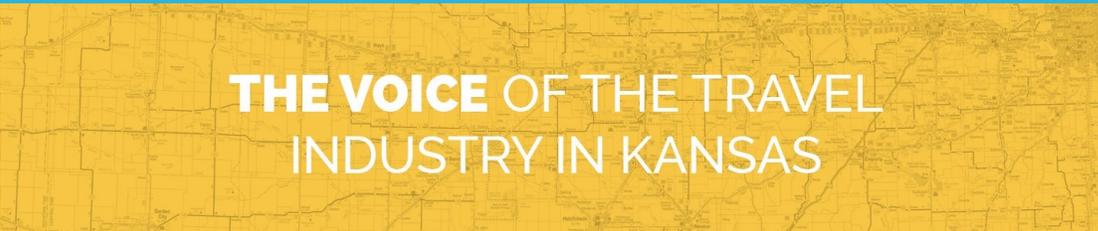




**Travel Industry
Association of Kansas**



**THE VOICE OF THE TRAVEL
INDUSTRY IN KANSAS**

May 2017

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TIAK TIMES

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HAPPY MEMORIAL DAY!

From Bridgette Jobe, TIAK President

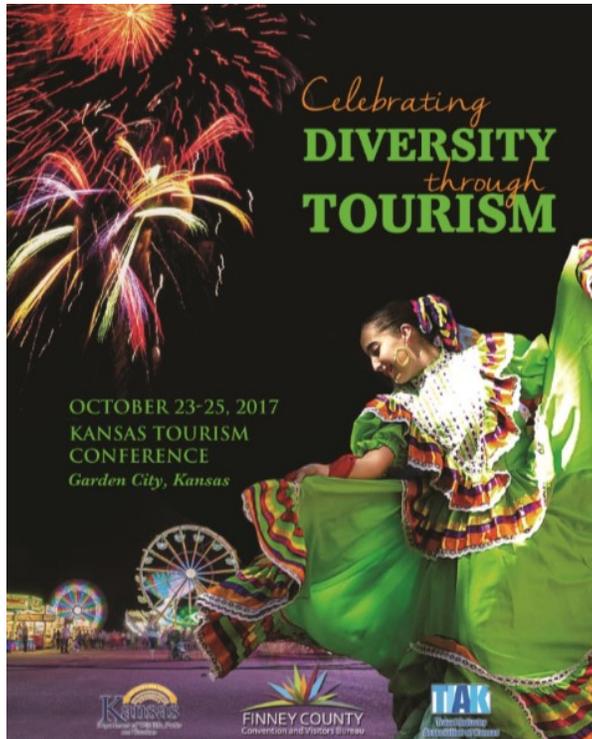


I don’t know about you . . . but it has been a crazy, hectic month at my office. The quote of the month for my office is from Sheryl Sandberg: “When Option A is no longer an option, lets kick the sh** out of Option B.” I know some of us are already on Option C, D or E . . . but for many of us, this is why we love this industry.

Memorial Day weekend is the traditional kickoff of the summer travel season. For most communities, the next few months is the time of year when we have the majority of our visitors—hotel occupancy and attraction visitation numbers are often the highest during the summer months. AAA is projecting that 39.3 million Americans will travel this Memorial Day weekend, which is one million more than last year and the most in a decade. Smith Travel Research (STR) reports that 2017 had a very strong 1st quarter in 2017. Visitors are coming to Kansas and to our communities. Let’s make sure they have a great time and that we invite them to come back again next year!

Kansas Tourism Conference, October 23-25 in Garden City, is fast-approaching. Have you registered for the conference and made your hotel reservations yet? The preliminary agenda is on the TIAK website—I think you will be very pleased with the speakers, along with some key breakout and facilitated roundtable sessions. The opening keynote speaker is Tommy Spaulding, whose transformational message focuses on heart-led leadership. Note that the opening session is a little earlier this year, 2:00 PM on Monday, so make your plans accordingly. This is one that you are not going to want to miss! ■

2017 KANSAS TOURISM CONFERENCE



Let the celebration begin! Registration for the 2017 Kansas Tourism Conference is now open at <https://tiak.org/events/kansas-tourism-conference/>.

The Kansas Tourism Conference is a highlight each year with inspiring speakers and networking opportunities. This year's event takes place October 23-25 in Garden City, at the Clarion Inn Hotel & Conference Center.

