



**Travel Industry
Association of Kansas**

THE VOICE OF THE TRAVEL INDUSTRY IN KANSAS

August 2019

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TIAK TALK

PRESIDENT'S REPORT

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By *Stacy Barnes*



Whew! Summer is winding down, school has begun, and we're already thinking about fall travelers stopping by our communities.

For us, the next big tourism event is the Kansas Tourism Conference in October. Folks in all positions—from directors to sales staff to industry partners—will take something away from this conference. We heard your feedback from previous years, made some changes, and are bringing you breakout topics that are both relevant and educational.

When you register, be sure and look at the opportunities to sponsor the conference or donate a silent auction item to benefit TIAK. These donations help make our organization stronger, so I encourage you to consider offering your support. Auction items can be anything in all price ranges. Every bit helps!

For those of you who entered the marketing awards, THANK YOU! Don't forget that you can also bring an entry to the conference for the People's Choice Award. Conference attendees will vote for their favorite, and the winner will be announced during the banquet.

Last, by the time this newsletter goes out, the KDOT Local Area Consult meetings will be over. I hope you were able to attend one in your region to express the importance and need for reliable roads and bridges. Tourism is a huge economic driver in our state, and transportation is the backbone of that economic impact.

Enjoy these last moments of summer and have a very happy Labor Day weekend.

TIAK EXECUTIVE COMMITTEE

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KANSAS TOURISM CONFERENCE: OCTOBER 21-23

It's time to take care of business—and tourism. Registration for the 2019 Kansas Tourism Conference (KTC) is open on the TIAK website and the conference is only 2 months away! Are you registered?

And even if you are, don't forget to visit the KTC website for all of the event details you need to plan your tourism getaway, including hotel reservations, agenda, speakers, auction donations, student scholarships, sponsorship opportunities, and so much more.

The 2019 Kansas Tourism Conference will be held at the Kansas Star Casino in Mulvane on October 21-23. A block of hotel rooms has been reserved at the Hampton Inn & Suites from October 19-24. Use [this link](#) for booking.



REGISTER & LEARN MORE HERE!



Join us!

Visit our booth at the Tourism Conference



A COOPERATIVE ASSOCIATION OF DMO'S FOR THE PROMOTION OF ATTRACTING MEETINGS AND CONVENTIONS TO KANSAS



Cooperative Marketing

Many cooperative marketing opportunities throughout the year to show the Meeting Planners who to call.



Networking

Meet Kansas meets quarterly in member communities and gives us all an opportunity to keep up with our colleagues.



Meet KS Micro Site

The State Office of Tourism hosts a micro site www.travelks.com/meetkansas and leads received are distributed to the membership.

Meet Kansas has been busy this year and on track to have ads and email blasts in the MO Meetings and Events magazine, Midwest Meetings magazine, attending the Small Market Meetings Trade show in WI, sponsoring the KS Tourism Conference, and the KSAE Conference in December.

From now until December 31, 2019 join Meet Kansas for **\$400.00** a savings of **\$100 off**, which will be good through December 2020.

Meet Kansas is a pay to play association with membership dues including: 1 Trade-show and leads, leads from our micro-site, 1 marketing campaign and co-op projects voted on throughout the year.

For more information on how to get involved with Meet Kansas, contact Kristi Lee with Visit Leavenworth at 913-758-6725

HUMANITIES KANSAS SEEKS SPEAKERS

The Humanities Kansas Crossroads Conversations program catalog is a curated list of fun and informative presentations, discussions, and workshops from Kansas scholars on rural, urban, and suburban dynamics in the sunflower state. Want to join us as a presenter?



HUMANITIES KANSAS

Crossroads is a new initiative from Humanities Kansas that explores how Kansas communities adapt to changes and create opportunities when faced with challenges. Anchored by a Smithsonian traveling exhibition called “Crossroads: Change in Rural America,” Crossroads Conversations are intended to spark conversations about the future and sustainability of our communities and promote thoughtful and engaging discussions all across the state about what it means to be rural, how this has changed over time and across generations, and the dynamics among rural, suburban, and urban points of view in our state. We need your help!

We are seeking a wide variety of engaging presentations that include themes such as:

- Rural as portrayed in art, literature, poetry, music, and pop culture
- Sense of place, identity, and the meaning of home
- Food from agriculture to farmers markets and the push for healthy foods
- Future projections
- Entrepreneurship
- Stories of change, innovation, and transitions
- Civil Rights, Immigration, Land Use
- Moments or people that made an impact on Kansas

HK is also open to receiving “out of the box” proposals such as film and book discussions, humanities research combined with outdoor activities, and other creative ideas.

