



**Travel Industry
Association of Kansas**

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

September 2017

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TIAK TIMES

INSIDE THIS ISSUE:

2017 KS Tourism Conference	2-3
Auction & Local Product Pull	4
Marketing Awards	5-6
Taste of TIAK	7
eLearning University	8
TIAK Educational Resources	8
Travel & Tourism Salary Study	9
White Papers	9
Economic Lifelines	10
Calendar of Events	10

CELEBRATING DIVERSITY

From Bridgette Jobe, TIAK President



September is an interesting month to me. Maybe it is because my birthday is in September (the 23rd if you are sending presents), but to me, it has always seemed the time of year to start anew. Maybe it is because the kids go back to school, the trees begin to turn, and there is this perceptible feeling of change in the air. I tend to clean more closets in September . . . out with the old, in with the new. It is a time of anticipation for what is to come next.

This September, I am anticipating the 2018 Kansas Tourism Conference in Garden City, Oct. 23-25. This year’s theme is “Celebrating Diversity in Tourism.” You are going to hear a great panel on Tuesday morning of the conference, but I want you to start thinking in advance about how diversity plays a role in tourism in your community. Of course we have diverse cultures, races, and genders, but I think Diversity in Tourism is much more than that. A basic definition of tourism is “people traveling from their usual surroundings to places of interest, for leisure, business, fun or adventure.” The diversity of one community to the next is what makes tourism so desirable. Discovering another way of life, exploring cultural history, and finding new adventures is what we advertise in the tourism industry. When I invite a visitor to come to Kansas City, Kan., I invite them to experience what makes my community unique, special and interesting. Each community represented at the Kansas Tourism Conference is unique, special and interesting in their own way and that Diversity is what makes us worth celebrating. It makes us Kansas.

One other note about conference. We will be finalizing all sponsorships by Oct. 1. Who do you know that should be a sponsor at the conference? Please send me their contact information and I would be glad to share the sponsorship opportunities with them. Make sure you have registered for the conference and made your hotel reservations. See you in Garden City. ■

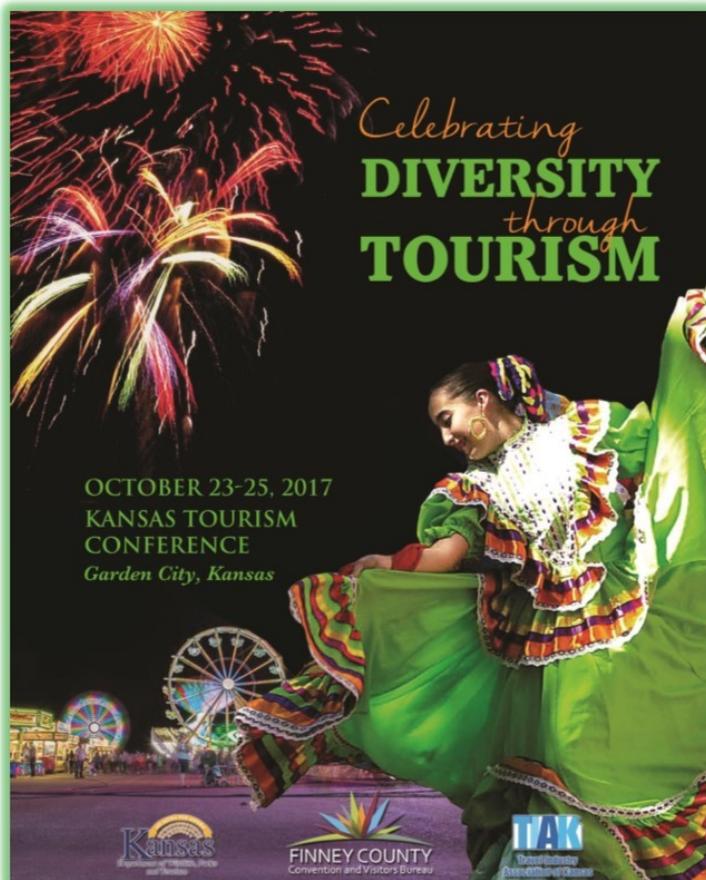
**UPCOMING
BOARD MEETINGS**
(See Page 10 for details)

October 23
Garden City

December 14
Same city as KSAE

2017 KANSAS TOURISM CONFERENCE

October 23-25, 2017 • Garden City, Kansas



LET THE CELEBRATION BEGIN!

