



**Travel Industry  
Association of Kansas**

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

May 2019

Volume 14, Issue 5

# TIAK TALK

## PRESIDENT'S REPORT

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*By Stacy Barnes*



**H**appy Summer everyone! If you're like me, you're glad the cold weather is gone but not happy about all the spring storms! My thoughts have been with all of our friends across the state dealing with flooding and other storm damage.

Summer travel and event season is upon us. The importance and economic impact of tourism can be felt in all of our communities. Big or small, tourism matters everywhere. At the beginning of May, I got to participate in the Big Kansas Road Trip in Cheyenne, Sherman and Wallace counties. They were great examples of how Kansans show hospitality! My family had a great weekend. Kudos to those counties for just being themselves and opening their doors to everyone.

Registration for the 2019 Kansas Tourism Conference is now open. It is shaping up to be a great few days of learning, networking and fun! If you are newer to the industry, I would highly encourage your attendance. When I was new to tourism, TIAK, KDWPT and the annual conference really were the things that gave me the knowledge of where to start and plugged me in to a great network of friendly folks willing to share their wisdom. With your conference registration, I also urge you to submit entries for the marketing awards. Even if you don't think your material is award worthy, this is a great way to get feedback from the judges who are marketing professionals. Don't get me wrong, winning an award is great, but receiving the feedback from professionals in the marketing industry on how to make your marketing efforts better is very valuable. The award categories are separated by size of community and type of entry. I hope that you'll look back on your marketing efforts over the last year and make a submission at [www.tiak.org](http://www.tiak.org).

### TIAK EXECUTIVE COMMITTEE

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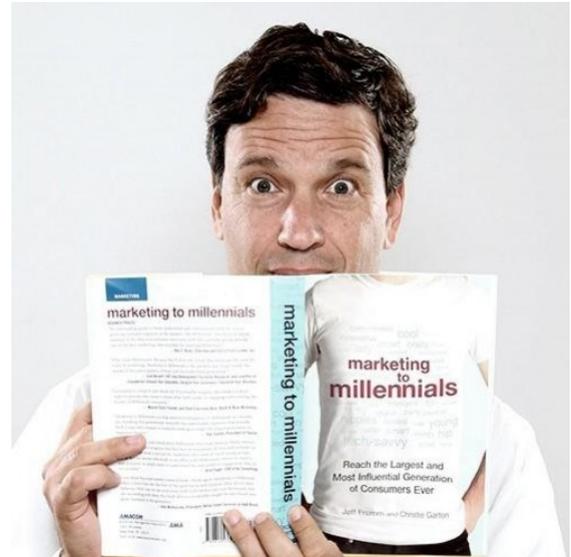
Past President  
**Jan Stevens**  
Dodge City CVB

## KANSAS TOURSISM CONFERENCE: OCTOBER 21-23

Registration is open for the 2019 Kansas Tourism Conference! You won't want to miss our lineup of activities and speakers this year. Here's a little sneak peak...



**Ford Saeks: Innovative Marketing Mastery**  
General Session, Tuesday, October 22, 9:15 a.m.



**Jeff Fromm: Generational Marketing**  
General Session, Wednesday, October 23, 11:00 a.m.

Other reasons to attend:

- Networking with tourism agencies, communities, businesses from across Kansas
- The latest and greatest news and information on technological advancements
- Discover up and coming products, offerings, and opportunities in the industry
- Be the first to receive the newest economic impact study, hot off the presses
- Enjoy the company of the tourism staff and partners that are crazy about Kansas

The 2019 Kansas Tourism Conference will be held at the Kansas Star Casino in Mulvane. A block of hotel rooms has been reserved at the Hampton Inn & Suites from October 19-24. Use [this link](#) for booking.