Preference will be given to applicants that fit within at least one of the following categories:

- Professionals whose main activity is teaching, research, and/or writing in a humanities discipline.
- Individuals with an advanced degree, such as a M.A. or Ph.D., in a humanities or social science discipline.
- Museum curators, librarians, or other skilled professionals with knowledge of a specific humanities-centered topic.
- Traditional culture bearers. Scholarship and knowledge gathering are defined differently in different cultures, and HK respects such diversity of training and preparation.
- Rural experts.

Deadline for submissions is Friday, September 27, 2019 at 5:00 PM. For complete instructions [click here](#). Questions? Contact Abigail Kaup at (785) 357-0359 for more information.

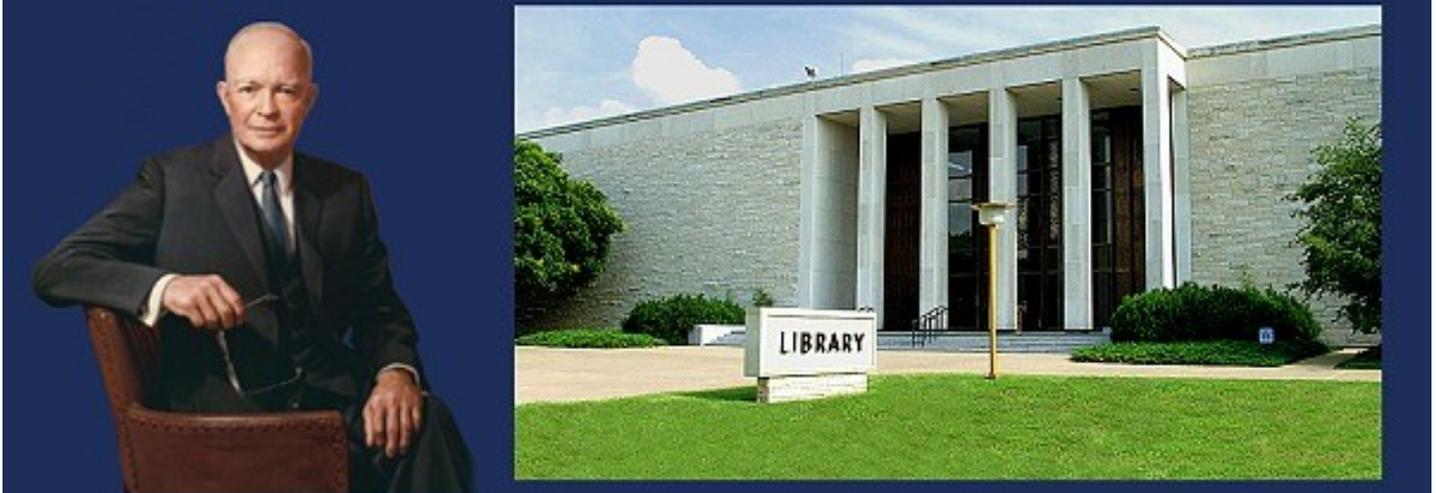
DESTINATION STATEHOUSE 2020

Save the date and plan to join us for the 2020 Destination Statehouse on Wednesday, February 5 in Topeka. Next year’s event will take place at the Kansas State Capitol with the legislative reception at a brand-new location: The Cyrus Hotel. Stay tuned for more information!



EISENHOWER PRESIDENTIAL LIBRARY OPENS

Dwight D. Eisenhower Presidential Library



The all-new 25,000 square feet of museum exhibit space at the Eisenhower Presidential Library and Museum is now open. The most recent innovations in technological components and interactives are guaranteed to engage audiences of all ages and learning styles.

“Our team is excited to share this updated story with our visitors. We are thrilled to feature the holdings of the collection, not only here in Abilene, but also from the National Archives in Washington, DC. These resources allowed us to create a custom exhibit script using Ike and Mamie’s own words and really connect with the visitor on a personal level,” said Dawn Hammatt, director Eisenhower Presidential Library and Museum. “The dedication ceremony is scheduled for Ike’s birthday weekend on Saturday, Oct. 12.”

Two new interactive displays help bring Ike and Mamie to life. The first, “Becoming Ike and Mamie,” allows visitors to explore Eisenhower’s pre-WWII career assignments. Another interactive will help visitors understand the impacts of the Cold War during the Eisenhower Administration.

In addition to seeing historically significant artifacts and hearing new stories from the archives, visitors will come away with a better understanding of Ike and Mamie’s life story. Using newly digitized and never-before-seen footage from the National Archives, new mini-theaters offer visitors the opportunity to hear Ike’s words firsthand on a variety of events and issues from D-Day to world peace. Visitors will come to understand why President Eisenhower became known as the Champion of Peace.

