



TIAK TALK

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From Jan Stevens, TIAK President

A big SHOUT OUT to the Junction City TEAM for making the 2018 Kansas Tourism Conference a HUGE success! Your community was so welcoming, and you did a fantastic job showing us all that Junction City has to offer. Michele, I had so much fun at all the evening events. I know the Disco Night competition was hotly contested, but the winner (whoever THAT was) really thought they said 'dancing' competition, not 'costume' competition!

You should have received the follow-up survey, be sure to take a few minutes to fill it out. We would love to hear how we can improve the conference for next year. The conference will be at the Kansas Star Casino next year, with the partnership of Sumner County Economic Development Commission, Mulvane Chamber of Commerce, and the Wellington Area Chamber of Commerce and CVB.

Again, thank you so much for the great Kansas Tourism Conference!

I appreciate all the support of every one of our Members, Board of Directors, Committee Chairs, and Executive Committee. Special thanks to Marlee and Natalie for all their attention to details for the conference, and organizing all the events and speakers that took place. Amy Billquist always plays a big part in all of this, I'd really like to make sure she knows how appreciative we are of her work behind the scenes, as well.



(Continued on page 2)

2018 KANSAS TOURISM CONFERENCE

THANK YOU !

Thank you Junction City! The 2018 Kansas Tourism Conference was very well-organized and captured everyone's attention. From the amazing events to the many incredible sessions, conference attendees were able to gather tourism tools and network with many of their colleagues. And a special thank you to our sponsors who are identified on the following pages. Without you, this conference would not have been possible!

(Continued from page 1)

The travel industry and the conference wouldn't be what it is today without the support of Wildlife Parks and Tourism staff, Linda Craghead, Kelli Hilliard, Andrea Etzel, Sue Stringer, Logan Hildebrand, Colby Terry, Michael Pearce, Connie Hartford, Mona Carver, Christy Scott, Lisa Weigt and members of the jhP team. I REALLY enjoyed the video of the trip of the staff coming to the conference (Colby—you ARE my spirit child!), and everyone got to see the humorous side of all their staff.

My staff was so helpful with our table, and getting Dodge City all the things they needed for the conference. Thank you Colleen, Megan, and Robin (and Erica and Danielle—who are also Dodge City folks!).

Lastly a heartfelt thank you to Bridgette Jobe, Stacy Barnes, Kelly Peetoom, Susan Rathke, and Jim Zaleski. All five of these people have worked diligently to make the Travel Industry Association of Kansas a wonderful organization to be a part of, and were so VERY helpful during the conference!

All of these people are part of a family, a 'tourism' family, who work, play and live in Kansas to make it the best place to be.

Thank you to everyone who had a part in making it wonderful—I hope you all had FUN!

And with my favorite holiday of the year just around the corner, this is my monthly quote: *"Halloween is not only about putting on a costume, but it's about finding the imagination and costume within ourselves."*
—Elvis Duran ■



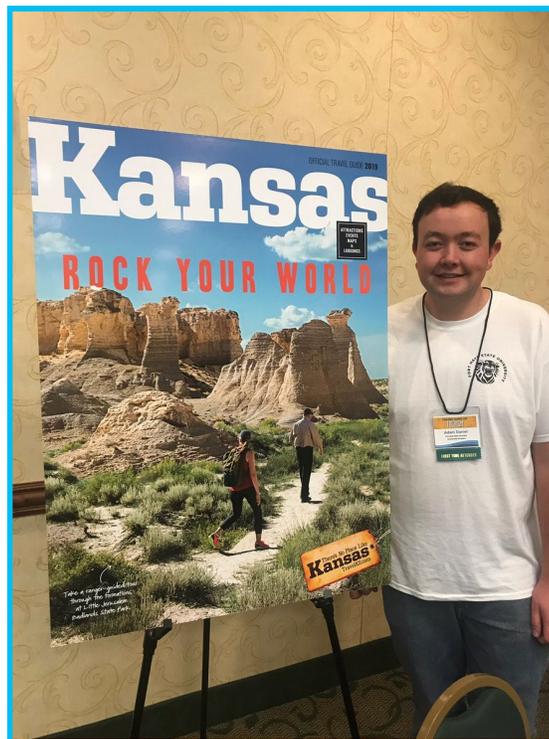
2018 KANSAS TOURISM CONFERENCE

#KTC18



Contribute to the Kansas Tourism Conference online photo gallery.

