

TIAK TIMES

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DESTINATION STATEHOUSE

From Jim Zaleski

In today's political world, there is a simple but profound reality. If you are not at the table . . . most likely you are lunch.



around, and those decision-makers are in the State Capitol.

Join colleagues from across Kansas in representing the industry's needs at the 2017 Destination Statehouse event being held February 8, 2017 at the Ramada Hotel Conference Center in Topeka. As you begin the day you will hear from keynote speakers detailing the current political landscape and outlining the direction TIAK and the tourism industry needs to embark upon in these uncertain political times.

(Continued on page 2)

The TIAK Day on the Hill has received a facelift. It is now known as Destination Statehouse to ensure attendees recognize the day for what it is—a visit to Kansas' Statehouse!

DESTINATION STATEHOUSE (CONT.)



(Continued from page 1)

From there we move to the State Capitol building where time has been carved out for attendees to observe the Senate and House in session. You will also have the opportunity to graze with your local legislators at the hugely popular Buffalo Lunch being hosted by our partners at Kansas State Tourism and at the Popcorn Break, already an anticipated tradition from elected officials and staffers alike. Round out the day portion of our event with a behind-the-scenes tour of the newly-renovated Statehouse before catching your breath and heading to the Ramada for our evening Legislative Reception.

The evening reception has already become one of the most memorable and looked forward to events of the political season. Held this year in the Regency Ballroom at the Ramada, we will have more space and more ability to showcase what we do to promote our great state. The setting is trade show in logistics but with the backdrop of fun and education for our legislative friends.

Each region within the state will display in their own way as we have done in previous years, but this year we expand! With the addition of our partners from specialty regions such as I-70 and the Flint Hills and our marketing associations including Sports KS, Tour Kansas and Meet Kansas, we will have the opportunity to provide an educational stroll through Kansas, "tourism style" to all visiting legislators, while we enjoy food and fun in a carnival atmosphere.

Sponsorships for the evening event are currently available and registration for the entire day can be found on the [TIAK website](http://tiak.org), so be sure to visit tiak.org and sign up today for Destination Statehouse. ■

KDS RENEWAL REMINDER

While the next renewal year for Kansas Destination Specialists isn't until 2018, it is never too early to get it done.

Our rock star example is Kerry Green from Kansas City, KS who has already done both requirements and can now cruise through the next two years knowing it is already handled. You can be the next one to finish.



Renewing KDS members need only to complete two of these six requirements:

1. Read and complete one book report form the approved list (any category). Many TIAK members have books to lend, so be sure to ask around.
2. Visit one Kansas attraction (50+ miles from home) and submit the required attraction narrative form.
3. Obtain one educational point within the renewal period—Tourism Conference counts and have already been added if you attended in 2016.
4. Submit a report from any tourism-related educational opportunity valued at 2 points (1 full day or 2 half days).
5. Submit 4 reports from online blogs, e-articles, white papers, etc. related to the tourism industry, marketing or leadership.
6. Attend and submit 4 webinar reports form topics related to tourism, marketing or leadership. The eLearning webinars offered by the state are eligible for these points.

DESTINATION
Statehouse

Join travel leaders from throughout the state as we join forces to collectively educate our legislators as to why travel matters in Kansas and to speak directly to them about the issues that are important to our success.

Travel Industry Association of Kansas

Wednesday, February 8th, 2017

For a detailed agenda, please visit the TIAK website
<https://tiak.org/events/destination-statehouse/>

ATTENDEE LEVELS

- | | |
|--|---|
| Destination Statehouse Attendee Level (\$35)
Participation in day events | Legislative Reception Attendee Level (\$50)
Admittance to evening legislative reception |
|--|---|

Please consider sponsoring this important event. For more information on sponsorship levels, contact Marlee Carpenter at office@tiak.org.

