



**Travel Industry
Association of Kansas**

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

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HAPPY THANKSGIVING

From Bridgette Jobe, TIAK President



I am writing this column early Thanksgiving morning as I am beginning my cooking duties for the day. Later today I will be heading to my 92-year-old father's house to visit with family and will very happily stuff myself with as much food as humanly possible. We have an annual family tradition that before we pray for the meal, everyone in attendance gathers in a circle, holds hands, and we each say what we are thankful for that year. It is a good thing to be challenged to stop and publicly acknowledge our blessings.

So today, I want to acknowledge a few things that I am thankful for in the tourism industry.

1. I am thankful that I live in Kansas. So often I am focusing on the things that we need to work on, but I would not want to live anywhere else. I love the beauty of Kansas, its history, its spunk, and its potential.

2. I am thankful for the people in the Kansas tourism industry. You challenge me everyday to be better at my job in promoting this great state.

3. I am thankful for the wealth of opportunities that tourism brings to current and future generations. As this industry grows in Kansas, so do the employment and career choices, the visitor experiences, and the opportunities for economic growth.

4. I am thankful for the diversity in this industry, in our communities and in the people. And I am not just saying this because it was our conference theme, although it is very timely. I am truly thankful that we have differences in thought, opinions, needs and challenges. That diversity makes us stronger.

5. Finally, I am thankful for TIAK. I am thankful that we have a statewide organization which allows us to speak with one voice to influence government decisions related to travel, and helps to convey the impact this industry has on our state and communities.

I wish you peace as we kick off the holiday season. ■

**UPCOMING
BOARD MEETING**
(See Page 9
for details)
December 14
Topeka, Kan.

TRAVELER SOCIAL MEDIA PREFERENCES 2017 REPORT

Submitted by Monica Watson, [Chute](#)
(2017 KS Tourism Conference Sponsor)



Today, destinations and travel brands are investing an increasing amount of time and budget into social media. The industry has realized that while once travelers would turn to travel agents or traditional sources of inspiration like magazine or ads for planning and inspiration, today's travelers are spending their inspiration and planning time on social media and digital platforms. To keep up and reach consumers where they are, all travel brands, from destinations to airlines, are moving more budgets to this form of marketing.

However, there's still confusion around what content best performs on what platform. For this report, we surveyed hundreds of U.S. consumers who have traveled overnight in the past year to better understand their preferences and opinions on travel brands' social presences and also to get a better understanding of their own sharing habits.

Part 1: Social Media Habits

The #1 source for millennial travel inspiration is social media. And similar with this group of travelers, recommendations sourced from peers was the top way they got recommendations for places to travel and things to do. But how do the platforms rank in terms of travel content? After Facebook, Youtube and Instagram are the top places travelers turn to for content related to travel.



Top Social Media Platforms for Travel Content

1. Facebook
2. Youtube
3. Instagram
4. Pinterest
5. Twitter
6. Snapchat

Drilling down into some platform-specific actions,

what tools are these travelers using and what content are they creating themselves?

For Instagram, the "Places" (or geolocation) search capability on the Explore page is key for discovery. This is definitely something to keep in mind when encouraging people and any influencer partners to share: make sure they're tagging the correct location!

What Instagram features do consumers use when looking for travel content or ideas on the platform?

45% Geolocation/Places Search

42% Hashtag Search

21% People Search

21% said "other" with suggested content on the explore page being a top response

As for content they create themselves, it's clear Instagram is a huge winner here. Not only is this the #1 place millennials choose to share their travel content according to our previous UGC report, but the platform also sees tens of MILLIONS of photos each month.

Travelers are definitely sharing to other platforms too! 45% of travelers who are also Snapchat users send 1-5 snaps per day when traveling. Meanwhile, 27% send more than 11 per day! Also, 5% make content for Youtube based on their travels. While this is a seemingly small number, keep in mind the barrier for entry between an instant platform like Snapchat and a more curated and edited one like YouTube. 5% of travelers is still a massive number of people creating videos about a specific destination or experience.

Part 2: Travel Brands' Greatest Hurdles

Right now, the biggest hurdle for travel brands and destinations is getting people to follow their accounts. 75% of travelers do not follow any destinations on social media and 74% do not follow any other travel brands (like airlines, hotels, etc.).

