



Travel Industry
Association of Kansas

THE VOICE OF THE TRAVEL INDUSTRY IN KANSAS

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TIAK TIMES

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KANSAS DESTINATION SPECIALIST (KDS)



The 2016 Kansas Tourism Conference is just around the corner, and so is the deadline to turn in ALL submissions for KDS consideration. 2016 also 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.

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 (this year), 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.****

Take the time to complete your requirements before the busy fall months. For more information on the Kansas Destination Specialist program, please visit tiak.org/resources/kds or contact Sally Fuller, KDS Chair at tourism@cityofliberal.org. ■

KANSAS TOURISM CONFERENCE

REGISTER TODAY: <https://tiak.org/events/kansas-tourism-conference/>



Are you ready for an adventure? Saddle up and don't get left in the dust! Your Trails Adventure awaits at the 2016 Kansas Tourism Conference October 17-19 in Olathe, Kan.

Hitch your wagon and register to be a part of the Kansas tourism industry's "don't miss" conference of the year. Register today through the TIAK website [here!](#) This trail stop has all of the conference information you'll need: enter your marketing genius in the TIAK Marketing Awards, sign up to donate an item for the silent auction, sponsor an up-and-coming hospitality student with a scholarship donation, complete your hotel reservation, preview the conference agenda, and get registered!

And, of course, we all know the conference wouldn't exist without the generosity of tourism pioneers willing to sponsor this adventure. Booth space is filling up fast so be sure to join the excursion today.

All trails lead to Olathe this October. Make some new friends and get reacquainted with old ones, enjoy great learning opportunities and speakers, visit a trailblazing business, meet some knowledgeable vendors, get updates on the tourism industry as a whole, all while having a fun time!

There are less than 2 months left to register, so don't delay. Your Trails Adventure awaits! ■



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 by making a contribution through the Student Scholarship Fund available on the TIAK website at <https://tiak.org/payments/>.

The 2016 TIAK Marketing Awards are now closed. At the Kansas Tourism Conference in October, awards will be given for 1st, 2nd, and Honorable Mention in each category. The goal is to recognize the outstanding marketing efforts of tourism throughout Kansas. Best of luck to all of our talented entrants!



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 2016 Theme winner. Enter your auction donation through the form on the TIAK conference page.



2016 People's Choice Award

Travel Industry Association of Kansas

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.

Are you the People's Choice?

If you think so, contact the TIAK Office by September 30th at office@tiak.org to be included in the People's Choice Contest.



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

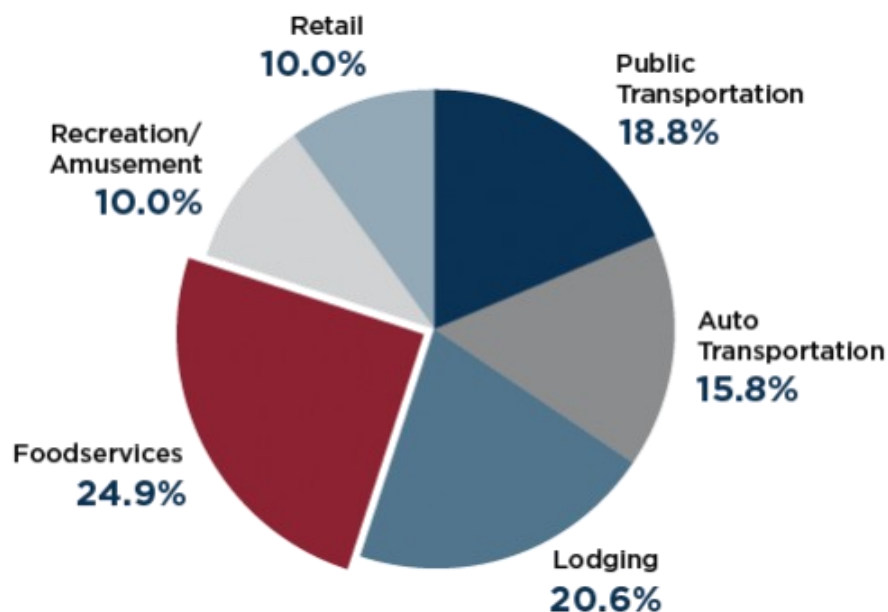
“TIAK has been a valuable partner with Kansas Travel & Tourism in gaining exposure for our industry. Through increased membership, our unified voice grows even stronger in leading the charge for the 3rd largest industry in the state: a relationship benefiting every Kansas community, large and small.”

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



ECONOMIC REVIEW OF TRAVEL IN AMERICA, 2016 EDITION

Total Travel Expenditures by Sector, 2015



From U.S. Travel

U.S. Travel has released the Economic Review of Travel in America (ERTIA), 2016 Edition—an annual report offering a broad review of the 2015 economic year in travel.

The analysis concentrates on four key areas of economic impact: total travel expenditures, travel-generated employment, travel-generated payroll, and travel-generated tax revenue at the national, state, and local levels.