Share your conference photos on Instagram & Twitter using #KTC18.



WE NEED YOUR FEEDBACK

Please take a few minutes to complete [this survey](#) to help us evaluate this year's conference and plan for future Kansas Tourism Conferences.

2018 KANSAS TOURISM CONFERENCE



THANK YOU !

Thank you to all of the generous donors of the Table Centerpiece donations! The time and effort of the participating table sponsors was appreciated, and the money raised will benefit the TIAK PAC.



Thank you to Roxanne Morgan and Stacy Barnes for their tireless efforts in coordinating this year's auction items. Thank you, as well, to all members who participated in, and donated to, the Auction and the Local Product Pull!

2018 KANSAS TOURISM CONFERENCE



Travel Employment

According to a study by U.S. Travel Association and U.S. Department of Labor, travel employment has increased universally across all 50 states.*

Kansas is in the top
1 of 13 States
Where the growth of travel employment grew at least 100% faster than the rest of the economy between 2010-2015.

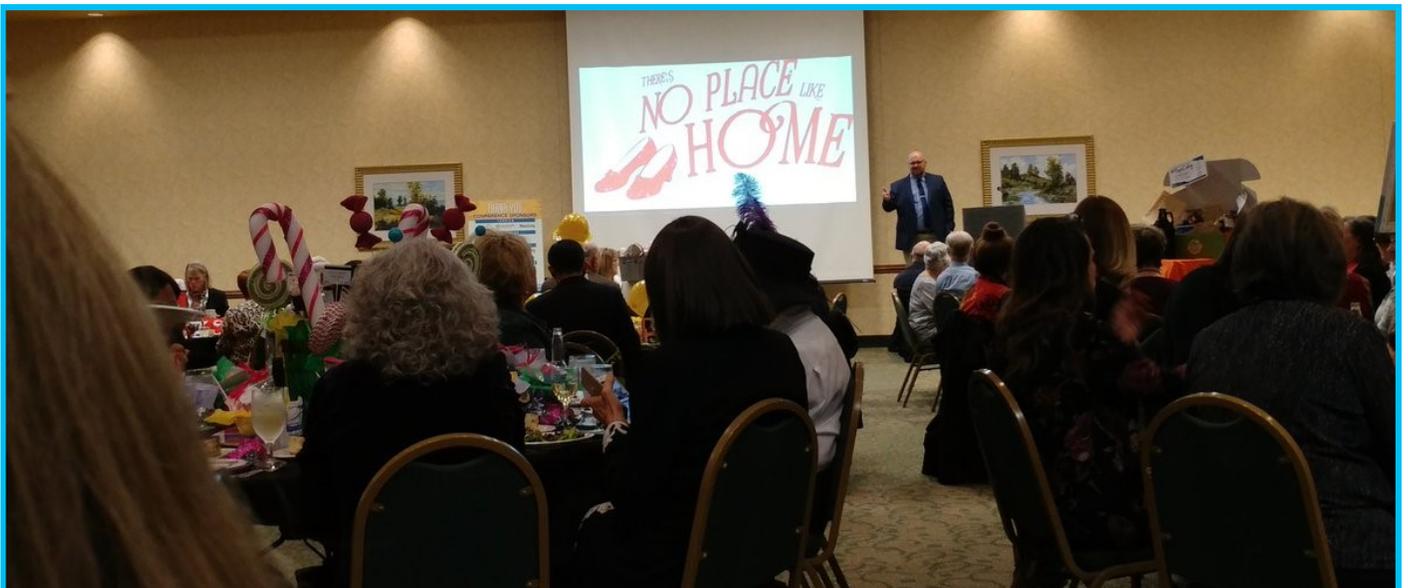


Thank You!

