

Tourism in Kansas

The travel sector is an integral part of the Kansas economy contributing nearly \$11 billion in expenditures and sustains over 96,000 jobs.

Tourism Industry has marked the eighth straight year of visitation and spending growth in Kansas.

35.5 million travelers visited Kansas in 2017.

Kansas visitors spent \$7.5 billion, creating a total economic impact of nearly \$11 billion.

Nearly 65,000 jobs (or 5.0% of all jobs) in Kansas are directly supported by tourism with a total employment impact of more than 96,000 jobs.

Tourism activity generated \$283 million in state revenue and another \$334 million in local government revenue.

Source: Tourism Economics, an Oxford Economics Company, Kansas Tourism Satellite Account 2017



The Travel Industry Association of Kansas is proud to partner with the Kansas Department of Wildlife, Parks and Tourism.



Travel Industry Association of Kansas

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John Brown painting in the Kansas Statehouse



Travel Industry Association of Kansas

2020 Legislative Agenda

The Voice of the Travel Industry

ADVOCATE

- To identify long-term, sustainable funding mechanisms to policy makers for the promotion of tourism at the state level. Strive to maintain funding levels in an effort to compete on an even field with neighboring and regional states.
- For tax measures that generate revenue through investment in projects or initiatives that produce jobs and/or encourage visitor spending. Specifically support the STAR Bonds program and work to promote the role of tourism professionals in the project approval process.
- For timely completion of projects related to transportation including levels of funding necessary to complete those designated in the current comprehensive transportation plan. In addition, work with transportation advocates to secure long-term revenue source for future transportation program needs.
- For policies that promote the growth and development of a strong agritourism business sector.
- Against limitations or prohibitions of public lobbying.
- Support legislative initiatives which reinforce Kansas welcomes all travelers and oppose any legislation that would have a negative influence on the travel industry and/or adversely affect the positive fiscal impact of tourism.

SUPPORT

- Maintaining consistent funding for the Division of Travel and Tourism so it may continue to promote the state of Kansas as a tourism destination. Advocate that travel and tourism dollars remain dedicated to direct tourism projects and not be diverted to efforts beyond the realm of marketing and promotion of the state.
- Encouraging the continued development of natural heritage areas of state and national significance as well as continue support of National Heritage Area initiatives.
- Sustaining the current legislation on Open Records/Open Meetings Act and oppose legislation which weakens current open records/open meeting statutes.
- A healthy business environment that encourages small business and entrepreneurial ventures related to tourism in Kansas. Monitor regulatory oversight so that it encourages the delivery of a successful tourist experience in Kansas.

MONITOR

- Policies related to the Transient Guest Tax to ensure the dollars collected are used for the primary source of promoting travel and tourism. Maintain awareness of tax issues that may affect Destination Marketing Organizations.
- Kansas economic development strategic planning and assure Kansas tourism is recognized and included as part of the overall long-term plan.
- Efforts to lessen the impact of convention and tourism promotion through the use of the Transient Guest Tax. Work with legislative committees and Kansas Department of Revenue to review Transient Guest Tax statutes for uniformity and enforcement.
- Implementation of new workers compensation statutes and, when necessary, oppose efforts which would have a negative impact on service industry businesses.
- State and federal immigration and naturalization legislation that impacts the service industry business.