



**Travel Industry
Association of Kansas**

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

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TIAK TALK

INSIDE THIS ISSUE:

**2018 Destination
Capitol Hill**

**Meet Your TIAK Travel
Agents Series**

**Upcoming Travel
Calendar**

Hospitality Hub

Educational Tour

**Craghead Appointed
to National Advisory
Committee**

**NCAA Tournament
Travel**

Impact of Travel

Calendar of Events

UPDATES FROM YOUR TOURISM GUIDE



From Jan Stevens, TIAK President

It's that time of year where everyone starts planning outdoor activities and has more serious thoughts about what they will be doing once the weather starts to warm up. The signs of spring are all around us! The day lilies in my yard are starting to peek out of the ground, and we are all praying for a little more rain to make them grow.

The beginnings of vacation planning for the year are upon us. Folds are starting to take spring break vacations, and I know you all are seeing these early vacationers in your towns. The height of tourism season will be upon us before we know it.

At TIAK, we've already begun planning for the Kansas Tourism Conference set for October 22–24, 2018 in Junction City, and most folks have marked their calendar for the training and meetings set for Salina in April. If you haven't had a chance to do this yet, do it now (there is more information about these events in this newsletter)! We've also had a very active advocacy committee, with multiple topics being discussed in Topeka, and plans are wrapped up for the Washington D.C. trip for Destination Capitol Hill, March 21-22.

Lastly, we should all start planning for National Tourism Week. The dates are May 6–12, and if you are looking for more information on what is happening on the national level, you can find more information [here](#). The state will begin promotion of National Tourism Week in April and more details will follow [here](#).

Could Twain have been saying this about Kansas? *"In the spring, I have counted 126 different kinds of weather inside of 24 hours."* —Mark Twain ■

**Be sure to join us for an
educational seminar on
Crisis Management**

April 12, 2018
1:00 PM—4:00 PM
Salina

See Page 7 for details
and registration
information

2018 DESTINATION CAPITOL HILL

From [Stacy Barnes](#), TIAK President-Elect

Last week, I was honored to represent TIAK in Washington, D.C. during Destination Capitol Hill. This was my first time to attend this event, so I was a little unsure what to expect. It was good to have [Natalie Bright](#), [Linda Craghead](#), [Kevin Fern](#), [Gloria Moore](#) and [Jan Stevens](#) to show me the ropes! It was great to be in our nation's capitol, especially during last week with the energy of the omnibus bill vote and March for Our Lives protest.

Highlights from our visit included visiting with all of our congressional representatives, and the staff of senators Roberts and Moran. In case you didn't know, we have a great Kansas Tourism team! We all worked together so well and I think we did a great job of telling the Kansas Tourism story and why it is so important to all of our communities, from the littles to the bigs.

While in D.C. we also got to enjoy some snow (something I haven't really seen at home this winter) and cheer on the Wildcats with other Kansas State University fans for a win at the KSU alumni bar, Fin McCool's.

I was able to attend this year because of a TIAK scholarship to cover hotel and travel expenses. I would not have been able to attend without this opportunity, and I am so grateful to the TIAK Board of Directors for implementing this scholarship. Thank you! ■





MEET YOUR TIAK TRAVEL AGENTS SERIES

KELLY PEETOOM, TIAK VICE PRESIDENT

My name is Kelly Peetoom and I am the current Vice President of the Olathe Convention and Visitors Bureau. I have

had the pleasure of leading this group for the past three years. Prior to that I worked for Visit Overland Park for 10 years in multiple capacities.

Interesting tidbits about me: I was born in Puerto Rico and lived overseas in multiple locations (my dad was in the Navy for 20+ years). In my personal time I like to golf, play guitar, BBQ, watch the Chiefs/Royals and hang out with my wife and daughter.



Olathe is a city that has a unique history and progressive future. It is home of the cowboy boot and still has an operating stage coach and farmstead (Mahaffie). This city is also host to numerous corporations that are molding our future, such as Garmin, John Deere, Farmers Insurance, AIG Insurance, and many others.