Team Kansas Rocks!
#NoPlaceLikeKS



2018 KANSAS TOURISM CONFERENCE



2018 KANSAS TOURISM CONFERENCE



THANK YOU CONFERENCE SPONSORS

TOURISM



DESTINATION



MEAL / HOSPITALITY



VISITOR / BREAK / RECEPTION



2018 Kansas Tourism Conference

Junction City, KS

2018 SCHOLARSHIP RECIPIENTS



MACKENZIE ELWOOD

My name is Mackenzie Elwood and I wanted to thank the Travel Association of Kansas for allowing me to attend the 2018 conference! I feel very lucky being exposed to such an experience before entering the industry as a recent graduate. The biggest takeaways I found from this experience was the helpful hints that I think will differentiate me from the rest of the pack. For example, before giving a presentation or talking in front of a large group, I now know to stand in a “2-minute power pose” which statistically reduces stress and helps prepare myself for public speaking. I found all of the breakout sessions to be extremely informative and handy. I specifically enjoyed Amy Gross from Dale Carnegie’s presentation, “Handling Confrontational Questions.” It was such an honor to see first-hand how a Tourism Conference is put on and executed. Thank you so much for the opportunity!

ADAM DANIEL

I would like to thank the Travel Industry Association of Kansas for allowing me the opportunity to attend the 2018 TIAK Conference. I feel this conference will help me a lot in my career. I honestly had no idea this sector of the tourism industry existed, and now I like the industry more. Being a Colorado native, but wanting to stay in Kansas, this conference helped me not only to network, but to learn more about the tourism industry in Kansas. Everyone was so welcoming and helpful and is exactly why I fell in love with this industry. Once again, I would like to thank everyone and the TIAK board for giving me this opportunity. I look forward to learning more about tourism in Kansas, and seeing where I fit in this large industry. ■



2018 TIAK MARKETING AWARDS

Congratulations to our 2018 Marketing Award winners! TIAK Marketing Awards focus on overall marketing initiatives and recognize state-level winners only.

People’s Choice: *Wamego Area Chamber of Commerce* was honored for its Meeting Totos Around Town project, featuring artwork from Kansas Artists on Toto statues located throughout Wamego. Each Toto was “adopted” by a local business, organization, or individuals.

Best in Show: *eXplore Lawrence* was awarded the first-ever Best in Show award for its Block-by-Block campaign, presenting stories of local buildings and bringing them to life with interactive timelines and audio stories/podcasts.

Visitor Guide (designed in-house): *Sherman County Convention & Visitors Bureau* won in the small budget category for its Sherman County Visitor Guide, providing fun facts and a look behind the scenes. *Merriam Visitors Bureau* received brag-

(Continued on page 10)



2018 TIAK MARKETING AWARDS (CONT.)

(Continued from page 9)

ging rights in the medium budget category with its eye-catching Merriam Visitor Guide, and the large budget winner was *Visit Topeka* for its attention-grabbing Topeka Visitor Guide.

Visitor Guide (outsourced): *Kansas Sampler Foundation* was awarded the small budget win for its Big Kansas Road Trip Guide, which incorporated a scavenger hunt. *Emporia Convention & Visitors Bureau* received the medium budget trophy for their Emporia Visitor Guide with its magazine-style layout, and *Visit Manhattan* won in the large budget for their rearranged and photo-driven Manhattan Visitor Guide.

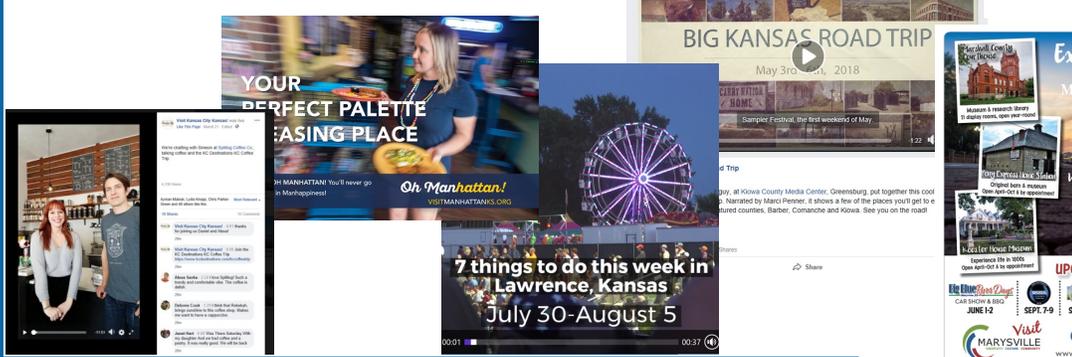
Online Marketing: *Wamego Area Chamber of Commerce* was recognized in the small budget category for its “Wamego Becomes Boomtown USA” website. *Kansas City, Kansas Convention & Visitors Bureau* received recognition in the large budget category for its Facebook Live Series, engaging with stakeholders creatively.