The layered-learning approach throughout the exhibits gives all visitors the opportunity to make a personal connection during their visit. It’s time to come back to the Eisenhower Presidential Library and Museum in Abilene.

Visit www.eisenhowerlibrary.gov for ticket pricing and to plan your visit. The Eisenhower Presidential Library and Museum is located at 200 S.E. Fourth Street and is open daily 8 a.m. to 5:45 in June and July and from 9 a.m. to 4:45 p.m. August through May. All buildings on the 22-acre campus are fully handicapped accessible. For more information, call (785) 263-6700 or (877) RING-IKE.



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

Why Travel Customers Buy
September 5

7 Critical Mistakes That Destroy Your Credibility on LinkedIn
September 19

Neglected Gold Mine for Tourism: Quora, Pinterest, LinkedIn, & Reddit
September 26

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](#).

JAN STEVENS WINS AWARD

During Dodge City Days in July, Convention and Visitor's Bureau Director, Jan Stevens, was the recipient of the 2019 Bronco Buster Award, sponsored by Western Plains Medical Center.

This award is the most prestigious award presented by the Dodge City Days Committee of the Chamber of Commerce. It can be likened to a "Dodge City Days Citizen of the Year" award. Nominee qualifications for the award include that the person should be an outstanding member of the Dodge City community and someone passionate about making Dodge City a great place to live, work, and raise a family. He or she should be a model for others to emulate.

Congratulations, Jan!



EXPLORE KANSAS FESTIVAL



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.

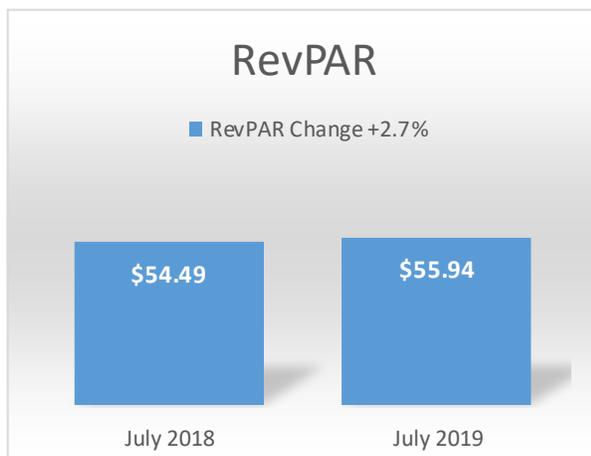
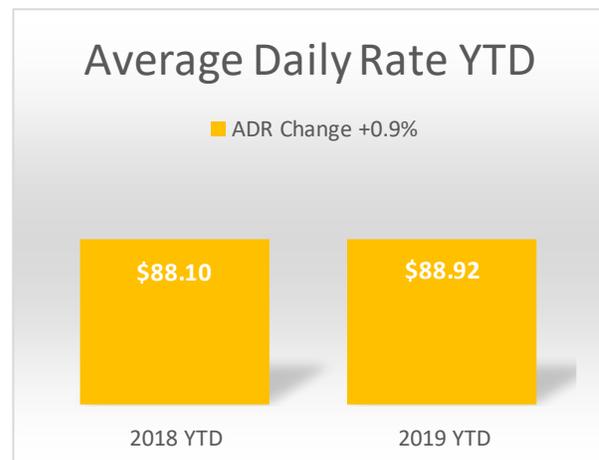
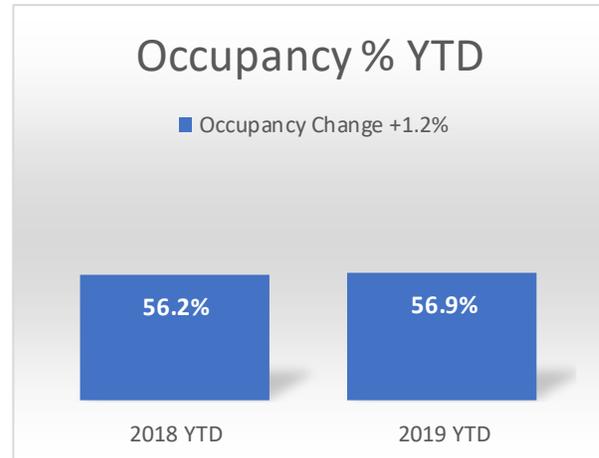
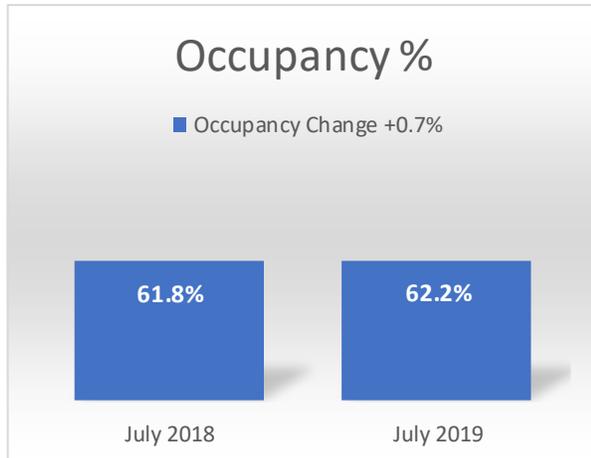
STR LODGING REPORT: JULY 2019

