plane trips with road and rail means those travelers will not journey as far, U.S. Travel economists note). All told, the lost travel spending will total \$4.3 billion for the three-month summer peak season—a figure that would have directly supported 37,500 additional domestic jobs.

“To put these figures in perspective, the problems at TSA security lines are costing our economy almost a billion and a half dollars in spending and more than 12,000 jobs every month,” said U.S. Travel Association President and CEO Roger Dow.

Dow noted that Airlines for America, the trade association representing most major U.S. airlines, has projected an average of 2.51 million daily plane trips during the upcoming summer months. It is unclear if that figure has already been influenced by the TSA effect or will be; but, Dow said: “We’re looking at convincing data that says hundreds of thousands of people are potentially reconsidering whether to get on an airplane every single day. Given the importance of travel to both our economy and our way of life, it is not an overstatement to call that a national crisis in need of a national solution.”

Dow did point to some encouraging signs of progress toward alleviating TSA's woes. The Department of Homeland Security has announced a series of steps to better allocate staffing to address the wait time issue. Congressional panels have already passed measures to both steer existing budget resources toward TSA and to raise overall funding levels. Several other bills aimed at the problem are in the offing.

But, Dow said, there is little hope of help arriving in time for summer flyers. ■

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

June 9, 2016

TIAK Board Meeting
Economic Dev. Seminar
Pittsburg, Kan.

July 14, 2016

TIAK Executive Cmte Mtng

August 2, 2016

Kansas State Primary
Election

August 5, 2016

Facility Marketing Seminar
Garden City, Kan.

August 11, 2016

TIAK Board Meeting

September 2, 2016

Agritourism webinar

September 8, 2016

TIAK Executive Cmte Mtng

October 17-19, 2016

Kansas Tourism Conference
Olathe, Kan.

November 4, 2016

Engaging Your Community
webinar

November 8, 2016

General Election

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