The Kansas Tourism Conference event page has all of the information you need to plan your tourism celebration, including hotel reservation information, a dynamic agenda, auction item donation form, student scholarship donation information, sponsorship opportunities, a preview of our newest fundraiser, and so much more! And be sure to start thinking about your marketing award submission.

The celebration is less than 6 months away, so dance your way to the TIAK website and register today at <https://tiak.org/events/kansas-tourism-conference/>. ■



The 2017 TIAK Marketing Awards are now open for submissions. The goal is to recognize the outstanding marketing efforts of tourism throughout Kansas. Submit your presentation on the [Marketing Awards](#) webpage and a big thanks to Hasty Awards for once again sponsoring the TIAK Marketing Awards!



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 2017 Theme winner. Enter your auction donation through the form on the TIAK conference page.

2019 & 2020 KTC RFP APPLICATIONS NOW

ACCEPTED The RFP for the 2018 Kansas Tourism Conference can be found on the TIAK website [here](#). Responses are due Tuesday, August 1, 2017.



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

KDS RENEWAL REMINDER

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, 48 people from the Kansas hospitality industry have earned this recognition. Learn more on the TIAK website [here](#).

taste

OF



Travel Industry Association of Kansas (TIAK)

Not sure if you should bite off
more than you can chew?

Any new member can join TIAK in 2017 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



UPCOMING ONLINE COURSES

Check out all of our upcoming webinars [HERE](#).

Note: It is not necessary to enroll in all courses. You may choose only the courses that would best benefit you.



RECENTLY RECORDED COURSES

Kansas Tourism partners, sign up and with username and password [HERE](#).

View the Recorded Webinars [HERE](#).

NATIONAL TRAVEL & TOURISM WEEK



NATIONAL TRAVEL & TOURISM WEEK MAY 7-13, 2017

Kansas recently joined organizations all across the country in celebrating National Travel & Tourism Week, May 7-13, 2017. Travel and tourism professionals from across the nation worked throughout the week to promote the impactful contributions their travel markets and organizations make to their local economies. ■

National Travel and Tourism Week will take place next year on May 6-12, 2018.

VISIT OP Visit Overland Park [@visitop](#) · May 12
 Join us for a party at Union Station Streetcar stop this Saturday from 11 - 11!
visitkc.com/2017/05/10/ntt...
 #NTTW17 #visitOP #visitKC #photobus



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NEW MEMBERS GOVERNOR'S COUNCIL ON TRAVEL & TOURISM

The Kansas Legislature formed the Governor's Council on Travel and Tourism in 1987 in order to:

- Advise the Department of Wildlife, Parks and Tourism in the development and implementation of the state's tourism marketing and business development program including, but not limited to, long-range strategies for attracting visitors to the state.
- Report to the Department of Commerce information for preparation of the annual budget for the division of Tourism.
- Identify and review tourism-related issues and current state policies and programs which directly or indirectly affect tourism in the state.
- Recommend the adoption of new, or the modification of existing policies and programs, as needed.
- Prepare and submit as part of the annual report of the Department of Wildlife, Parks and Tourism, pursuant to K.S.A. 74-5049, and amendments thereto, a report of findings and recommendations of the Council concerning the promoting of travel and tourism in Kansas and related matters as the Council deems appropriate.
- Perform such other acts as may be necessary in carrying out the duties of the Council.

The Council's newest members for 2017 include the three state representatives pictured to the right. ■



Rep. Shannon Francis
R-Liberal



Rep. Jan Kessinger
R-Overland Park



Rep. Adam Lusker
D-Frontenac

Education
COMMITTEE

WE NEED YOUR FEEDBACK

Please take a few minutes to complete [this survey](#) to help the TIAK Education Committee gauge your interest in educational opportunities provided by TIAK. We also encourage you to share the survey with your staff that will most likely attend the Kansas Tourism Conference to help us better determine the most valuable round table discussions.

ABILENE RECEIVES NATIONAL RECOGNITION



Abilene, Kan. was recently named one of the “20 Best Small Towns to Visit in 2017” by Smithsonian Magazine.

“Abilene has a vibrant and diverse tourism economy and we’re excited for our community, businesses and attractions to be recognized on the national level,” **Julie Roller**, Abilene Convention and Visitors Bureau Director, said.