Are you ready to party? Come and celebrate diversity through tourism at the 2017 Kansas Tourism Conference. This year's conference will spice things up with top-notch speakers and great **NETWORKING** opportunities! Be sure to take the "lead" and be a part of the Kansas tourism industry's most celebrated conference of the year.

Highlight and PROMOTE what you have to offer the tourism community!

Introduce a new product or REMIND everyone of your GREAT location, merchandise or service!

Last year, the Kansas Tourism Conference drew nearly 200 attendees from all areas of Kansas. Attendees varied from hoteliers, attractions, CVBs and dining and retail establishments.

COME AND HELP US CELEBRATE!

TIAK.ORG/EVENTS/KANSAS-TOURISM-CONFERENCE

785-233-9465



OFFICE@TIAK.ORG

2017 KANSAS TOURISM CONFERENCE (CONT.)

Registration for the 2017 Kansas Tourism Conference at <https://tiak.org/events/kansas-tourism-conference/>.

October is almost here and that means GREAT TIMES with GREAT FRIENDS at the Kansas Tourism Conference.

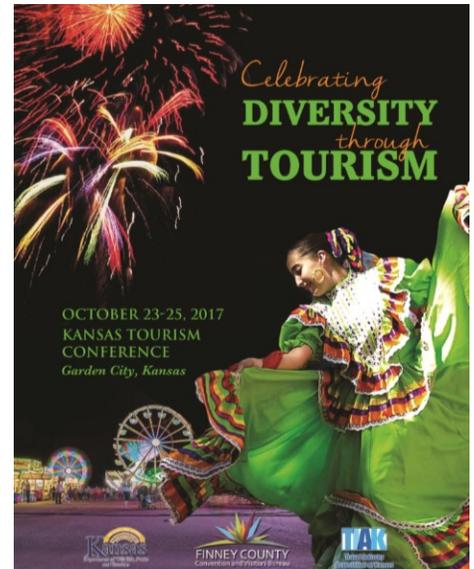
Garden City is revving up to host the best visitors ever. **You**, our travel industry partners.

This year we start a new experience. The Kansas Product Pull is going to be a fun and exciting way to sample some of Kansas' best local products. You are asked to bring a product worth \$10.00 or more made in your community. The product will be assigned a number. The number of products received will be the number of tickets that will be sold. If you purchase a ticket to the pull, you will be the winner of one of Kansas' best!

I love the idea of new and off-the-wall things like pool parties and luaus in October! Ah, diversity at its finest! Bring your suit and be ready to dive into some fun. Don't worry, we will be inside with lockers, changing rooms, and cover ups available.

We are anxiously awaiting your arrival! ■

—Finney County Convention & Visitors Bureau



KANSAS DESTINATION SPECIALIST (KDS)



The Education Committee recently made a change to the Kansas Destination Specialist program to assist those who are working towards their designation. Renewals (required on even years) working towards the 25 points for the designation can now visit an attraction (50+ miles from home) and turn in the narrative form for one (1) point toward the 25 required. There is no limit on how many attractions can be visited in a year but the visit must have been since the Sept. 19, 2016 deadline.

Therefore, those working on receiving their designations can submit forms for attractions they have visited since last September 19th. The new information and the required form are on the [TIAK website](https://tiak.org/).

The deadline for receiving your KDS at the 2017 conference was Sept. 22, 2017. Those working towards renewal have until the 2018 deadline to complete those requirements. Questions can be addressed to Sally Fuller, KDS Chair, at tourism@cityofliberal.org or 620-626-0170.



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](https://tiak.org/payments/) at <https://tiak.org/payments/>.

2017 KANSAS TOURISM CONFERENCE (CONT.)

There are two chances to donate and to WIN during the Kansas Tourism Conference.

AUCTION

Annual Silent Auction

Donate an auction item 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).

A \$50 gift certificate will be awarded to the "People's Choice" item.

Auction items are due October 6th. Fill out the electronic form at tiak.org/events/kansas-tourism-conference and mail your auction item to Finney County CVB, c/o Roxanne Morgan, 1513 E. Fulton Terrace, Garden City 67846.

