



**Travel Industry
Association of Kansas**

THE VOICE OF THE TRAVEL INDUSTRY IN KANSAS

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TIAK TALK

PRESIDENT'S REPORT

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By *Stacy Barnes*



As summer winds down, the one fall event I hope is on your radar (and that you've registered for!) is the 2019 Kansas Tourism Conference on October 21-23 at the Kansas Star Casino outside of Mulvane.

Each year, we choose a different location across the state for people to see and experience. In preparation, I've done some light reading on the history of Mulvane, Wellington, and Belle Plaine.

Mulvane, like many Kansas towns, was founded around the railroad in 1879. It was named after Joab Mulvane from Topeka, who helped bring the railroad to the junction of five Santa Fe rail lines. The historic Mulvane Depot is now home to the Mulvane Historical Society Museum.

Wellington was first founded in 1871, named for the Duke of Wellington, and designated as the county seat of Sumner County. Known for production of vast quantities of winter wheat, Wellington is often referred to as Wheat Capital of the World.

Belle Plaine was founded in 1871 and means "beautiful plain" in French. One of its treasures is Bartlett Arboretum, a 15-acre park purchased by former Dixie Chick Robin Macy in 1997. It's open to the public during the week and is available for events, weddings, and special concerts.

In closing, my family is getting ready to travel to Sante Fe, New Mexico and do some Kansas exploring along the way. As fall nears, grab your friends or family and find one new Kansas attraction you haven't visited. It might even be right in your community!

TIAK EXECUTIVE COMMITTEE

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KANSAS TOURISM CONFERENCE: OCTOBER 21-23

Why Should You Attend the Kansas Tourism Conference?

- ⇒ To network with tourism agencies, communities, & businesses across Kansas.
- ⇒ For the latest and greatest news and information on technological advancements.
- ⇒ To discover up and coming products, offerings, and opportunities in the industry.
- ⇒ To be the first to receive the newest economic impact study, hot off the presses.
- ⇒ To enjoy the company of tourism staff and partners that are crazy about Kansas.

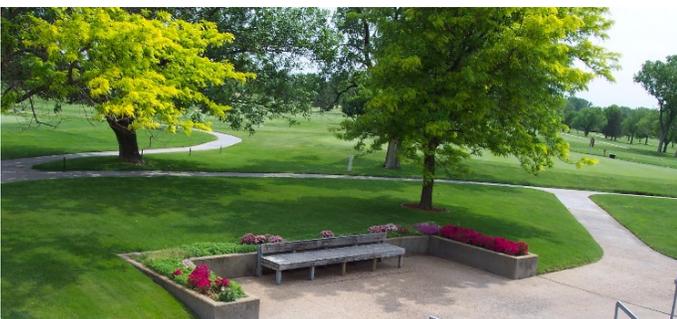


The 2019 Kansas Tourism Conference will be held at the Kansas Star Casino in Mulvane. A block of hotel rooms has been reserved at the Hampton Inn & Suites from October 19-24. Use [this link](#) for booking.

REGISTER HERE!

Tee-off the Kansas Tourism Conference with SportsKS in a 4-person, 9-hole scramble! SportsKS is hosting their 3rd Annual Golf Tournament this year prior to the start of the conference on Monday, October 21 at 9 a.m. at Hidden Lakes Golf Course in Derby!

The cost to register is \$80 per person and includes green fees, lunch and cart. Clubs may be rented at an additional \$25 per person.



Non-golfers can register for a short “Lunch and Learn” at the Clubhouse for \$12 and listen to a presentation on sports and tourism.

Individuals are able to request teammates, and SportsKS will accommodate requests as much as possible.

For more information or to request teammates, contact Tiffany Benien at tbenien@salinakansas.org.

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.](#)

MESSAGE FROM DIRECTOR OF TOURISM

By Bridgette Jobe



Thank you TIAK members for your support as I have moved into my new role as the Director of Tourism for the Kansas Department of Wildlife Parks and Tourism (KDWPT). I've officially been in this role since July 15 and am slowly starting to feel at home. I look forward to working with each of you as we take the next steps in marketing Kansas to visitors.



My immediate goal is to immerse myself with the staff and projects already being carried out by this agency. Even though I had worked with the KDWPT in my previous position at the Kansas City Kansas CVB, I understand that I now need to get to know the agency on a different level. I am fortunate to have a dedicated and knowledgeable team already in place, and they are showing me patience and perseverance as I get up to speed. I plan to start reaching out to you soon to gather your input on Kansas tourism as well.