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 77% hotel room participation.



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

OUTLOOK

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

As expected, the U.S. economy decelerated in the second quarter of 2019. After increasing 3.1% in the first quarter, real gross domestic product (GDP) grew 2.1% seasonally adjusted annualized rate (saar) in the second quarter according to the Commerce Department. Consumer spending, which had a slow start in the first quarter (1.1% quarter-over-quarter (q/q) saar), rebounded strongly in the second quarter, increasing 4.3% q/q saar and contributing nearly 3 percentage points to GDP growth. Coincidentally, net exports and inventories, combined for a 1.7 percentage-point drag on the economy as trade tensions rise and total business investment remains neutral.

Compared to the second quarter of 2018, real GDP increased 2.3% in the second quarter of 2019, marking the slowest four-quarter increase since the second quarter of 2017. Similar increases in consumer spending (2.6%), business investment (2.7%) and government spending (2.4%) offset decreases in exports (-1.5%) and residential investment (-2.8%).

"The consumer has played Atlas, carrying the economy, and it can do that, but the muscles come from job gains and wages," said Diane Swonk, chief economist at Grant Thornton. "You can say the consumer is going to carry you through. They will if they keep their jobs and they don't get scared." Indeed, solid labor market, consumer confidence and retail sales readings for July seem to imply that consumers are remaining employed and unafraid. Though consumer spending makes up over two-thirds of U.S. GDP, "relative strength in consumer spending, in and of itself, is not enough to keep the economy out of recession," according to Joseph LaVorgna, chief Americas economist at Natixis, "the other 30% of the economy tends to be weak enough and volatile enough that it drags the economy into a recession." LaVorgna noted further that strong consumer spending despite sinking investment and trade volume "means [that] you won't have a deep recession."

The headwinds against strong consumer spending have currently shown no sign of stopping. "The fact the investment looks so weak reflects that global forces are creating challenges for business investment and those forces mostly owe to the trade war," noted Michelle Meyer, head of U.S. economics at Bank of America. According to Mark Zandi, chief economist at Moody's Analytics, businesses would have to incur \$100 billion of additional costs under the current tariffs being proposed on Chinese consumer goods. Those trade war costs amount to "half a percent of GDP; that's about half the tax cut that Americans got last year. That's very significant."

Mounting economic headwinds, as well as an ominous inverted Treasury yield curve, induced the Federal Reserve to cut interest rates in July for the first time since 2008. In prepared comments, Fed Chair Jerome Powell noted that "the outlook for the U.S. economy remains favorable" and that the Fed reduced benchmark interest rates "to insure against downside risks from weak global growth and trade policy uncertainty, to help offset the effects these factors are currently having on the economy, and to promote a faster return of inflation" to the 2% objective.

Moving forward, economists have maintained their view that the economy will cool across 2019, but not stumble into recession just yet (2020 may be a different story). "While business and trade activity remain under significant pressure from rising trade tensions with China, solid labor market fundamentals continue to support solid consumer confidence and outlays," said Lydia Boussour, senior economist at Oxford Economics. "We expect the U.S. economy to cool appreciably... to less than 2% in 2020... [but] it is not the time to succumb to the 'recession bias.'" Looking to the third quarter, current nowcasting models predict that the economy will either maintain course at 2.2% (Atlanta GDPNow) or continue to slow down to 1.8% (New York Fed Staff Nowcast).

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!



Members of the Topeka, Manhattan and Labette County DMO's attended the Annual Conference of Destination International held recently in St Louis.

WELCOME NEW MEMBER

Welcome to Publishing Concepts, LLC as TIAK's newest member!



CALENDAR OF EVENTS

Governor's Council on Tourism

September 6 and December 6, 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!
Like and follow us @KansasTIAK



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