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TRAVELER SOCIAL MEDIA PREFERENCES 2017 REPORT (CONT.)

(Continued from page 2)

Why don't they follow destinations?

- 54% don't know of any
- 41% think the content is too promotional
- 4% don't like overly-produced content
- 1% think they post inconsistently

If they do follow destinations. . .

- 38% said it's because they're researching a trip or destination
- 37% said it's because they've already visited the destination
- 25% said it's because they like the content

What about other travel brands like hotels or airlines?

- 50% think the content is too promotional
- 44% don't know of any
- 5% don't like overly-produced content
- 1% think they post inconsistently

If they do follow travel brands. . .

- 45% said it's because they're a rewards member
- 18% said it's because they're researching a trip or destination
- 12% said it's because they plan to book with the brand in the future
- 12% said it's because they purchase frequently from that brand
- 12% said it's because they like the content

For destinations, making consumers just aware that they exist on social media is the biggest challenge. While ads are one way to promote an account, consider working with influencers who have audiences that match your demographic. Meanwhile, for travel brands, consumers are really turned off by what they consider content that's too heavy in promotion. Instead of trying to put your brand at the heart of your social media sto-



ry, consider ways to be customer-first. On Instagram, this would look like featuring real photos and stories from actual guests. On Facebook, you could create travel guides or helpful tips that travelers can use. Basically, create value and goodwill amongst consumers instead of always trying to win a hard sell.

Part 3: Winning Content

While there are some general best practices that apply to social as a whole, the audiences on each platform expect and appreciate certain types of content and interaction that differs from place to place. Think of each social media platform as its own nation in the social world: each nation has its own customs and laws. It's up to the marketer to understand each well enough to create and target on the platform even better. Check out some of the types of content travelers said they most prefer across many of the top social platforms:

FACEBOOK

On Facebook, travelers most want travel brands and destinations to post:

1. Photos and videos created by or featuring other travelers (32%)
2. Guides and How-tos (32%)
3. Professional/brand-created photos (16%)
4. Customer service assistance (10%)
5. Facebook Live videos (9%)

INSTAGRAM

Over the course of 2016, more than 98.5 million photos related to travel were shared on Instagram.

Top Related Topics

When people post about travel, what else are they posting about?

(Continued on page 9)

ECONOMIC FORECASTS BODE WELL FOR THE TRAVEL INDUSTRY

From [travelmarket report](#)

The Commerce Department reported that the U.S. economy grew 3.1 percent in the third quarter of this year, the second consecutive strong quarter, leading many to believe that the current strength in travel bookings will continue.

Consumer spending on travel-related products—such as transportation services, recreation, food services and accommodations—increased at an annual rate of 2.9 percent in the third quarter, compared to a 0.2 percent increase in Q2 of 2017, and the increase was greater than overall consumer spending. Travel-related consumer spending has outpaced overall consumer spending three out of the past five quarters.

While estimates are frequently revised by the Commerce Department as new data comes in, this is the first time in exactly three years that the U.S. economy has achieved two consecutive quarters of three percent growth or greater.

The United States Travel Association, in its assessment, said “given the travel industry’s critical role in job creation and export growth, this advance report of overall accelerated travel activity in the U.S. should be welcome news for all those concerned with the health of our country’s economy.”

The data aligns with comments coming out of the travel industry. Consortia and host agencies recently have been reporting strong growth this year, both in members and sales, as more consumers return to using travel agents to book their travel. ■



spending has outpaced overall consumer

DODGE CITY AREA CHAMBER OF COMMERCE SEEKS EVENTS DIRECTOR

The Events Director is responsible for planning, organizing and leading special events/meetings for the Chamber and the Chamber membership. Such events/meetings include: Conferences, workshops, marketing events, financial meetings, receptions, dinners, festivals and official openings.

[Click here for more information.](#)

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 at lunch.

From the brand new employee to the seasoned veteran, the priority of positive and cooperative relationships with local and state elected officials is quite possibly the most important strategic marketing a Tourism Bureau or CVB can



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DESTINATION STATEHOUSE (CONT.)