Abilene’s Trails, Rails & Tales, Dickinson County Heritage Center, Old Abilene Town, Central Kansas Free Fair, Eisenhower Presidential Library, Museum & Boyhood Home, Seelye Mansion, Greyhound Hall of Fame, Three One One, Mr. K’s Farmhouse and Brookville Hotel were all mentioned in the article.

Abilene’s Trails, Rails & Tales, Dickinson County Heritage Center, Old Abilene Town, Central Kansas Free Fair, Eisenhower Presidential Library, Museum & Boyhood Home, Seelye Mansion, Greyhound Hall of Fame, Three One One, Mr. K’s Farmhouse and Brookville Hotel were all mentioned in the article.

However, it’s important to note this is not Abilene’s first time on this special list. Abilene was also recognized in 2013. “Abilene has a long-standing reputation as a tourism community. This recognition validates the ongoing work of Abilene’s tourism industry partners and leaders,” Roller said.

Click [here](#) to view the full article from Smithsonian Magazine. Congratulations, Abilene! ■

GREENSBURG 10 YEARS LATER



From [KWCH](#)

Greensburg is now a town with two identities and two stories that need to be told. “It seems there are two separate times for Greensburg. There is the old Greensburg and new Greensburg,” says museum director Heather Coyne. A single date separates the two. May 4, 2007 and EF5 tornado destroyed more than 90 percent of the town including the museum.

Some pieces of history from Greensburg were saved, and new Greensburg and old come together in a different way. The Big Well dates back to 1888. The well itself wasn’t damaged, but the building around it was destroyed. Now a new building stands around it and is used to tell the story of the tornado.

“It talks about our experience with the tornado and firsthand what people went through and our re-building process over the last 10 years,” says tourism director and Big Well director **Stacy Barnes**. She says it hasn’t been easy to get where the town is today and it has a long way to go. “We’ve had ups and downs over the last 10 years and we’ll continue to, but we will continue to be a thriving community.” Barnes says while there may be two different towns, the people haven’t changed. “I think that sense of community and identity is the same. I think that’s why people chose to live here.” ■

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!

VISIT TOPEKA, INC. HIRING



Visit Topeka, Inc. is hiring a Business Development Manager. The Business Development Manager is responsible for growing and maintaining relationships within the Topeka community, primarily focused on the travel, tourism, and hospitality segments. The Business Development Manager is instrumental in assuring focused and productive communication with new and existing clients, external distributors, representatives and agents of incoming conferences, tradeshows, tournaments, and special events.

A major responsibility of this role also includes working with partners to renew and sell new advertising space for the Visit Topeka annual visitors guide and website. This position must exhibit extensive knowledge about Topeka as well as friendly, outgoing, and professional traits.

Click [here](#) for more information. Resumes may be sent to Mike Bell at Mike@visittopeka.com. ■

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

June 8, 2017

TIAK Board Meeting
Greensburg, KS

July 13, 2017

Executive Cmte Meeting
Manhattan, KS

August 10, 2017

TIAK Board Meeting
Salina, KS

September 14, 2017

Executive Cmte Meeting
Hutchinson, KS

October 23, 2017

TIAK Board Meeting
Garden City, KS

October 23-25, 2017

Kansas Tourism Conference
Garden City, KS

November 9, 2017

Executive Cmte Meeting
Cottonwood Falls, KS

December 14, 2017

TIAK Board Meeting
Same city as KSAE

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of Kansas**

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**Travel Industry
Association of Kansas**

KANSAS OFFICIAL TRAVEL GUIDE LISTINGS & DISPLAY ADS

EARLY BIRD 4 · 19 · 2017 - 5 · 31 · 2017
GENERAL 6 · 01 · 2017 - 8 · 01 · 2017



The 2018 *Kansas Official Travel Guide* is officially open for business! *Midwest Living*, a Meredith Corporation magazine brand and strong partner of Kansas Tourism, will once again be publishing the guide.

An early bird discount of 5% for ads & listings is available if placed before May 31. Visit the [Kansas Official Travel Guide](#) webpage or contact Andrea Etzel with Kansas Department of Wildlife, Parks & Tourism at 785-296-7091 or andrea.etzel@ks.gov for more information. Online listing payments may be paid by credit card this year through online payment processor Extranet. ■