Integrated Campaign: *Kansas Sampler Foundation* was honored in the small budget category for its promotion of the “Big Kansas Road Trip” campaign. *Emporia Convention & Visitors Bureau* received the medium budget win for their Disc Golf Campaign, and *Merriam Visitors Bureau* garnered Honorable Mention in the same category for their Tour Merriam Campaign. *eXplore Lawrence* received large budget honors for its “Block by Block” Campaign, highlighting all of its historical real estate.

Print Marketing: *Marysville Convention & Tourism* won in the small budget category for its newspaper advertisement that included strong photography. The medium budget winner was *Emporia Convention & Visitors Bureau* for their cleverly-headlined magazine ads, and *Visit Manhattan* received the large budget win for their Oh Manhattan! print ads.

Community Awareness: *Wamego Area Chamber of Commerce* was honored in the small budget category for its Totos Around Town project. *Hays Convention & Visitors Bureau* won in the medium budget category for its welcome banners on Vine Street, and *eXplore Lawrence* received the large budget category win for their videos on weekly things-to-do.

Thank you to all of our participants for sharing their creativity, and to all of our judges who diligently reviewed each entry, sharing their time and talent: Dan Lindquist, Katie Olsen, Kevin Fullerton, and Alan Carr. ■



KDWPT AWARDS

The Kansas Department of Wildlife, Parks and Tourism (KDWPT) also presented the following awards:

Governor's Tourism Award—Friends of the Kaw

Established in 1983 to recognize outstanding contributions by individuals or organizations to the Tourism Industry, the Governor's Award encourages others to strive for excellence. The award demonstrates cooperation, sustainability, quality and accountability. The Kansas River is a recreational treasure and has been a well-kept secret among a few paddlers and anglers, but it is fast becoming a valued recreational resource for thousands of visitors each year. KDWPT has worked with Friends of the Kaw and local communities along the Kansas River to develop more than 20 public access points for public recreation as well as wayfinding signs and increased awareness of the recreational opportunities on the Kansas River. In 2012, the Kansas River was the second river designated as a National Water Trail.



Friends of the Kaw—Mark Dugan, Dawn Buehler, and Marcia Rozell

Kansas Tourism Partnership Award—The Nature Conservancy

For nearly 30 years, The Nature Conservancy (TNC) has been working in Kansas to conserve the lands and waters on which all life depends. They've permanently protected 139,470 across the state, including five preserves that are open to the public. In 2016, TNC bought a 330-acre tract of land in Logan County that encompasses 250 acres of Niobrara chalk formations. The property adjoins the Smoky Valley Ranch which is owned by TNC. In 2018, the Kansas Legislature formally designated the chalk formations as Little Jerusalem Badlands State Park. KDWPT and TNC are collaborating to design access to the park and build trails to protect the fragile formations and unique ecology of the area. The award recognizes the importance of collaboration in the successful development of tourism in Kansas.



Nature Conservancy of Kansas—John Strickler and Laura Rose Clawson

KDWPT AWARDS (CONT.)

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Kansas' Finest Award

Rebecca (Beccy) Tanner, Wichita, author and Kansas professor at Wichita State University; Patty & Jerry Reece, Shawnee Mission, Tallgrass Prairie and Wabaunsee County Champions; Doc R.C. Trotter, Dodge City, doctor and Dodge City Roundup President, and Joe Minick, Enterprise, machinist and co-creator of the Abilene & Smokey Valley Railroad. The Kansas' Finest award recognizes and honors advocates who promote the state's attributes and maintain an abiding love for the sunflower state, exhibiting passion, perseverance, and pride in promoting destinations with statewide significance and national or international relevance.