SPONSORSHIP LEVELS

Event Sponsor (\$600)

- Two admissions to the day events
- Admittance for up to 5 attendees at evening event
- Recognition in the TIAK Times newsletter
- Logo placement on various event materials, including materials provided to elected officials
- Logo on signage at the evening event and on all event promo materials
- Community banner displayed at evening event

Destination Statehouse Sponsor (\$300)

- Two admissions to the day events
- Recognition in the TIAK Times newsletter
- Logo placement on various event materials, including materials provided to elected officials

Legislative Evening Sponsor (\$400)

- Admittance for up to 5 attendees at evening event
- Recognition in the TIAK Times newsletter
- Recognition of sponsorship in invitation to elected officials
- Logo on signage on evening event promo materials
- Community banner displayed during evening event



PARTNERSHIP OPPORTUNITY

The Kansas Press Association (KPA) is excited to announce a new partnership with the Travel Industry Association of Kansas (TIAK). KPA will be donating a portion of advertising dollars directly to TIAK.

We are very excited about this partnership and we look forward to serving you. Please call or email KPA with your advertising goals and let us show you how easy and effective it is to work with your local Press Association.

ALSO • Any CVB, chamber or associations can earn money for their organization, as well. Call Amber Jackson at 785.271.5304 for more details

WWW.KSPRESS.COM

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KANSAS REPUBLICAN SENATORIAL COMMITTEE PLAN

The Kansas Republican Senatorial Committee has developed a “plan for a better Kansas.” The BETTER Kansas plan is designed to radically change Kansas state government by returning to fiscally-responsible policies that have traditionally guided Kansas, refocusing on bringing new jobs and economic growth to the state, giving more power to Kansans, and creating more transparency and accountability for our elected officials.

The “BETTER” acronym represents the following:

- B: Balance the Budget
- E: Educate the Next Generation
- T: Treat Taxpayers Fairly
- T: Transparency in Government
- E: Economic Growth and Jobs
- R: Rein in Federal Regulations



For more information and to view a detailed description of each of the items listed, visit <http://betterkansasplan.com/better/#1475546092368-dd0c14b8-492f>. ■

KDOT CANCELS MORE PROJECTS AMID STATE'S BUDGET CRISIS

From KMBC.com

Kansas is pulling back on some road projects because of the state's budget crisis, including some projects in the Kansas City metropolitan area.

The Kansas Department of Transportation (KDOT) is trimming 10 highway projects off its list because of funding issues.

A resurfacing project on Highway 56 in Johnson County is on hold, as is a larger resurfacing project on the same highway in Douglas County. A new bridge planned for Montana Road over Interstate 35 in Franklin County



near Ottawa also won't be going forward anytime soon.

Some KDOT work continues, but the state has diverted millions from the agency since 2010.

The Kansas Contractors Association said \$1 million every day is being taken away from highway projects because of the budget crisis. They said it happens so often that the group calls it “going to the Bank of KDOT.”

The group also worries that good-paying road construction jobs in Kansas are drying up. Kansas is already 49th out of 50 states in construction jobs. ■

THE UNEXPECTED REASONS MILLENNIALS SKIP VACATIONS

From Forbes.com

Vacations are necessary for a balanced life, but are Millennial attitudes making America's already puritanical vacation problems worse?

Millennial workers are the most likely generation to forfeit time off, even though they earn the least amount of vacation days. Millennials stay at work because they feel more fear and greater guilt about taking time away from the office than any other generation.

Project: Time Off's new report, *The Work Martyr's Cautionary Tale: How the Millennial Experience Will Define America's Vacation Culture*, provides a closer look at who work martyrs are and the negative consequences of their behavior to the individual, business, and broader economy.

The research makes clear that work martyrs—employees who skip vacation to show complete dedication to their job, are worried they will be seen as replaceable, feel guilty for using time off, and believe they alone can do the job—are overwhelmingly Millennials. In fact, more than four in ten (43%) work martyrs are Millennials, compared to just 29 percent of all workers.

Millennials, are much more insecure about their employment compared to other generations. More than one-quarter (28%) of Millennials are in management roles already, a number that will rise as Boomers leave the workforce. Nearly half (47%) of Millennial managers said that company pressure prevents them from approving time off requests for their direct reports, compared to just 34 percent of Generation X and 37 percent of Boomers who feel the same. ■

UNITED STATES TRAVEL ASSOCIATION PANEL TALKS TRUMP

From Travelmarketreport.com

The incoming Trump Administration is likely to take positive and conciliatory positions that will benefit the travel industry, according to a group of Washington insiders convened by the United States Travel Association.