For more information contact Stacy Barnes at tourism@greensburgks.org or Roxanne Morgan at rmorgan@finneycountycvb.com.

The first is the traditional **TIAK Auction**. These items will be on display during conference. Auction items need to be \$50 in value or larger. The silent auction will open the first day of conference and close the last day of conference. Please register your item on the conference website

at <http://tiak.org/events/kansas-tourism-conference/>. If you have questions please contact Roxanne Morgan at rmorgan@finneycountycvb.com or Stacy Barnes at tourism@greensburgks.org.

LOCAL PRODUCTS PULL

The second is a new event—A **Local Products Pull**. This fundraiser will benefit the TIAK PAC. Please bring local product from your community—food product, local winery, brewery, chocolate, cookies, baked goods, etc. . . anything fun that you can eat from your community or region. The product needs to be at least \$10 in value. Tickets will be sold during the conference for \$10 each and each ticket will match up with a local product that you can take home. Please bring as many as you would like! If you have any questions, please contact Karen Hibbard at karen@manhattan.org.

We will also be doing the table centerpieces and raffle during the banquet on Wednesday night. Raffle dollars will also benefit the TIAK PAC. ■



LOCAL PRODUCTS PULL & Everyone Wins!

Bring your local products to the Kansas Tourism Conference

BEER • WINE • FOOD PRODUCTS

Do you have a great local product? If so, bring it to the Tourism Conference October 23-25, 2017 to donate to our 1st annual Local Products Pull Fundraiser.

Purchase your tickets for \$10 each. Each donated product will match a ticket number sold. Everyone has a chance to win and the proceeds benefit the TIAK PAC!

Collect your local products to share at the Tourism Conference.

Contact Karen Hibbard with questions at karen@manhattan.org.





2017 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.



2017 Marketing Awards



Travel Industry Association of Kansas

Dan Lindquist For 35 years, Dan has worked as a marketing consultant to help make local businesses famous. He is the Director of Team W Advertising, started in 2006, offering business communication strategies and creative solutions as a service of Alpha Media USA broadcast outlets in Kansas. Highlighting Dan's professional honors: Sales & Marketing Executives International award, Silver Microphone Awards National Winner, and 2013 recipient of the American Advertising Federation Silver Medal Award, the highest honor given by an AAF chapter, recognizing outstanding careers in advertising. Dan and his wife, Megan, own and operate Twilight Productions, a jingle production studio.



Emily Crawford With an emphasis in tourism marketing and public relations, Emily has 12 years experience in managing corporate, non-profit and government community relations. Her firm offers full creative and marketing services including graphic design, web design, social media management, marketing strategy, vision casting, brand management and creative implementation. Emily currently serves as marketing committee chair for the Kansas City Regional Destination Alliance.

Katie Olsen Katie Olsen is in her 8th year teaching advertising courses in Kansas State University's A.Q. Miller School of Journalism and Mass Communications. Prior to KSU, Katie worked in database marketing in the Kansas City area, providing strategic account management services to clients such as Michelin and Bayer Environmental Sciences. She received her Bachelors of Journalism from the University of Missouri—Columbia and her Masters in Business Administration from Rockhurst University. Katie is currently finishing her Ph.D. with a research focus on the gender gap within advertising's creative departments.



Kevin Fullerton Kevin Fullerton, an award-winning graphic designer and creative director, opened Springboard Creative in 2006. During his 25-year career, he helped start companies, developed new brands and generously gave back to students, the advertising industry and his community. After moving his graphic design firm to Mission in 2012, Kevin initially donated two years of creative work to the City of Mission in order to brand downtown Mission and help drive traffic to local businesses during reconstruction of Johnson Drive. Once construction was complete, he decided to continue his commitment. He served on the Downtown Mission Task Force and then founded the Mission Business Partnership with several other business owners, where he serves as president. He also helped start the Mission Farm & Flower Market and has several other plans for Mission up his sleeve. He does other things too, but they aren't nearly as fun.

THANK YOU TO OUR JUDGES

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.”

