

Tourism in Kansas

The travel sector is an integral part of the Kansas economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of Kansas's future. Employment supported by visitor activity rose to 97,200—5.4% of all employment in the state.

Visitation has increased by 1.2 million person-trips since 2015 with 80% of that growth occurring in 2019.

In 2019, 36.5 million visitors spent \$7.3 billion in Kansas.

Spending in support of visitor activity reached \$8.1 billion in Kansas in 2019. This supported a total of \$11.8 billion in business sales when indirect and induced impacts are considered.

Tourism supported a total of 97,234 jobs when indirect and induced impacts are considered. This represents 5.0% of all jobs in the state—or one out of every 20 jobs in Kansas.

Visitor activity supported \$302 million in state tax revenues in 2019. Local governments received \$369 million in revenue from economic activity associated with visitors.

Source: Tourism Economics, an Oxford Economics Company, Kansas Tourism Satellite Account 2019



Travel Industry Association of Kansas

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John Brown painting in the Kansas Statehouse



Travel Industry Association of Kansas

2021 Legislative Agenda

*The Voice of the
Travel Industry*

ADVOCATE

- For the relocation of the Division of Tourism to the Kansas Department of Commerce where resources and marketing efforts may be better coordinated and assistance for economic recovery of the tourism industry more accessible.
- For a Kansas reopening plan that assures the health and safety of both Kansans and travelers while encouraging the Kansas tourism industry to proactively market the State of Kansas to individual travelers and groups from across the nation and the world.
- Pandemic relief measures for the Kansas tourism industry in the form of grants, tax forgiveness and economic development investment that will stimulate recovery and incentivize visitors to return to Kansas.
- 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.
- 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.
- Timely completion of projects related to transportation including levels of funding necessary to complete those designated in the transportation plan. In addition, work with transportation advocates to secure and maintain long-term revenue source for future transportation program needs.
- 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, sufficient 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.