In a discussion that aired live on Facebook, the group said it believes President-Elect Trump will take a more aggressive approach on issues like immigration reform and homeland security, and help the travel community, given that he owns several hospitality companies and needs to put early wins on the board to prove he is the agent of change he has promised to be.

While voters and others have expressed concerns about some Trump campaign

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"Trump 'totally gets' that tourism creates jobs. You're not starting at square one and educating him about that."

*—Jonathan Grella,
US Travel's
executive vice
president of
Public Affairs*

"There is some misunderstanding with [Trump] being hard on illegal immigration. That doesn't mean he would be hard on legal immigration. He is from the hospitality industry. We are not as far apart as people might think."

*—Patricia Roja-Ungar, USTA VP of
government
relations*

U.S. TRAVEL ASSOCIATION PANEL TALKS TRUMP (CONT.)

(Continued from page 6)



promises, many panelists reminded the public that Presidents and Congress have limited resources and need to prioritize issues. Others noted how

Trump has owned holdings in the travel industry for decades, and that he may be a president more attuned to the industry's needs than any previous candidate.

One of the most prominent issues facing a Trump administration is immigration policy and the U.S. visa waiver program. Many in the travel and restaurant industries are concerned that his promises to deport illegal aliens and make immigration to the U.S. more difficult could impact their ability to fill jobs.

Grella is not overly concerned, based on the fact that Trump owns hotels and casinos, which frequently employ undocumented workers. Also, Trump's threats to deport immigrants would have to be funded and prioritized against a host of other important and more immediate concerns, several observers said.

One avenue to compromise is for the travel industry to educate the new administration and members of Congress on the practical impacts of legislation, and try to move the dialogue away from political polarization, said Sam Geduldig, with the D.C. lobbying firm CGNC Group.

A second Trump campaign promise is securing the borders. During the campaign, several prominent travel industry executives expressed concern that a Trump presidency might dramatically slow tourism to the United States by blocking certain religious and regional ethnicities from traveling, and make travel to certain countries more difficult. The USTA's panelists aren't so concerned though.

The panelists also felt that a Trump presidency would

work toward improving the travel industry's infrastructure, including the nation's airports.

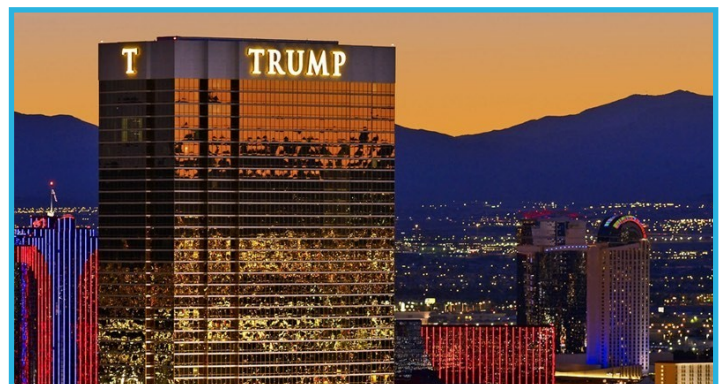
Additionally, others believe that the legislative logjam seen in the last eight years might be relieved by the fact that one party holds the White House and both houses of Congress, and that this particular President campaigned on the promise of doing things. This might make the new administration more open and accountable to compromising.

USTA's VP of government relations, Patricia Roja-Unger agreed. "We need to look at his agenda, look at our agenda, and find common ground. There are so many natural directions we can take, where we are aligned. Let him use our agenda to put wins on the board."

Mills offered caution on the issues, though, because many voters are looking for actions that might not be aligned with entities like USTA, the U.S. Chamber of Commerce and others who are seeking comprehensive immigration reform.

Geduldig also noted how the country may force a more hardline stance in the event of a future event, like a terrorist attack. "We are never out of the woods on that in this climate right now," Grella agreed.

O'Connor also cautioned the industry regarding Trump's hardline campaign promises about negating trade agreements and imposing tariffs. "One wrinkle for a lot of foreign concerns, he is toying with the idea of starting trade wars, and that could have negative repercussions for a lot of industries," he said. Retaliation could come at the expense of the travel industry. ■



SAVE THE DATE



DESTINATION CAPITOL HILL

March 28-29, 2017
Washington, D.C.