(Continued from page 4)

do beyond its direct marketing initiative. CVBs with budgets from \$50,000 to \$5 million all have something at stake when the budget cycle comes around, and those decision-makers are in the State Capitol.

Join colleagues from across Kansas in representing the industry's needs at the 2018 Destination Statehouse event being held February 7, 2018 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.

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 networking 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 the 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. 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 listed below and registration for the day will be available soon on the [TIAK website](#), so be ready to sign up to attend Destination Statehouse. ■

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

Day on the Hill 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

Day on the Hill Attendee Level (\$35)

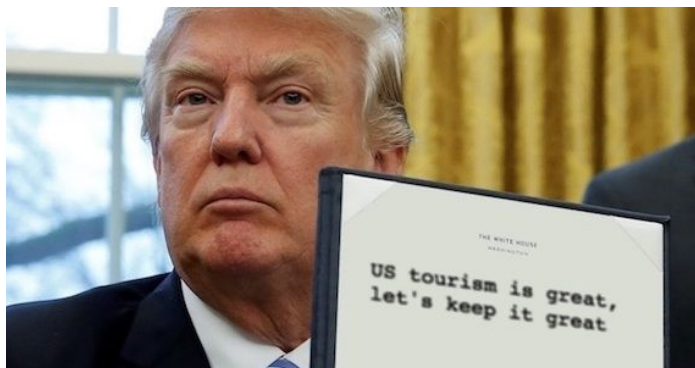
- Participation in Day on the Hill events

Legislative Reception Attendee Level (\$50)

- Admittance to evening legislative reception

KEEPING U.S. TOURISM GREAT—TRUMP'S IMPACT ON TRAVEL

From tnooz.com



Discussing the impact of any U.S. president's administration on the travel industry typically doesn't warrant a panel focus at a tourism industry conference.

But the Trump Administration, with its travel ban policies, talk of building a wall with Mexico and reinstatement of travel and business restrictions on and with Cuba, is not archetypal of U.S. governments in modern history.

So at the 2017 Phocuswright Conference in Fort Lauderdale, US Travel Association president and CEO Roger Dow along with Gloria Guevara Manzo, president of the World Travel & Tourism Council (WTTC), Moke Premo, president and CEO of the Airlines Reporting Corporation (ARC), and Christ Thompson, president and CEO of Brand USA took part in Executive Roundtable: Travel in the Age of Trump.

In fact, the participants treaded lightly on the topic of Trump's direct impact on U.S. travel, with Dow pointing out that although much of the U.S. media may want to lay waning visitor numbers entirely at the President's feet, "there is a factor there."

Long-haul travel is up, but Dow expressed concern over the U.S. piece of that pie drifting downward as Australia, Canada and China benefit. Premo, too, noted that outbound travel is up almost 7% in 2017. But Manzo and Thompson had different takes.

Manzo feels "there's growth everywhere," citing 4% in global growth in the first quarter of 2017 and 8% in the second quarter, based on the WTTC's monitoring of 185 countries.

Having served for two years as Mexico's Secretary of Tourism, Manzo also highlighted the increase in Mexican visitors to Canada, but not without attributing it, in part, to the Canadian government's decision last year to lift visa requirements for Mexican travelers and the strength of the U.S. dollar. However, she agreed with the point Thompson made about the current perception of travel to the U.S. differing from the reality.

Thompson agreed with Dow that U.S. visitor numbers are down slightly, but expressed a certain willingness to seek détente with the current administration as he stated that numbers were also down before Trump took office.

The Brand USA head also weighed in on October's mass shooting in Las Vegas, particularly as it concerns security issues. Yet, Thompson also told the Phocuswright audience that random acts of violence are no more prevalent in the U.S. than in any other part of the world.

Dow was likeminded as far as overreacting to increased security measures having the opposite of the intended effect, but squarely placed responsibility on the shoulders of the hotel industry when he said, "Hotels are the only business in the world where, for a \$5 tip, you can get someone to deliver weapons to your room."

Premo's contribution was more solution-oriented as he focused on the aftermath for Las Vegas and its many travel-driven businesses; public-private partnerships dedicated to contingency plans that can be deployed immediately after such an incident could help the destination to recover more quickly.