**[REGISTER HERE!](#)**

### SUPPORT A STUDENT

The 2019 Kansas Tourism Conference will be here before you blink! Now is the time to contribute to the Student Scholarship Fund so we can continue offering a scholarship to a student in a Kansas hospitality/tourism program of study. This is a great opportunity for the next generation of tourism professionals to learn about Kansas, network in the industry and build upon their coursework and learning.

However, we cannot award a scholarship without the help of our members. Did you know it takes \$600 to bring a student to the conference each year? Between meals, lodging and conference registration, that's a lot for a college kid to shell out, so let's help to keep the momentum going for this great program! You can donate as little as \$10. [Donate now.](#)



We want to recognize the outstanding marketing efforts of tourism throughout Kansas. If you've been a stellar promoter, then plan to enter the 2019 TIAK Marketing Award contest!

The Marketing Awards accommodate varying community sizes. Each entry will be broken out according to the overall organization budget with one winner per overall budget category:

- ⇒ Large Community overall budget (over \$500,000)
- ⇒ Medium Community overall budget (\$100,001–\$499,999)
- ⇒ Small Community overall budget (\$100,000 and under)



This program is limited to TIAK members only. Also, Coalitions may enter but the Coalition must be a member of TIAK. Submit your marketing genius today at <https://tiak.org/tiak-marketing-awards/>. Good luck!

## BRIDGETTE JOBE TO KDWPT

**B**rad Loveless, Secretary of the Kansas Department of Wildlife, Parks and Tourism (KDWPT), has hired Bridgette Jobe as Director of Tourism, starting in July.



She currently is Executive Director of the Kansas City Kansas Convention and Visitors Bureau, Inc. (KCKCVB) and will use the next couple of months to complete projects for the KCKCVB.

"We are very excited that Bridgette will be joining our team," Loveless said. "She brings a wealth of knowledge and a genuine enthusiasm to promote statewide travel and tourism to our residents and to people around the nation and the world who are looking for an authentic Kansas experience."

Jobe attended Tennessee Temple University and Fort Hays State University. She has been with the KCKCVB since 1998, when she started as the Tourism Manager and became Executive Director in 2005. Jobe is the Chair of the Governor's Council on Travel and Tourism and was the 2017 President of the Travel Industry Association of Kansas.



## BIG KANSAS ROAD TRIP 2020

Source: *Hiawatha World*

**O**n Sunday, May 5, at the Kansas Explorers Club meeting it was announced that the showcase counties for the third annual Big Kansas Road Trip would be Brown, Doniphan and Nemaha counties of northeast Kansas. The event will take place May 7-10, 2020.



The announcement was made during this year's Big Kansas Road Trip (BKRT) that took place May 2-5 in the northwest Kansas counties of Cheyenne, Sherman and Wallace. The inaugural BKRT was held in Barber, Comanche and Kiowa counties.

The Inman-based Kansas Sampler Foundation created the BKRT after ending the 28-year Kansas Sampler Festival. Foundation director Marci Penner said, "The purpose of the BKRT is to help the public get to know Kansas communities of every size. All we ask of the communities is to be good at being themselves. It's like a big, tri-county open house."

In late April, the Kansas Sampler Foundation staff of Penner and WenDee Rowe met with representatives from the three northeast counties. Penner said, "The purpose of that meeting was to explain what was required and to confirm interest. We asked those attending to keep the information quiet until the official announcement."

Penner and Rowe will be coming to each county later in the year to explain how the event will work and what needs to be done. The duo co-authored the Kansas Guidebook 2 for Explorers after researching every incorporated city in Kansas. "We love what these three counties have to offer," said Rowe, "and know the public will love exploring this area."

## LEGISLATIVE REPORT: SINE DIE WRAP-UP

The Kansas Legislature returned to Topeka on May 29 to officially close out the 2019 Legislative Session. Lawmakers did have some business items on the agenda, however, before they could adjourn sine die.

