



2020 TIAK Legislative Survey



Travel Industry Association of Kansas

2020 Survey Demographics

- 13% Member Return Rate
- Type of Member responding:
 - 48% CVB
 - 26% DMO
 - 13% Press/News
 - 22% other (Chamber, Event Facility, State Tourism)

Top 3 Issues to Tourism Professionals

- Increase or at least maintain the current funding for the Division of Travel and Tourism.
- Continue to work with policymakers to identify long-term, sustainable funding for the promotion of tourism at the state level.
- Avoid legislation which is perceived to discriminate against a particular segment of travelers, which may keep them from visiting the State of Kansas.



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Top 3 General Business Issues

- Maintaining the Kansas transportation system.
- State investment in economic development projects.
- State and federal legislation with regard to immigration and naturalization that would impact the service industry business.



Comments on Loss of Business or Travel Groups Due to Travel Ban

- Yes, we lost room nights with a government convention OP hosted. The California attendees were required to book Missouri hotel rooms, then commute to the convention center.
- Business-wise no, personally, my daughter-in-law and son-in-law both work for universities in CA. They have told us that although they do attend conferences throughout the U.S., they will not be able to attend any conferences hosted in Kansas.
- Yes and no. No major bookings have been lost, but convention delegates from California have had to stay across the state line in Missouri, costing Kansas revenue and TGT
- Yes, particularly convention/meeting business.



- Look for opportunities to further define the use of TGT revenue. Let's make sure it's invested in a manner that returns net new revenue from visitors.
- Climate change. It's effect on festivals, sustainable agritourism, etc.
- We know there have been legislative audits. It would be nice to know the results of these audits. Commerce seems to have unlimited funds to promote the state yet KDWP which does bring dollars into Kansas has had their budget to do so reduced over the years. We show the economic impact, but how can we make an impact that seems that we've been heard?
- The focus is on City government, CVBs, bed taxes. County entities also focus on tourism and play a large role yet receive very little focus or financial benefit. This needs to change

Issues the Legislative Survey Did Not Address