If there was a single point that all four panelists agreed on, it was the travel and tourism industry's global role as a source of employment and new jobs. So when moderator Seema Mody, CNBC anchor and global markets reporter, asked each panelist what they would tell the Trump administration about travel and tourism in a single sentence, Premo concisely advised, "It's a big market, don't mess it up." ■



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](#).

TIAK EDUCATIONAL RESOURCES

The TIAK Education Committee is charged with offering the TIAK membership educational opportunities and resources throughout the year beyond the Annual Tourism Conference. The Committee has four focus areas, including:

- Webinars/mini-educational seminars;
- Kansas Destination Specialist certification program, which is the official certification program sponsored by TIAK and earned through education credits;
- Speakers bureau, which is a resource for members looking for speakers on specific topics; and
- Higher education, which connects various hospitality programs at area colleges/universities to the membership for continuing education and/or internships.

Your Education Committee Co-Chairs, Karen Hibbard and Brett Oetting, have worked hard to ensure ample educational opportunities for the TIAK membership. To see a listing of the educational opportunities available, see the box below or visit this new section of the TIAK website under “Resources” by clicking [here](#). ■

- ✕ Texas Travel Industry Association – multiple offerings of education available <http://www.ttia.org/>
- ✕ December 13 – Destinations International Convention Sales and Services Summit <https://destinationsinternational.org/summits>
- ✕ January 17 – TIAK Webinar – Social Media – Nothing like just scheduling something to get you to complete it!
- ✕ April 13 – TIAK Marketing Class – Salina
- ✕ July 11 – TIAK – Webinar – Digital Analytics
- ✕ 2018 Date TBD – Southeast Tourism Society Marketing College (3 year certification program) <https://southeasttourism.org/meetings/marketing-college>

Kansas Destination Specialist (KDS) updates have been added to the website and includes points accumulated from the Kansas Tourism Conference.

For an updated KDS listing, visit the [TIAK website](#).

SAVE THE DATES

DESTINATION STATEHOUSE

Save the Date



Travel Industry
Association of Kansas

February 7, 2018



DESTINATION
CAPITOL HILL

March 21-22, 2018
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 21-22, 2018. 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 2018 registration opens in December. ■

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!

TRAVELER SOCIAL MEDIA REPORT (CONT.)

(Continued from page 3)

- 14% #Nature
- 10% #Summer
- 9% #Adventure
- 8% #Beach
- 5% #Architecture
- 4% #Fashion
- 4% #Art



TWITTER

On Twitter, travelers most want travel brands and destinations to post:

1. Deals and news (44%)
2. Beautiful travel-related photos and videos (28%)
3. Customer service assistance (17%)
4. Memes and funny posts or interactions (11%)

YOUTUBE

What kinds of content do travelers prefer on Youtube?

1. Informational videos/travel guides (27%)
2. Vlogs found by searching for content based on a destination (17%)
3. Videos from travel brands or destinations (12%)
4. Vlogs from people I'm already a fan of (9%)
5. Livestreams (5%)

SNAPCHAT

Only 5% say they watch snaps from brands or publishers.

What would get them interested in following a travel brand on the platform?

1. Beautiful travel-related photos and videos (45%)
2. Real adventures shared by or from other travelers (32%)
3. Content that educates me in some way—whether a DIY or learning more about a culture (23%)

As travelers become more social-focused, travel brands and destinations will need to meet those new needs and expectations. Just like people aren't one homogenous group, the social media channels they turn to also have their own nuances and capacities. Travel marketers who dive in fully and are able to be agile will reap the benefits through awareness, brand love, and, ultimately, dollars spent. ■

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

December 14, 2017

[TIAK Board Meeting](#)

Topeka, Kan.

January 8, 2018

Legislative Session begins

Topeka, Kan.

January 11, 2018

[TIAK Exec. Cmte. Meeting](#)

Topeka, Kan.

February 7, 2018

Destination Statehouse

State Capitol, Topeka, Kan.

February 8, 2018

[TIAK Board Meeting](#)

Topeka, Kan.

March 21-22, 2018

Destination: Capitol Hill

Washington, D.C.

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