If you are not aware, I am thrilled to announce our new marketing agency, Bajillion, who also came on board with the KDWPT in July. We are currently holding extensive meetings to review our marketing programs. You will get to meet the Bajillion team at the Kansas Tourism Conference in October, where we will have more to share on our marketing and coop opportunities.

I am ever more committed to the belief that Kansas is a beautiful, diverse, and amazing state; and it is my privilege to be a part of the team whose mission is to invite the rest of the world to see it.

Please don't hesitate to contact me anytime at 785-296-3870 or bridgette.jobe@ks.gov. I'd love to hear from you.

"Don't be so concerned about the size of your next step...The direction is what matters!" – Joseph Simmons

MARIAH FUND CELEBRATES 10 YEARS

The Mariah Fund is celebrating its 10-year anniversary this year and is proud to share some of their accomplishments.

The simple idea began in 2008. With funding by Boot Hill Casino & Resort from a percentage of gaming revenues, the Mariah Fund began offering grants to fund tourism, cultural and heritage projects in the 22 counties of Southwest Kansas. Their first grant was made in 2010.

Every grant tells a story of community involvement, which gives life to projects that enhance our communities and attracts visitors. In 10 years, the Mariah Fund has partnered with 86 separate entities in 23 Kansas counties, granting nearly \$2.2 million and funding 153 projects with total costs of \$17.1 million.

[Click here](#) to view their most recent report of activities.



Mariah Fund
Bringing Kansas Tourism to Life



2019 TIAK Marketing Awards

Travel Industry Association of Kansas

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. Coalitions may enter but the Coalition must be an association member. **Deadline: August 15.**

Submit today and good luck!

PAST MARKETING AWARD WINNERS

Need some inspiration? Here's a list of the 2018 winners at the Kansas Tourism Conference and their projects to jog your memory:

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 bragging rights in the medium budget category with its eye-catching Merriam Visitor Guide.

Visit Topeka was the large budget winner 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.

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.

Merriam Visitors Bureau garnered Honorable Mention in the medium budget 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.

Emporia Convention & Visitors Bureau was the medium budget winner for their cleverly-headlined magazine ads.

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 & Visitor Bureau won in the medium budget category for its welcome banners on Vine Street.

eXplore Lawrence received the large budget category win for their videos on weekly things-to-do.



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

How to Effectively Utilize Influencers to Promote Your Destination
August 8

How to Use SEO to Build Your Brand
August 15

Working with Bloggers and Influencers to Increase Destination Visibility
August 22

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](#).

STATE FAIR APPOINTMENTS

Governor Laura Kelly appointed Dylan Evans, Sarah Green, and Kathy Brazle to the Kansas State Fair board this month.

Dylan Evans, Lebo, is the owner of Farmers State Bank of Aliceville and DWE Livestock. Evans received his master's degree in food science, a bachelor's degree in animal science and industry, and a bachelor's degree in food science and industry, all from Kansas State University. He succeeds Steve Abrams.



Sarah Green, Wichita, currently serves as a writer, editor, and strategic consultant, working as an independent contractor. Previously, she served as Local Foods and Rural Outreach Coordinator under the Kansas Department of Agriculture. Green participated in a graduate fellowship through George Washington University in food policy. She received her bachelor's degree in journalism from the University of Kansas. She succeeds Matthew Lowen.

Kathy Brazle, Chanute, is a retired school administrator. Previously a teacher in Erie, Brazle received her bachelor's degree in mathematics and physical education from Southwestern College and a master's degree in physical education from the University of Kansas. Brazle also received an administration certification from Emporia State University. She succeeds Monica Lair.

EXPLORE KANSAS FESTIVAL

The Kansas State Fair will hold its first-ever Explore Kansas Festival on opening weekend, September 7-8, 2019. Many TIAK members will be exhibiting.

The Explore Kansas Festival is a two-day showcase to bring together communities from all across the state, creating a place to discover Kansas treasures and help visitors find unique cafes, fishing holes, hiking trails, next summer's vacation spot, historic sites, natural landmarks, museums, performing centers, arts and culture — or even a new place to call home.

The opening weekend of the Kansas State Fair draws between 80,000 to 100,000 visitors, which will be great exposure for local communities.