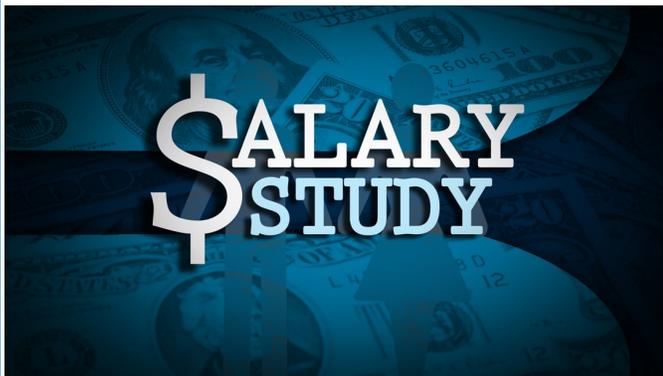
—Board Member Roger Hrabe,
Rooks County Economic Development Director

“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

TRAVEL & TOURISM SALARY STUDY

From [U.S. Travel](#)



As record numbers of Americans hit the road for Labor Day, a new study showed that travel is one of the most potent job creators of any American industry.

[“Travel: American’s Unsung Hero of Job Creation”](#) analyzes data

from the U.S. Bureau of Labor Statistics to showcase the significant economic power of the travel industry in America—particularly the quality of the industry’s jobs, and the large number that are created by small businesses.

Per the report:

- Overall, Americans whose first job was in a travel-related industry obtain an average career salary of \$81,900—significantly higher than those whose first jobs were in manufacturing, construction, healthcare and most other U.S. industries.
- Nearly 40 percent of workers who began their career in travel reached an annual career salary in excess of \$100,000.
- The travel industry also offers a statistically better career starting point for Americans with less education: workers with a high school degree or less whose first jobs were in travel reached an average career salary of \$69,500, five percent greater than the average salary attained by workers who started off in other industries.

“Amid sustained conversation in Washington about growing jobs and reviving communities hardest hit by the recession, lawmakers and the administration would do well to remember the awesome, but often underappreciated power of travel for our nation’s economy,” said U.S. Travel Association President and CEO Roger Dow. “Small businesses are the backbone of American employment, and travel is a top small business employer.

“More importantly, though, travel jobs are good, non-exportable jobs, with a unique capacity for career advancement. I’m an example of this myself. I started my career in the travel industry as a lifeguard at what was then a 12-hotel chain called Marriott. Many years later I departed the company, which by then had expanded worldwide, as the senior vice president of global sales.”

Other key findings include:

- The leisure and hospitality sector, which is heavily dependent on travel, is

(Continued on page 10)

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!

TRAVEL & TOURISM SALARY STUDY (CONT.)

(Continued from page 9)

the No. 1 small business employer in the United States.

- From 2010-2016, travel jobs increased by 17 percent, compared to 13 percent job growth in the rest of the private sector.
- Travel employment grew in all 50 states and the District of Columbia from 2010-2015—and in 47 states, the travel industry created jobs faster than the rest of the economy during that period.
- Even though it suffered a deeper decline in employment during the 2008-2009 recession, travel employment recovered to pre-recession levels a full two years faster than the rest of the economy.

“Today’s report highlights what our industry already knew: travel puts Americans to work. Travel to and within our country is growing, and we cannot afford to compromise the amazing benefits it brings to workers and their families across the country. Our government leaders can spur even further economic growth and job creation through continued support for Brand USA and smart, effective visa policies that make our nation more secure even as they facilitate travel for legitimate visitors.

Dow continued: “President Trump is right to be concerned about our nation’s trade balance—and we’re here to remind him that travel is one area in which we can win. International inbound travel is an export, and creates good, non-outsourcable jobs in every corner of the country. To keep that growth going, we need to do all we can to welcome more visitors to our country, and keep travel and tourism strong.” ■

2017 ECONOMIC LIFELINES TOWNHALL MEETING GARDEN CITY • SEPTEMBER 27

You’re invited to join Economic Lifelines on September 27th to discuss transportation issues that are important to your region. We appreciate your interest in working toward public policy solutions which move our state forward and we look forward to discussing the regional needs of southwest Kansas.

This townhall-style meeting will take place at Garden City Community College from 1:00–2:45 p.m. in the Endowment Room of the Beth Tedrow Student Center. [More information can be found on Facebook.](#)

Parking is available both on the north and south of the Beth Tedrow Student Center, but availability can be limited.

[Campus map is available here.](#)

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

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

February 7, 2018

Destination Statehouse
State Capitol, Topeka, Kan.

February 8, 2018

TIAK Board Meeting
Topeka, Kan.

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