I have only been involved in TIAK for the past five years. I attended the Annual Conference and Destination Statehouse but did not get fully involved until Olathe hosted the 2015 Annual Conference. Since then I have been on a few committees and just recently moved from the Treasurer's position to the Vice President's role.

The biggest benefit of TIAK is the education and opportunities to meet with your industry peers. So many ideas, tips, and knowledge can be gained by networking with other DMOs. This industry is ever-evolving; therefore, you can never say you know everything about this business. Get involved—it will only benefit you! ■



UPCOMING TRAVEL CALENDAR

April 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	<u>11</u>	<u>12</u>	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Click on the highlighted calendar dates for more information.

April 6

First Adjournment

April 11

[TIAK Executive Committee meeting](#)

April 12

[TIAK Board meeting](#)
[TIAK educational seminar](#)

April 26

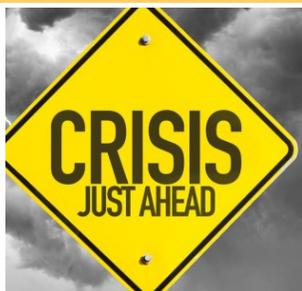
Veto Session begins

Every Thursday

e-Learning Webinars
(see Pg. 5 for more details)

For a complete listing of 2018 TIAK meetings, visit the [TIAK website](#).

HOSPITALITY HUB



No community is immune from disaster. Tragedy, whether caused by man or nature, is devastating.

Join us for an [educational seminar on Crisis Management](#), designed to help guide the tourism industry should our communities have to deal with tragedy.

WELCOME
to TIAK

**PRAIRIE
EARTH
TOURS**



Several positions are available, including an internship.

To review the complete list of opportunities available, visit the [TIAK website](#).



Educate yourself in 2018 compliments of the Kansas Tourism Division. Kansas Tourism partners, sign up with a username and password [HERE](#). Access recorded programs at anytime or view live webinars each Thursday.

UPCOMING ONLINE COURSES

APRIL 2018 SCHEDULE

Using Personal Stories to Humanize a Brand

Thursday, April 5

How to Spin Up Free Publicity for Your Tourism Business

Thursday, April 12

The Most Impactful Social Media Posts for Tourism

Thursday, April 19

Expand Your Marketing with Data-Targeting Techniques

Thursday, April 26

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



RECORDED COURSES

Kansas Tourism partners, sign up with username and password [HERE](#). Then view the recorded webinars [HERE](#).

EDUCATIONAL TOUR

The TIAK Education Committee is offering an educational seminar on Crisis Management, following the April Board meeting in Salina.

DATE: April 12, 2018

TIME: 1:00 PM—4:00 PM

COST: \$10.00

LOCATION: Salina Area Chamber of Commerce



No community is immune from disaster. Tragedy, whether caused by man or nature, is devastating. This educational seminar is designed to help guide the tourism industry should our communities have to deal with tragedy.

AGENDA

1:00 PM—1:15 PM Welcome

1:15 PM—2:30 PM Active Shooter Mediation Program by Trooper Ben Gardner, Kansas Highway Patrol

2:45 PM—3:30 PM When Natural Disaster Strikes by Mayor Bob Dixon, City of Greensburg

3:30 PM—4:00 PM Questions and Closing

Register on the [TIAK website](#).



See below for a listing of the current educational opportunities available or visit the Educational section of the TIAK website under “Resources” by clicking [here](#).

✕ Texas Travel Industry Association – multiple offerings of education

✕ April 12 – TIAK Crisis Management 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>

CRAGHEAD APPOINTED TO NATIONAL ADVISORY COMMITTEE

From *The Department of the Interior*

U.S. Secretary of the Interior Ryan Zinke announced the members of the “Made in America: Outdoor Recreation Advisory Committee. The Committee was established on November 8, 2017, and is intended to serve as an advisory board to the Secretary of the Interior on public-private partnerships across all public lands, with the goal of expanding access to and improving infrastructure on public lands and waterways.