First was an attempt to overturn Governor Kelly's veto on House Bill 2033, which decoupled Kansas from a number of federal tax provisions for both individuals and corporations. The fiscal note was \$86 million below the previous version of the tax bill vetoed earlier in the year. The Governor and many lawmakers still considered the plan to be a tax cut to an unstable budget, while supporters argued that the bill prevented a tax increase only as a result of the Tax Cuts and Jobs Act.

The House failed to override the veto by a vote of 78-39 (84 votes were needed). While House-member absences certainly affected the vote, it's safe to say that parties on both sides of the issue were unsure if there was adequate support to pull it off. It was believed, however, that there were enough votes in the Senate. An effort to pass similar tax legislation next year is expected.



The Legislature did, however, overturn Governor Kelly's five line-item vetoes to the state budget appropriations bill, Senate Bill 25. Her eliminations included a \$51 million payment to the Kansas Public Employee Retirement System (KPERs), and \$1.8 million toward mental health programs. The Senate considered the override first, passing it 27-11, followed by the House 86-30.

The final major issue resolved was the Senate's 37-1 confirmation of the Governor's nomination of Sarah Warner to the Kansas Court of Appeals. Warner is a 39-year old attorney from Lenexa, Washburn University Law School professor, and current president of the Kansas Bar Association.

The Legislative Coordinating Council will be meeting in June to set and announce the interim committee schedule, but we anticipate most beginning in late summer/early fall.

For a detailed list of all the bills tracked on behalf of TIAK this year, [click here](#).

### SUMMARY OF 2019 LEGISLATION

The Kansas Legislative Research Department (KLRD) is one of four nonpartisan agencies that provide support services for the Kansas Legislature. They have published the following summaries of all bills passed by the Legislature during the 2019 Legislative Session.

[Preliminary Summary](#): Bills passed as of March 27

[Supplement I](#): Bills passed from April 1-5

[Supplement II](#): Bills passed from May 1-Adjournment

## U.S. TRAVEL'S ECONOMIC OUTLOOK: MAY 2019

# OUTLOOK

## U.S. Travel's Research Trends from David Huether

The U.S. economy grew at a 3.2% rate in the first quarter of 2018 (real seasonally-adjusted annualized), mitigating fears of an oncoming slowdown. The economy was also up 3.2% from the first quarter of 2018. “We see in the GDP growth in the first quarter of 2019 that the economy continues to outperform expectations,” noted the White House Council of Economic Advisers.

While the growth was a welcome surprise—Oxford Economics had predicted 1% real GDP growth for the first quarter—the composition of economic growth remained worrying. Sharp increases in traditionally volatile GDP components, such as net exports and private inventories, led first. In particular, net exports were responsible for a one percentage point boost in real GDP growth, a phenomenon that has only occurred three times during the current economic expansion.

As travel is trade, the trade surpluses that are common practice for the travel industry also contributed to the tremendous start to the year by increasing exports.

On the other hand, more stable GDP components slowed down considerably: consumer spending, which grew a robust 2.5% quarter-on-quarter (q/q) in the fourth quarter of 2018, slowed down to 1.2% q/q in the first quarter of 2019. “Spending slowed to a crawl,” said Diane Swonk, chief economist at Grant Thornton, adding, “It’s a report that affirms we did in fact have weak domestic demand.”

Swonk pointed not only to reduced consumer spending in goods but also sharply reduced imports, especially in imported goods. Excluding government and the volatile trade and inventory components, final sales to private domestic purchasers cooled to a 1.3% pace that was the slowest since 2013.

According to Michael Gapen, chief U.S. economist at Barclays, consumer spending “has to get stronger for the economy to remain in an expansion. We think it will, but it’s not a silver lining. Underneath the hood, household spending was soft and further expansion is going to require households to get back to a normal space of spending.”

“Still, the GDP figures—along with the rebound in retail sales and durable goods orders in March—are a testament to the economy’s resilience” after a soft patch last winter, noted Lydia Boussour and Gregory Daco, economists at Oxford Economics.

