



**Travel Industry
Association of Kansas**

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

September 2019

Volume 14, Issue 9

TIAK TALK

PRESIDENT'S REPORT

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By Stacy Barnes



The countdown to the 2019 Kansas Tourism conference is on! We kick things off with a great opening session from Isaias McCaffery called *Foam on the Range: Impact of Immigration on Kansas*, followed by a Kansas Beer Tasting. Monday evening will end with a progressive dinner featuring great eats from Sumner County.

On Tuesday, Governor Laura Kelly has been invited to join us during the KS Department of Wildlife, Parks and Tourism general session. In the afternoon we will share *30 Ideas in 30 Minutes*. Participants get one minute to present their best marketing/event/employee idea that they have implemented this year. Come prepared.

Each year, TIAK holds a silent auction during the conference to raise funds to support the programs and services provided to members throughout the year. Please consider donating an item if you can. Like to golf? SportsKS is also hosting their 3rd Annual Golf Tournament prior to the start of the conference on Monday at Hidden Lakes Golf Course in Derby.

For the full conference agenda, silent auction donation form, or to register to golf, visit the [KTC event page](#). See you soon!

TIAK EXECUTIVE COMMITTEE

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ATTENTION TIAK MEMBERS

Help us set the association's 2020 Legislative Agenda by taking the [TIAK Advocacy Survey](#). Results will be presented at the KTC Annual Meeting. The deadline to complete the survey is **Friday, October 4**. Your input is valuable. Thank you in advance!

KANSAS TOURISM CONFERENCE: OCTOBER 21-23

The 2019 Kansas Tourism Conference is next month. Be sure to [register](#) soon if you haven't already!

A few items to note:

- ⇒ The hotel is filling up fast. Be sure to make your reservation ASAP.
- ⇒ Be sure to submit any auction items so we can plan accordingly.
- ⇒ It's not too late to join the SportsKS 9-hole Golf Scramble. Enter the event description as "SportsKS 9-hole Golf Scramble" in the payment note.
- ⇒ Here's a sneak peek at one of our keynote presentations:



Plan to join Ford Saeks of Prime Concepts Group, Inc. for his keynote on **Innovative Marketing Mastery™** *From grassroots to Google, Ford's radical marketing approach and fresh insights present innovative value propositions and lead magnets to attract more customers and improve sales conversions. It's time to flip the switch from idea generation to profit generation and open your sales funnel to overfilling potential. Ford's highly intuitive "Profit Generation System" offers actionable steps to increase your market share, generate new revenue streams, and create rock-star marketing campaigns.*

If you have any questions, please contact Marlee Carpenter at marlee@brightcarpenter.com. We look forward to finding Diamonds in the Wheat at the 2019 Kansas Tourism Conference!

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



2019 MARKETING AWARD JUDGES



Travel Industry
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Katie Olsen, Ph.D., is an Assistant Professor in Kansas State University's A.Q. Miller School of Journalism and Mass Communications. Katie teaches advertising courses within the Strategic Communication Sequence and advises the school's collegiate American Advertising Federation chapter. Prior to KSU, Katie worked in strategic database marketing in the Kansas City area, providing account management services to clients such as Michelin and Bayer Environmental Sciences. She received her Bachelor's of Journalism from the University of Missouri, her MBA from Rockhurst University, and her doctorate is from KSU. Katie's research focus examines gender within advertising's creative departments.



Jake Huyett is a three-decade veteran of the advertising industry. Marketing is what fuels Jake's passion: defining problems and providing creative solutions. Today, Jake serves as the senior strategist for jhP, using a rigorous analysis of brands, audiences and position in the marketplace to discover unique opportunities to create messaging that is distinctive and relevant. Jake has managed brands on both the client and agency side of the business. Since 1987, jones huyett Partners has provided clients highly creative work that is strategically sound.