"These awards highlight the vital role of dedicated individuals and organizations in growing the tourism industry in Kansas. Through their partnership, Kansas tourism will continue to be a significant part of the state's economy. A recent economic impact survey indicates tourism has grown to an \$11 billion industry in Kansas, one of the fastest growing industries in Kansas." —Linda Craghead, KDWPT Interim Secretary

We Kan! Award

Congratulations to KDWPT's own Kelli Hilliard for earning the We Kan! Award. The Kansas Sampler Foundation presents ten We Kan! awards every year to individuals or organizations that have made outstanding efforts to help preserve and sustain rural culture in their area. The Foundation chooses recipients who have a cooperative spirit, show enthusiasm and dedication for their community, and whose efforts have made a real difference in rural Kansas. ■



KANSAS DESTINATION SPECIALIST (KDS)

Congratulations to these hard-working and dedicated tourism professionals for earning their Kansas Destination Specialist (KDS) designation this year. They were asked what they like best about Kansas Tourism:



- **Tiffany Benien, Visit Salina**

“I love Kansas because of my family and friends that also reside in Kansas. I also have a great appreciation for how Kansas showcases all four seasons with changing weather, annual events, wildlife, beautiful sunrises and sunsets.”



- **Holly Lofton, Lindsborg Convention & Visitors Bureau**

“I enjoy my daily interactions with people that allow me to share my love for my state and community and the opportunities this frequently provides to present educational seminars to communities across the state, enabling them to see the potential for collaborative efforts that positively impact travel to their community.”



- **Julie Saddler, Colby Convention & Visitors Bureau**

“One of the best things about the tourism industry in Kansas is the people. I had so much to learn and asked a lot of dumb questions, but everyone I asked was so willing to help me. All of you have been so kind. Also, what a bunch of fun people! There is a wealth of combined knowledge in our tourism industry and I am so thankful I have been a recipient of part of it.”



- **Melody Spurney, Newton Convention & Visitors Bureau**

“What I like best about Kansas Tourism is the people. Kansans can be incredibly welcoming and many are enthusiastic about the things that make their communities unique. From restaurant suggestions to finding the off-the-beaten-path attraction or special community event, people can enhance the experience and are often more than eager to share.”



- **Justin Stine, Kansas City Kansas Convention & Visitors Bureau**

“What I love best are all of the great places in Kansas for visitors to see and the great people who work in the tourism industry here in Kansas!”



- **Allyson Turvey, Fort Scott Convention & Visitors Bureau**

“I love that I get the opportunity to meet so many different people from all around the world and tell them about all the awesome stuff happening in Fort Scott!”

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, more than 60 people from the Kansas hospitality industry have earned this recognition. 2020 is the next renewal year for all current KDS. ■

UPCOMING TRAVEL CALENDAR

November 2018

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

Click on the highlighted calendar dates for more information.

November 6
[General Election](#)

November 8
[TIAK Executive Cmte Meeting](#)
(Cottonwood Falls, Kan.)

November 22
Thanksgiving

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

HOSPITALITY HUB

WELCOME
to TIAK



Mulvane Chamber of Commerce



2018
GENERAL ELECTION

November 6, 2018

Early Voting:
October 22–November 5



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

NOVEMBER 2018 SCHEDULE

Top 5 Landing Page Best Practices & The Marketing Metrics That Matter!

Thursday, November 1

A Growth Hacking Guide To The Future of Digital Marketing

Thursday, November 8

Building Business Relationships: One Conversation at a Time

Thursday, November 15

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](#).

DESTINATION STATEHOUSE

SAVE THE DATE



Travel Industry
Association of Kansas

February 6, 2019



**DESTINATION
CAPITOL HILL**

April 10-11, 2019
Washington, D.C.

Destination Capitol Hill (DCH) is the U.S. Travel industry's premier legislative fly-in. The event brings travel leaders from across the country to Washington, D.C. to educate policymakers about the power of travel. The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. DCH provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers and meet with members of Congress to stress the importance of travel as an economic driver.

DCH 2019 registration opens in December. ■

BRAND USA SPURS TRAVEL TO KANSAS

A guest column from Kevin Fern and Bridgette Jobe



It's no secret that the travel and tourism industry in Kansas is booming. As tourists look for destinations between the coasts, travelers from all over the world are finding their way to the Great Plains. With a vibrant resurgence in Kansas City, rich Native American history and authentic culture, Kansas has become a sought-out destination.