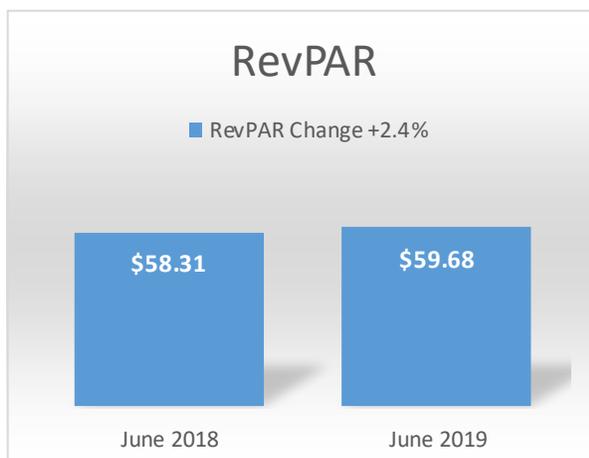
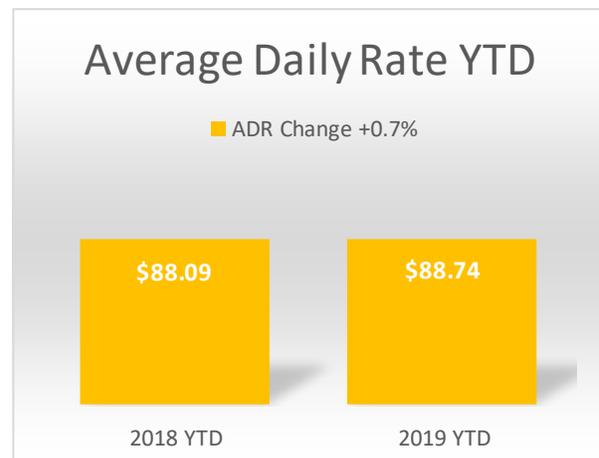
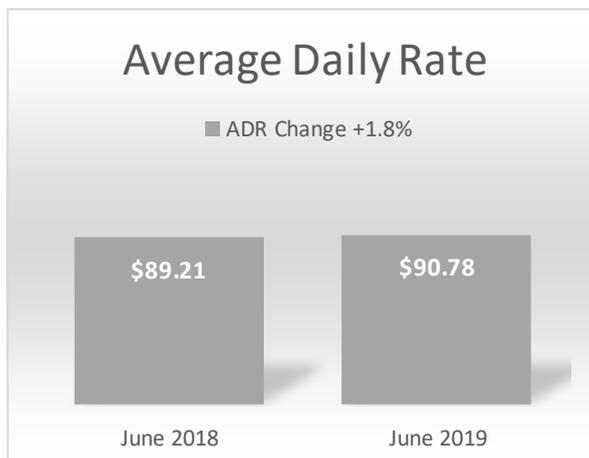
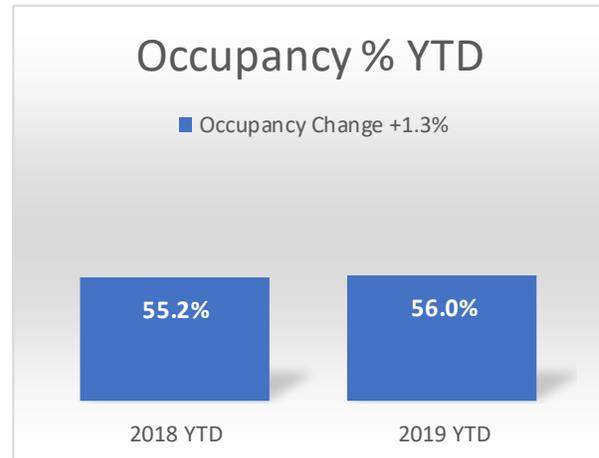
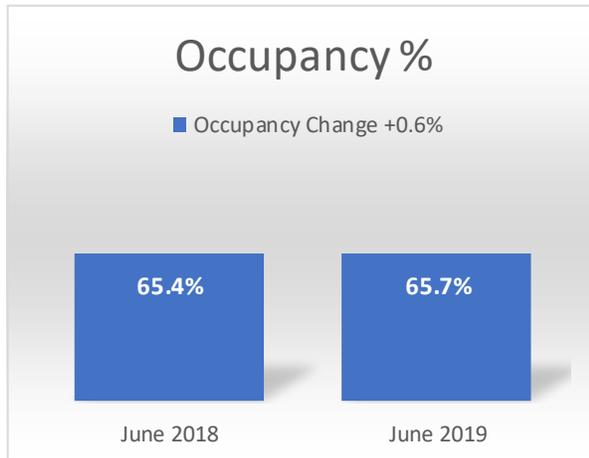
STR LODGING REPORT: JUNE 2019

TIAK has partnered with Smith Travel Research to provide members with the monthly statewide STR report on hotel occupancy. Several TIAK members receive their local community information. We hope that this agreement will increase the information gathered, hotel participants, and improve data the included.