Historical measurements of the U.S. travel and tourism industry detailing domestic and international inbound travel volume and the impact of travel on the U.S. economy, as well as the importance of the United States in the global market are outlined.

In addition, the report provides analysis on the performance of major travel-related industries in the U.S., such as airlines, lodging, amusement/recreation services and foodservice. Whenever possible, 2016 estimates are included. Findings include:

- Nearly 2.2 billion domestic person-trips were taken in the U.S. in 2015, increasing 3.3 percent from 2014.
- Domestic and international travelers to the U.S. spent \$947 billion in 2015, increasing 2.1 percent from 2014. Travel spending is expected to increase 2.7 percent in 2016.
- Travel spending directly generated over 8 million jobs in 2014, up 2.1 percent from 2014. Travel spending in the foodservice industry generated 3.3 million of these workers, making it the largest travel industry employer in 2015.
- Travel spending generated \$148 billion in tax revenue in 2014, up 4.5 percent from 2014. Of this tax revenue, \$80 billion was collected by the federal government and \$68 billion was collected by state and local governments.
- Payroll for travel-generated employment also increased in 2015 by 4.5 percent to \$232 billion. Lodging was the fastest-growing travel sector in terms of travel-generated payroll, increasing 6.1 percent in 2015 to \$45.1 billion. ■

DRIVERS IN KANSAS ARE HITTING THE ROAD, NOW MORE THAN EVER

From the Kansas Department of Transportation



Department of Transportation

Data released this week shows U.S. driving is up 3.3 percent for the first six months of 2016. Travel on the state highway system in Kansas is even higher at 3.6 percent over where it was one year ago. Traveling through Kansas has been rising steadily the past few years, setting records in 2014 with 30.71 billion and 2015 with 31.38 billion miles driven.

“Fuel prices are lower than they were a year ago and the overall economy is good, both reasons that encourage travel,” said KDOT Planning Assistant Bureau Chief Alan Spicer. “Kansas has benefited being in the middle of the country and having increased national travel from both passenger and freight vehicles.”

The increase in travel over the past few years comes as the country has climbed out of a recession.

“I believe the long-term trend is upward,” Spicer said. “Travel, both nationally and through Kansas, will continue to rise in the next few years. The population is still growing, and we have more people on our roads than ever before. Even with economic and lifestyle changes, the long-term trend is still upward.” ■

KCI AIR TRAVEL UP 6 PERCENT THROUGH FIRST HALF OF 2016

From The Kansas City Star

Passenger traffic at Kansas City International Airport is up 6 percent through the first half of 2016 compared with a year earlier, the city's Aviation Department said. The Department reported that 5.3 million travelers arrived or departed through KCI in the first six months of this year. The totals were bolstered by a strong June, when total passenger traffic was up 5.3 percent to 1.03 million from June 2015. ■



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!

Job/Career Fairs, Sept. – Nov. 2016

Are you currently seeking qualified candidates for your company/organization? There are thousands of resumes available to you, with easy keyword search functions, on the KANSASWORKS website. Please visit www.kansasworks.com and follow the easy steps to register. Once you are registered, you will be able to search and review jobseeker resumes and post your job openings at no cost to the KANSASWORKS job board. The KANSASWORKS website receives close to 400,000 hits per day, from both employers and jobseekers.

KansasWorks Statewide Job Fairs!

Sept 27, 2016 - KansasWorks Statewide Job Fairs – Concordia, Emporia, Great Bend, Junction City, Mulvane, Overland Park, Park City, Pittsburg & Topeka - details at: www.kansasworks.com

Fall 2016 University Events:

Fort Hays State University Fall Career-Internship Fair – Hays, KS – Sept.14, 2016

<http://www.fhsu.edu/career/fairs/cfairs/>

Washburn University 2016 Career & Graduate School Fair – Topeka, KS – Sept. 14, 2016

<http://washburn.edu/current-students/career-services/career-events/career-graduate.html>

Emporia State Career Fairs/Events – Emporia, KS – All-University Career Fair – Sept. 15, 2016

<https://www.emporia.edu/careerservices/events/>

K-State Career Fairs/Events – Manhattan, KS – All-University Career Fair – Sept. 20-22, 2016

<http://www.k-state.edu/ces/students/kstatefairs.html>

Pittsburg State University Fall Career Day – Pittsburg, KS – Oct. 20, 2016

<http://www.pittstate.edu/office/careers/events/fall-career-expo.dot>

Kansas University Career Services events – Lawrence, KS – <http://career.ku.edu/employers>

Wichita State University Industry specific events – Wichita, KS – http://webs.wichita.edu/?u=careerdevelopment&p=/employers/recruitment_events/

Military/Veteran Events:

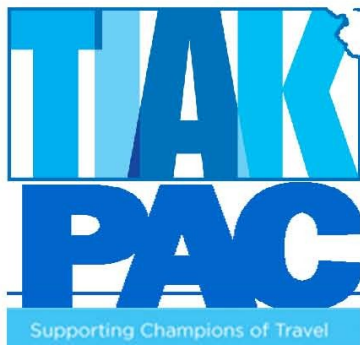
- Fort Leavenworth Job & Education Fair – Nov. 1, 2016 - POC – brett.i.rosene.civ@mail.mil, Phone: 913-684-2590
- Ft Riley, KS – ACS Fall Career Fair – Nov. 17, 2016 – POC - kristina.l.springer.civ@mail.mil Phone: (785) 239-9435
- McConnell AFB Job Fair – Spring of 2017 – POC - Dong Kim - dong.kim.7@us.af.mil, Phone: 316-759-3280

Other:

- www.kansasworks.com – click on “Job Fairs” on the scrolling banner; (You can set up an employer account on the site & post your job opportunities and/or search resumes at no cost.)
- Get Hired! Job Fair- Sept. 1, 2016 – Wichita, KS <http://bit.ly/29KmL6o>
- Statewide Job Fairs – Sept 27, 2016 – Concordia, Emporia, Great Bend, Junction City, Mulvane, Overland Park, Park City, Pittsburg & Topeka – will be posted on www.kansasworks.com



(877) 509-6757



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Cottonwood Falls, KS 66845

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Overland Park

Gloria Moore
Washington

Brett Oetting
Topeka

Donna Price
Goodland

Jim Zaleski
Parsons

***Make a Commitment Today.
Ensure the Voice of Tourism is Heard...
in the Legislature come January.***

Today I am sending my personal check to TIAK PAC for \$100, to help build up the funds, so we will be in a position this fall to help the candidates who will help us. Will you join me?

We need friends in the State Senate and State House who will have our back and the best way to make those friends is to have theirs. If we learned anything these past few years during the session, it is that our industry could be wiped out with a single vote. I am proud we were able to kill shortsighted legislation before it got momentum. The reason we were able to stop it in its tracks was because legislators, who we have contributed to before, stood firmly in our corner.

Any amount will help, \$25, \$50, \$75, \$100, more or less, it all adds up.

Thank you for your consideration, I hope I can count on you.

Yes, Kevin, you can count on me to help candidates who will help us build the tourism industry in Kansas. Enclosed is my contribution made payable to TIAK PAC for:

\$ 100.00 ☐
\$ 75.00 ☐
\$ 50.00 ☐
\$ 25.00 ☐

Please mail checks to: 215 Broadway, Cottonwood Falls, KS 66845

HOW TOURISM OFFICIALS ARE FIGHTING BACK AGAINST ZIKA

From U.S. Travel

The spread of the Zika virus in South Florida continues to be a marketing nightmare for local tourism officials. The virus is believed to be actively spreading in an area that includes Miami's Wynwood—one of South Florida's most promising destinations—and is likely shooing away travelers.

What makes the spread of Zika especially threatening to South Florida's tourism industry is that travelers could be planning to avoid the entire tri-county area or Florida altogether because they're not sure exactly where the designated one-square-mile zone for the virus is. However, government officials all over the state were quick to announce that the state is safe for travel when the first known locally transmitted cases were announced.

An update from the U.S. Travel Association distributed through Greater Miami Hotel Association over the weekend shows that the national agency is focused on South Florida's Zika problem as well.

"First, Zika has the full attention of the U.S. travel industry," the update read. "We are in contact with officials at the highest level of both the federal and Florida state governments, and are well-positioned to help shape the narrative of the situation as it relates to travel and to react immediately to developments."

The association says it's also actively involved with lawmakers in Washington, D.C. to glean the funding needed to combat Zika's spread. The U.S. House and Senate have competing proposals on the issue, but a finalized measure was "an unfortunate casualty of the current political season."

"We will continue to be an active voice until this situation is firmly under control," the update said. The U.S. Travel Association referred to its [Zika toolkit](#) to help the travel industry combat fears about the virus. ■

Laboratory-confirmed Zika virus disease cases reported to ArboNET by state or territory — United States, 2015–2016 (as of August 24, 2016)§

www.CDC.gov

States	Travel-associated cases* No. (% of cases in states) (N=2,488)	Locally acquired cases† No. (% of cases in states) (N=29)
Florida	471 (19)	29 (100)
Kansas	11 (<1)	0 (0)
Missouri	20 (1)	0 (0)

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

September 2, 2016

Agritourism webinar

September 8, 2016

TIAK Executive Cmte Mtng
Hutchinson, Kan.

October 17-19, 2016

Kansas Tourism Conference
Olathe, Kan.

November 4, 2016

Engaging Your Community
webinar

November 8, 2016

General Election

November 10, 2016

TIAK Executive Cmte Mtng

December 8, 2016

TIAK Board Meeting
Topeka, Kan.

February 8, 2017

TIAK Day on the Hill
Topeka, Kan.

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