These trends are as apparent as ever in our local and state economies. Travel to our state directly correlates to an increase in revenue and jobs. Statewide, travelers spend \$10 billion in Kansas which translates into 94,000 jobs. Even more stark are the benefits tourism produces for our local economy in metro Kansas City.



For the seventh straight year, visitor spending has grown in KC and is now at \$3.4 billion. One in 19 Kansas City area workers owe their jobs to the travel and tourism industry and with the steady growth in visitors, the Kansas economy is stronger now than it has been in over a decade.

These positive trends did not just appear, local travel leaders have worked hard with our elected officials to support and pass pro-travel policies that attract and welcome foreign visitors to Kansas.

One such program which has made a significant impact on Kansas is Brand USA, the United States' tourism marketing arm. Created in 2010, Brand USA works to advertise U.S. destinations abroad, with the goal of bringing high-spending international visitors to our country. The result speaks for itself. For every dollar put into Brand USA, the return is \$27 back to the U.S. economy.

In less than a decade, this program is responsible for bringing 50,000 new U.S. jobs annually and providing \$38 billion in economic impact. All of this and the program costs not one dime to U.S. taxpayers, it is clear tourism promotion works.

The most unique aspect of Brand USA is what it means to places like Kansas. When marketing the U.S., it's easy to think that places like New York or Los Angeles would be the focus, but Brand USA was designed to support destinations in between the coasts as well, making it affordable and easier for places like Kansas to market abroad.

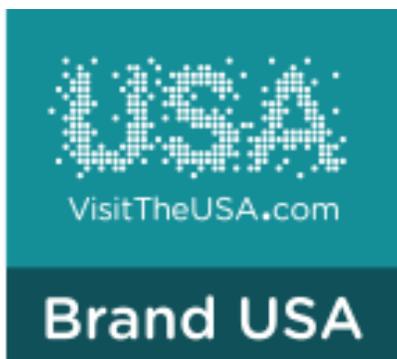
Without Brand USA, we would never be able to reach the Canadian, UK, and German markets that now make up a significant share of our visitors. These travelers are spending more, staying longer and



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BRAND USA SPURS TRAVEL TO KANSAS

(Continued from page 16)



making their impact in Kansas. Brand USA makes a concerted effort to showcase lesser known destinations which is critical for Kansas as we try to grow our share of the international visitors.

Just take a look on their website, where Kansas is featured with top BBQ joints, along the Pony Express National Historic Trail, and as an authentic “Wild West” experience.

Specifically, in 2014 Brand USA marketed the “Great American Road Trip” to international visitors, highlighting different ways to see the country.

Kansas was included in a feature on the Oregon Trail, presenting an opportunity to market to visitors that we would otherwise never have been able to reach.

It’s programs like this that will keep our tourism economy growing and Brand USA means big business for lesser-known destinations, Kansas cannot afford to lose this partnership.

We believe strongly that our representatives in D.C. need to appreciate just how critical Brand USA and tourism promotion is for our growing economies. With our eyes on the future, we must sustain the trend of increased visitation to realize the economic benefits it produces.

—Kevin Fern is the executive director of Visit Shawnee; Bridgette Jobe is the executive director of Kansas City Kan. Convention & Visitors Bureau, Inc. This article was submitted as an editorial, with the help of U.S. Travel, in the Kansas City area. It was included in the Kansas City Star 913 section, as well as in the Shawnee Dispatch.

[Click here for a fact sheet on how Brand USA promotes Kansas.](#) ■

LEGISLATIVE SURVEY

The 2019 Legislative Session begins on January 7, 2019 and the TIAK Board is seeking member input on issues you would like TIAK to consider taking to the Kansas Statehouse next year.

Please look for an email with the survey link following the elections in November.

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

November 6, 2018

Kansas General Election
Advance Voting Oct 22-Nov 5

November 8, 2018

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

December 13, 2018

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

February 6, 2019

[Destination Statehouse](#)
State Capitol, Topeka, Kan.

February 7, 2019

TIAK Board Meeting
Topeka, Kan.

April 10-11, 2019

[Destination Capitol Hill](#)
Washington, D.C.

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Association of Kansas**