Laura Lynch realized at an early age that she excelled at making stuff up and quickly learned that people would pay her to do just that. She began her 30+ year advertising career as a copywriter and eventually became VP/Creative Director-Strategist at one of KC's leading ad agencies. In 2010, she left that behind to launch Lynchpin Ideas. Today, she and her team provide branding, advertising and communications know-how to municipalities, organizations and companies across the nation. Laura's professional awards include national, regional and local ADDYs; and numerous trade-specific awards for city government, tourism, travel, healthcare and agriculture. She has served as an ADDY judge, and on committees serving ArtsKC and KC Streetcar.



Thank you for giving your time to TIAK!

KCK CVB ANNOUNCES NEW EXECUTIVE DIRECTOR

The Board of Directors of the Kansas City Kansas Convention & Visitors Bureau has selected Alan Carr as the organization's new executive director. Carr will replace long-time Executive Director Bridgette Jobe, who left earlier this year to take the position as Director of Tourism for Kansas Wildlife, Parks and Tourism.

Carr has spent his career in destination marketing including 10 years at Visit KC, where he served as vice president of marketing & communications. During that time, he and his team oversaw development of the Visit KC brand, Kansas City Restaurant Week and the reopening of the Kansas City Film Office.

In 2015, he started Carr Strategies where he has worked with more than a dozen destinations across Missouri and Kansas on tourism marketing strategies, branding and marketing campaigns.



Renee Hadley, Chair of the Board said, "We are excited to welcome Alan to KCK. The Board believes Alan has the right vision and experience to expand on the great job Bridgette Jobe

and the CVB team has done in the past. We are truly looking forward to this next chapter."

"Kansas City, Kansas, has transformed itself as a destination over the last 20 years," Carr said. "I'm excited to be a part of continuing the tourism momentum in Wyandotte County. From major attractions to diverse and unique neighborhoods, we have a great story to share with visitors."

Carr grew up in Butler County, Kansas, and is a graduate of the University of Kansas. He currently resides in Kansas City, Missouri, and plans to relocate to KCK. He will begin October 1, 2019 on a part-time basis before starting full time in January.

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!



KANSAS REAL ID COMING OCTOBER 2020

The REAL ID Act was passed by federal lawmakers in 2005 to enact the 9/11 Commission's recommendation for a "set standard for the issuance of sources of identification." This established a minimum security standard for state-issued driver's licenses.

Beginning October 1, 2020, anyone 18 years and older will need a REAL ID compliant driver's license or another acceptable form of ID to fly within the United States. In addition, a REAL ID will be required to enter federal facilities where identification is currently required for entrance. Courts, Post Offices, Social Security offices do not require identification for entrance, so they are exempt.

Kansas began issuing REAL ID credentials in August 2017. REAL ID is not a required credential but will help ease the check-in process when flying or entering a federally protected facility.



What Documents do I Need to Bring to Receive a Real ID?

- You will need to provide proof of lawful presence. Please select **ONE** from the list below:
 - State Issued Birth Certificate
 - Unexpired U.S. Passport
 - Unexpired Permanent Resident Card
 - Unexpired Employment Authorization Card
 - Naturalization Certificate
 - Consular Report of Birth Abroad (FS-240)
- You must provide proof of your Social Security Number. Please select **ONE** document from the list below:
 - Social Security Card
 - Current W-2 or 1099 showing full Social Security Number
 - Current pay stub showing full Social Security Number
- You **MUST** provide **TWO** proofs of current Kansas residential address. Proof must be dated within the last year. *Junk mail or personal letters will not be accepted.* The following are examples of documents that can be used:
 - Rent or Lease Agreement
 - Renewal Postcard
 - Vehicle Registration
 - Utility Bill
 - Financial Institution Documents (Bank Statement, Deed, or Mortgage)
- If your name is different than documents in number one above, (due to adoption, marriage, divorce, court ordered name change, or is not the same on all of your documents) you **MUST** provide proof of the name change. The following are a few documents that will be accepted to prove a legal name change:
 - Certified State Issued Marriage Certificate
 - Court Ordered Divorce Decree
 - Any Court Ordered or Legal Name Change Documents
 - Legal Adoption Paperwork

Please note: Documents presented must be original or certified copies. You can order certified vital records through the [Office of Vital Statistics](#). **CLICK HERE TO PRINT A REAL ID DOCUMENT CHECKLIST.**



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

Spur Tourism Event Registrations with Facebook Advertising
October 3

Pack Hashtags Unpack Results
October 10

How to Use AI and Automation to Market your Travel & Tourism Brand
October 24

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](#).