The following data is provided directly from STR:

Kansas had 64% of property participation and 78% hotel room participation.



U.S. TRAVEL'S ECONOMIC OUTLOOK: JULY 2019

OUTLOOK

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

Following strong economic growth in the first quarter of the year, mounting evidence signals that momentum in some parts of the U.S. economy is slowing. During the past few months, capital goods orders and exports have weakened. On the positive side, the labor market remains in good shape, while wages and consumer spending have been accelerating and inflation remains tame. Meanwhile, storm clouds in the form of continued trade tensions remain a concern.

ECONOMIC SUMMARY:

The U.S. Department of Commerce's final estimate for real GDP was 3.1% for the first quarter of 2019, unchanged from May's second estimate. Upward revisions to business investment, exports and imports were offset by downward revisions to consumer spending and inventory investment. The overall picture of economic growth for the first quarter did not change: the 3.1% growth across the U.S. economy was driven by traditionally volatile component sectors in net trade and inventory investment. Excluding trade, inventories and government spending, the economy grew at only a 1.3% rate in the first quarter. That was the slowest rise in this measure of domestic demand since the second quarter of 2013.

Consumer spending in the first quarter returned its second-lowest contribution to real GDP growth (+0.7 percentage points) since 2013. Weaker consumer spending was driven by lower outlays on services. Downward revisions to consumer spending "suggest [economic] momentum could be difficult to maintain in the second quarter," wrote Harriet Torry and Paul Kiernan of The Wall Street Journal. U.S. households nevertheless turned in two solid months of spending for April and May, supported by robust gains in personal income. However, core PCE inflation, the Federal Reserve's preferred measure of consumer price levels, remained locked at 1.6% in April and May, meaning that the economy lacks the confidence to raise prices despite increased spending. As a result, the Fed has admitted that

soft inflation is a larger problem than initially thought. According to Fed Chair Jerome Powell, persistently low-price levels in the second quarter "strengthened the case for a somewhat more accommodative policy" (i.e., lower interest rates for banks and consumers) in the near-term future.

While the economy is definitely cooling, it is not faltering. In an unprecedented 11th consecutive year of economic expansion, the U.S. economy has weathered a post-Great Recession economic climate of tepid consumer spending, slow-to-decreasing investment and volatile net trade fortunes to produce a tame economic "boom" of 25% real GDP growth. The U.S. labor market remained one of the best in recent memory, with job hiring rebounding in June after crashing in March. However, even if the U.S. job market remains strong, Fed Chair Jerome Powell also noted in Congressional testimony that "manufacturing, trade and investment are weak all around the world," and, consequently, "wages aren't rising fast enough to trigger much inflation."

As a result, economic forecasts for the second quarter remain downbeat. Both the New York Fed's and Atlanta Fed's nowcasting models suggest that economic growth will slow to 1.4-1.5% for the second quarter. The New York Fed remained downbeat on soft business investment indicators across the second quarter, especially in the manufacturing sector. Despite the downbeat outlook, Lydia Boussour and Gregory Daco, economists at Oxford Economics, "do not believe a U.S. recession is imminent. Not only are economic fundamentals still healthy, but there are also some encouraging signs that the expansion has further room to run. Notably...inflation remains tame."

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!

TTRA CONFERENCE

The Travel and Tourism Research Association (TTRA) CenStates Chapter is holding their annual conference in Wichita on September 18-20, and they're inviting TIAK members to attend. Discover the latest trends and tactics in travel and tourism for marketing, development, and research. [Click here](#) to register.



WELCOME NEW MEMBER

Welcome to the Kansas Bed & Breakfast Association as TIAK's newest member!



CALENDAR OF EVENTS

Governor's Council on Tourism

August 2, September 6, October 4, Topeka

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

Kansas State Fair

September 6-15, Hutchinson

Explore Kansas Festival

September 7-8, Hutchinson

Kansas Tourism Conference

October 21-23, Kansas Star Casino, Mulvane

DID YOU KNOW?

We're on Facebook!
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