“The Made in America Outdoor Advisory Committee is made up of the private sector’s best and brightest to tackle some of our biggest public lands infrastructure and access challenges,” said Secretary Zinke. “Dating back to the early days of the National Park Service, American businesses have been helping improve the public’s public land experience by doing everything from building iconic lodges like the Grand Canyon’s El Tovar to the historic “red jammers” in Glacier National Park. This Committee will help build on that legacy and provide valuable insight into addressing the maintenance backlog on our public lands. The Committee’s collective experience as entrepreneurs and business leaders provide unique insight that is often lost in the Federal government. As we rebuild our nation’s infrastructure, we can continue the exponential growth of the American recreation sector, which supports millions of American jobs and bears a significant impact on our economy.”

The members of the Committee were selected for their diverse backgrounds and experiences with the recreational industry. Members will have knowledge utilizing public-private partnerships, providing recreational visitor experiences, developing and deploying infrastructure improvements, or a thorough understanding of recreational equipment.

The duties of the Committee are strictly advisory and will consist of, but not be limited to, providing recommendations including:

- Expand and improve visitor infrastructure developed through public-private partnerships;
- Implement sustainable operations embracing fair,

efficient and convenient fee collection and strategic use of the collected fees;

- Improve interpretation using technology;
- Create better tools and/or opportunities for Americans to discover their lands and waters.

The members of the “Made in America” Outdoor Recreation Advisory Committee include Benjamin Bulls, American Fly Fishing Trade Association; Amanda Covington, Vista Outdoor, Inc.; [Linda Craghead](#), KS Dept. of Wildlife, Parks & Tourism; Derrick Crandall, National Park Hospitality Association; Bruce Fears, Aramark Leisure; Bradley Franklin, Yamaha Motor Corporation USA; Antonio Gonzalez, TAXA Outdoors; Jeremy Jacobs, Delaware North; Christopher Maloof, RA Outdoors; Matt Miller, Newmar Corporation; Phil Morlock, Shimano; John Morris, Bass Pro Shops; Patrick Pacious, Choice Hotels International, Inc.; Jim Rodgers, KOA; and K.C. Walsh, Simms Fishing Products.

Congratulations to [Linda Craghead](#) on her appointment! ■

#NOPLACELIKEKS

Two additional state parks were added after passage of SB 331 this month. Help the Tourism Team promote these great places in Kansas: the Flint Hills Trail and Little Jerusalem Badlands. Click on the links below to view video footage of your new parks. Enjoy!

[Flint Hills Trail](#)

[Little Jerusalem Badlands](#)



NCAA TOURNAMENT TRAVEL

From *The Wichita Eagle*



San Diego State planned to travel to Wichita for the NCAA men's basketball tournament, but the university was not able to use California taxpayer dollars to finance the trip.

California banned state-funded travel to Kansas last year after determining that the Sunflower State has laws that it views as discriminatory toward gay, lesbian, bisexual and transgender people and their families.

The policy prohibits public universities in California from scheduling sporting events with teams in Kansas and seven other states—Alabama, Kentucky, Mississippi, North Carolina, South Dakota, Tennessee and Texas.

And it means travel to post-season play—like San Diego State's first-round game against Houston in Wichita—had to be funded with private money.

The university faced the same dilemma last year when it was invited to the Armed Forces Bowl in Fort Worth, Texas, said Mike May, senior associate athletic director of communication for San Diego State.

"We've dealt with this a couple of times," May said. "It means we have to use non-state funds for any expenses that are incurred."

For the bowl game, the San Diego State athletics department used money from its Campanile Foundation, which handles donations to the university, officials said. The Mountain West Conference reimbursed the athletics department for the cost of the trip, and the department reimbursed the foundation.

"It's more of an accounting situation, but . . . It does

add a wrinkle," May said.