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 March 28-29, 2017. 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.

DCH registration opens December 5, 2016. ■

ARE AMERICA'S AIRPORTS GOING TO BE GREAT AGAIN?

From *CNN Money*

Throughout the campaign, Donald Trump held up America's airports as a symbol of the nation's decay. "You land at LaGuardia, you land at Kennedy, you land at LAX, you land at Newark," Trump said during the first presidential debate. "We've become a third world country."



Newly built airports and passenger terminals in the United Arab Emirates, Qatar and China were the envy of the world, he said. The three nations continue to invest heavily in their state-owned and funded airlines and aviation systems.

No U.S. airport receives a five-star rating from SkyTrax, a respected airline and airport rating and review group. There are only three four-star airports: San Francisco, Houston-Hobby and Cincinnati.

The quality of U.S. airports receive low marks from both sides of the political aisle. Vice President Joe Biden also described LaGuardia Airport as "like a third world country." That airport is already undergoing a more than \$5 billion modernization.

The U.S. "was built on a world class infrastructure system," said Roger Dow, president of the U.S. Travel Association. "We fell asleep in the '70s and '80s" as Asian airports were developed. The United States looks like it's falling behind, he said.

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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!

AMERICA'S AIRPORTS (CONT.)

(Continued from page 8)

As part of his plan for his first 100 days, unveiled in October, Trump has proposed a \$1 trillion investment in infrastructure and energy projects over a decade, focusing on U.S. roads, bridges and airports.

Still, fixing American airports won't be easy. Improving the facilities is not as easy as directly committing new federal dollars and requires a change in how airports are funded in the U.S., say aviation experts.

Airport funding breaks down into three broad categories. The first, the federally funded Airport Improvement Program goes to safety- and operations-related improvements to runways, taxiways and aprons where aircraft park. Thanks to these kinds of investments—totaling \$3.2 billion this year—America has among the safest airports in the world.

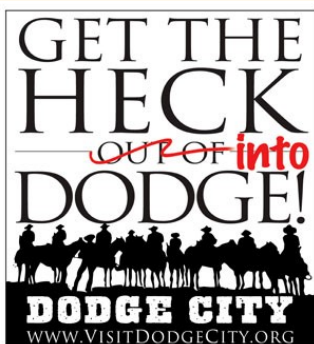
Transforming airports won't be determined by federal funding at all, but rather a \$4.50 fee on each leg of your ticket that goes directly to the airport. These fees make up the second category of funding.

How much an airport has available to spend on depends on how many people are flying there. These Passenger Facility Charges can be used for new terminals, gates, ticket counters, lobbies or ground transportation like the AirTrain system at New York's JFK.

Airports collected \$3 billion from these charges in 2015, though it's estimated that U.S. airports required \$15 billion to support infrastructure improvements. The fees haven't increased since 2000, and many of the trade associations for tourism and airports favor an increase to \$8.50. The Airports Council International North America last year identified 30 major projects that could be funded with an increase, but they are unglamorous jobs like terminal expansions and elevators.

Will you get to enjoy fancy restaurants, shops, modern parking or rental car facilities? Neither Trump nor traveler fees can help there. Those kinds of improvements are funded by the airlines and other businesses. ■

CVB MARKETING COORDINATOR WANTED



The City of Dodge City, KS is seeking qualified applicants for the position of Marketing Coordinator in the Convention and Visitor Bureau. Wage range for this position is \$16.88-\$26.14 hourly, DOQ, plus full City benefit package.

For more details visit <http://www.dodgecityhasjobs.com/cvb-marketing-coordinator.html>. ■

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

December 7, 2016

TIAK Exec. Cmte. Meeting
Lawrence, Kan.

December 8, 2016

TIAK Board Meeting
Lawrence, Kan.

December 15, 2016

TIAK Advocacy Meeting
Teleconference 10:30am

February 8, 2017

TIAK Day on the Hill
Topeka, Kan.

March 28-29, 2017

Destination: Capitol Hill
Washington, D.C.

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of Kansas

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