Durable goods orders, which contain clues toward measuring business investment, increased at the largest monthly rate in eight months. Furthermore, the labor market started the second quarter with a bang: the April 2019 jobs report detailed 263,000 new hiring’s and the lowest monthly unemployment rate since 1969. “No matter how you slice and dice this, it looks like the economy is doing fine,” noted Torsten Slok, chief international economist at Deutsche Bank. “It doesn’t mean these risks are gone, but it seems like the economy is rebounding from the turbulence of the first quarter.”

Moving forward, however, economists are stressing caution, especially given the fading fiscal stimulus. On top of that, according to Clayton Reid, CEO of MMGY Global, slowing medium- to long-term travel demand over 2019 and 2020 could trigger a recession for the global travel economy. “European disharmony, U.S. and China trade relations, currency issues, the new, more restrictive NAFTA and lapsing tax break benefits are all reasons to believe economic tailwinds are quickly becoming headwinds.” For the economy as a whole, current now casting models from the New York and Atlanta Federal Reserve districts estimate second quarter real GDP growth and real GDP of 2.2 and 1.2%, respectively.



Educate yourself in 2019 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

**Building an Inclusive Entrepreneurial Ecosystem**  
June 6

**How To Use Instagram Stories To Humanize Your Brand**  
June 13

**How to Increase Your Google Ads Return On Investment**  
June 20

Get more information on these upcoming webinars [HERE](#).



## RECORDED COURSES

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

## JOB OPPORTUNITY



**explore**  
LAWRENCE

Explore Lawrence, the Destination Management Organization for the City of Lawrence Kansas, is looking for a talented, passionate and experienced Sports Business Development Director (SBDD) to join their team.

Lawrence, the home to Kansas University, has hosted regional and national sporting events including Big XII, NAIA and NCAA events, the USATF National Junior Olympics, KU Relays, AAU basketball, Kansas Open Golf Tournament and Gravel Grinder Nationals.

Rock Chalk Park (RCP) is a unique partnership between the city, and Kansas Athletics. Included at RCP is Sports Pavilion Lawrence (SPL) a recreation center including eight full-size courts and an indoor turf area. Outside the facility are eighth lighted tennis courts and more than five miles of trails. Kansas Athletics operates the IAAF Class I certified Track, Soccer Stadium, Arocha Softball Ballpark and Kansas Tennis Center all at RCP. Calcio Village, a privately funded soccer complex is expected to open in the fall of 2019.

The SBDD will solicit new and maintain existing sports business, promote Lawrence and Douglas County as a premier sports destination, and contribute to the team goal of increasing Lawrence's share of the sports tourism market.

This includes, but is not limited to, prospecting and qualifying potential opportunities, building leads, communicating with hotels and other stakeholders, and developing winning proposals. The successful candidate will have a proven track record of meeting established sales goals while operating within the overall business objectives of the organization, priorities, resource allocation and funding conditions. Requires independent judgment in the course of carrying out overall responsibilities.

A bachelor's degree in sports administration, business, marketing, communications or related degree or the equivalent in experience is required.

## TASTE OF TIAK PROMOTION

taste OF



Don't want to bite off more than you can chew? Then how about a "taste"? Learn more [HERE](#).  
**Any NEW member can join TIAK in 2019 for just \$50!**

## HOSPITALITY HUB

WELCOME  
 to TIAK

Jackson County Tourism Council

### CALENDAR OF EVENTS

**Governor's Council on Tourism**  
 June 7, Topeka

Open to the public, 10:00 a.m. to 3:00 p.m., Curtis State Office Building

**TIAK Board Meetings**  
 June 13, August 8, October 21, December 12

**TIAK Committee Meetings**  
 June 12, July 11, September 12, November 14

**Kansas Tourism Conference**  
 October 21-23, Kansas Star Casino, Mulvane

### DID YOU KNOW?

We're on Facebook!  
 Like and follow us @KansasTIAK



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