NEW OVERTIME RULE



U.S. DEPARTMENT OF LABOR

On September 24, the U.S. Department of Labor announced a final rule to make 1.3 million American workers eligible for overtime pay under the Fair Labor Standards Act (FLSA).

"For the first time in over 15 years, America's workers will have an update to overtime regulations that will put overtime pay into the pockets of more than a million working Americans," Acting U.S. Secretary of Labor Patrick Pizzella said. "This rule brings a commonsense approach that offers consistency and certainty for employers as well as clarity and prosperity for American workers."

The final rule updates the earnings thresholds necessary to exempt executive, administrative, or professional employees from the FLSA's minimum wage and overtime pay requirements, and allows employers to count a portion of certain bonuses towards meeting the salary level. The new thresholds account for growth in employee earnings since the currently enforced thresholds were set in 2004.

In the final rule, the Department is:

- raising the "standard salary level" from the currently enforced level of \$455 to \$684 per week (equivalent to \$35,568 per year)
- raising the total annual compensation level for "highly compensated employees (HCE)" from the currently-enforced level of \$100,000 to \$107,432 per year;
- allowing employers to use nondiscretionary bonuses and incentive payments (including commissions) that are paid at least annually to satisfy up to 10 percent of the standard salary level, in recognition of evolving pay practices; and
- revising the special salary levels for workers in U.S. territories and in the motion picture industry.

The final rule will be effective on January 1, 2020.

The Department estimates that 1.2 million additional workers will be entitled to minimum wage and overtime pay as a result of the increase to the standard salary level. The Department also estimates that an additional 101,800 workers will be entitled to overtime pay as a result of the increase to the HCE compensation level.

More information about the final rule is available on the [Department of Labor's website](#).