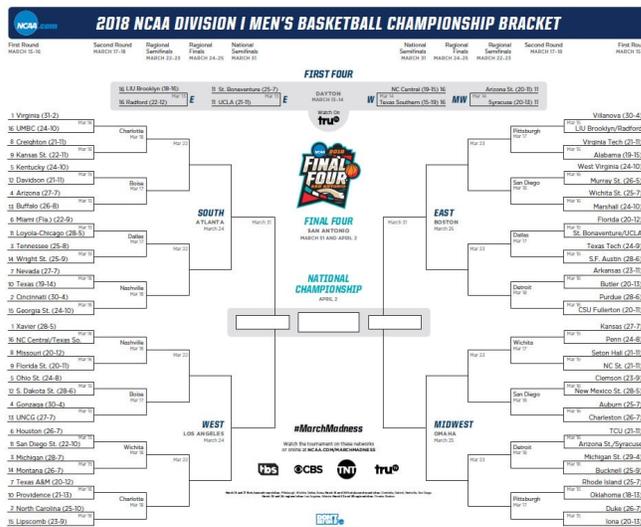
Kansas is on California's travel prohibition list because of a 2016 law that enables campus religious groups to restrict their membership to students that adhere to a religion's tenets. That law, signed by former Gov. Sam Brownback, was crafted partially in response to a controversy in California that occurred when a Christian student group lost recognition on California State University campuses for failure to comply with an "all comers" non-discrimination policy in 2014.

Opponents of the Kansas law previously raised concern that it would allow for discrimination based on race, sexual orientation and gender on taxpayer-funded campuses. Supporters said it was necessary to protect religious freedom on campus.

Kansas Sen. Steve Fitzgerald, R-Leavenworth, who sponsored the Kansas legislation, said last year that the California attorney general's office misunderstood the purpose of the law.

"I think there's more evidence now that when we build the wall we need to build it up the California border," Fitzgerald told the Eagle at the time, referring to President Trump's plan to build a wall along the border with Mexico.

The impact of the tournament for Wichita was estimated to be \$10 million. TIAK continues to follow the "weaponization of tourism" issues and will communicate the impact it can have on the Kansas economy. ■



IMPACT OF TRAVEL

From [U.S. Travel](#)



The Impact of Travel on State Economies (ITSE) describes the importance of the U.S. Travel industry to the U.S. economy. Travel economic impact statistics presented in the report include travelers' expenditures, as well as travel-generated employment, payroll income, and tax revenues for the nation and each of the 50 states and the District of Columbia. The report clearly demonstrates that travel and tourism is one of America's largest industries and employers.

Key findings include:

- Travel spending in the U.S. by domestic and international travelers grew 1.9 percent to \$990.4 billion in 2016, not adjusted for inflation.
- Of this total, \$836.6 billion was spent by domestic travelers—increasing 2.9% from 2015—and \$153.8 billion was spent by international travelers in the U.S. (excluding spending on international airfares, medical, educational and cross border/seasonal work-related activities)—a decline of 2.8 percent from 2015.
- Traveler spending supported over 8.6 million jobs directly, and generated \$248.2 billion in payroll income and \$157.8 billion in tax revenues for federal, state and local governments.

The report can be used to demonstrate travel's essential contributions when communicating to lawmakers why they should support policies, programs and legislation that help advance the needs of the industry as a whole.

Additionally, use the report findings to show how travel and tourism has shaped your community over the years during National Travel and Tourism Week (May 6-12). This year's theme "Travel Then and Now" encourages the industry to reflect on travel successes of years' past while advocating for policies that promote growth for the future. ■

Below: International scholarship students on their visit to Sen. Julia Lynn's office in the Capitol enjoying lunches provided by TIAK



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

April 6, 2018

First Adjournment
Topeka, Kan.

April 11, 2018

[TIAK Executive Cmte Mtng](#)
Salina, Kan.

April 12, 2018

[TIAK Board Meeting](#)
Salina, Kan.

April 12, 2018

[Crisis Mgmt. Seminar](#)
Salina, Kan.

April 26, 2018

Veto Session begins
Topeka, Kan.

May 3-6, 2018

[Big Kansas Road Trip](#)
Barber, Comanche & Kiowa Counties

May 6-12, 2018

[National Travel & Tourism Wk](#)
(Travel Then and Now)
Nationwide

June 1, 2018

Governor's Council on
Tourism meeting
Topeka, Kan.

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of Kansas

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