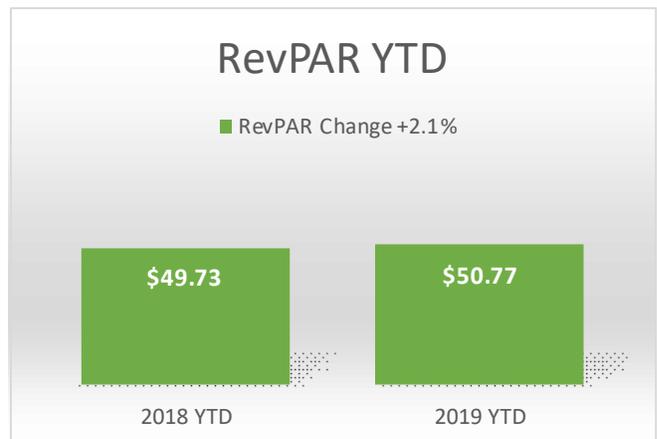
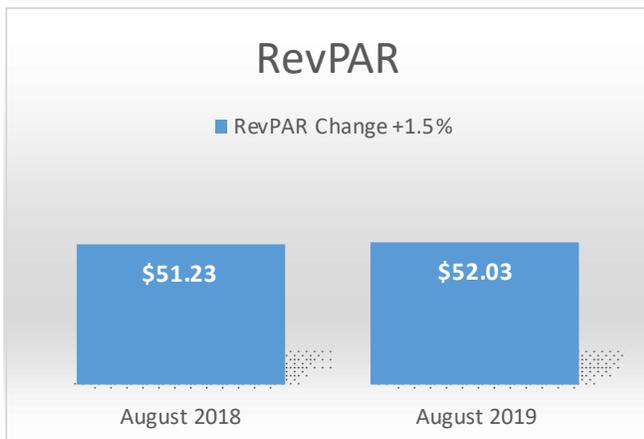
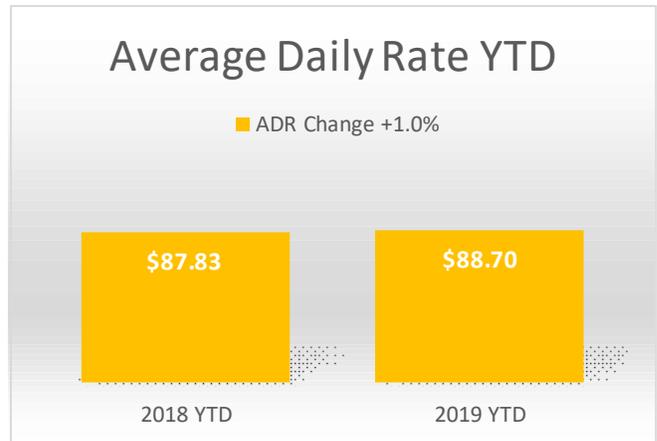
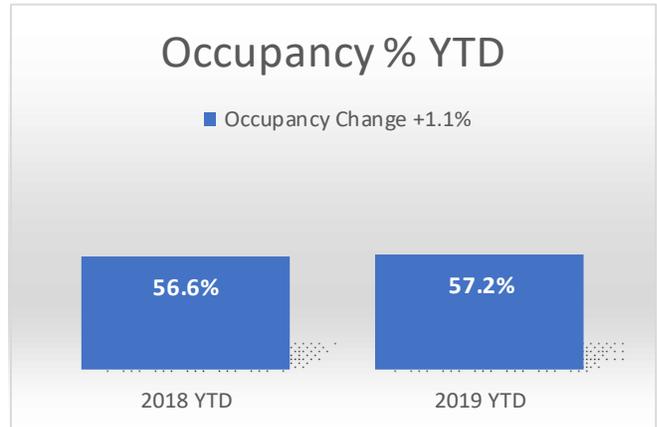
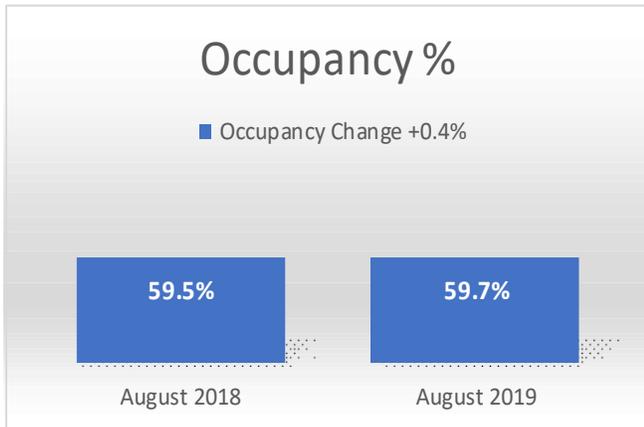
STR LODGING REPORT: AUGUST 2019

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: SEPTEMBER 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!

JOB OPPORTUNITY: TOURISM MARKETING MANAGER

The Kansas Department of Wildlife Parks and Tourism is looking to fill the opening of Tourism Marketing Manager. This unclassified, full-time position is located in the Tourism Division, Office of the Secretary, Topeka, KS; and is directly supervised by Bridgette Jobe, Director of Tourism.



The incumbent is responsible for developing, implementing, and tracking all Tourism Division marketing strategies and activities. Main point of contact and liaison for Marketing Agencies. Develops annual coop marketing program for industry partners. Works with other KDWPPT divisions on specific marketing efforts as well as working with other state agency marketing personnel on collaborative marketing efforts. Directs website development and oversees photo and video shoots. Manages the TravelKS app and other marketing platforms. Provides presentations explaining Kansas Tourism marketing initiatives to Legislators and the Tourism Industry. **Apply online at the [State Employment Center](#) by October 11, 2019.**

CALENDAR OF EVENTS

Kansas Tourism Conference

October 21-23, Kansas Star Casino, Mulvane

TIAK Board Meetings

October 21, Mulvane
 December 12, Topeka

TIAK Executive Committee Meeting

November 14, Cottonwood Falls

Governor's Council on Tourism

December 6, Topeka

Open to the public, 9:00 a.m. to 12:00 p.m., Curtis State Office Building

DID YOU KNOW?

We're on Facebook!
 Like and follow us [@KansasTIAK](#)



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