



TIAK

2024 Federal Platform

Travel is essential to the American economy, providing an indispensable source of job creation. The travel industry is unique; it is highly dependent on human labor, generally immune to outsourcing and plays a key role in international trade. When travel thrives, so does America!

One of the Travel Industry Association of Kansas' (TIAK) strategic priorities is to advocate on behalf of the collective Kansas tourism industry. Decisions made at the federal level impact Kansas tourism. Therefore, TIAK members ask that our Kansas Federal Delegation advocate for the enclosed legislative positions.

TRAVEL WORKFORCE

Travel organizations are not able to hire the workers they need to properly serve their clients. Lack of access to additional temporary workers as a result of visa processing delays, backlogs, availability of H-2B visas and other travel restrictions make matters worse.

Kansas Impact: Kansas tourism and hospitality industry continues to experience historical workforce shortfalls and there has been a reset of those willing to work in the industry. Housing and childcare issues also need to be considered when discussing the workforce issue in Kansas.

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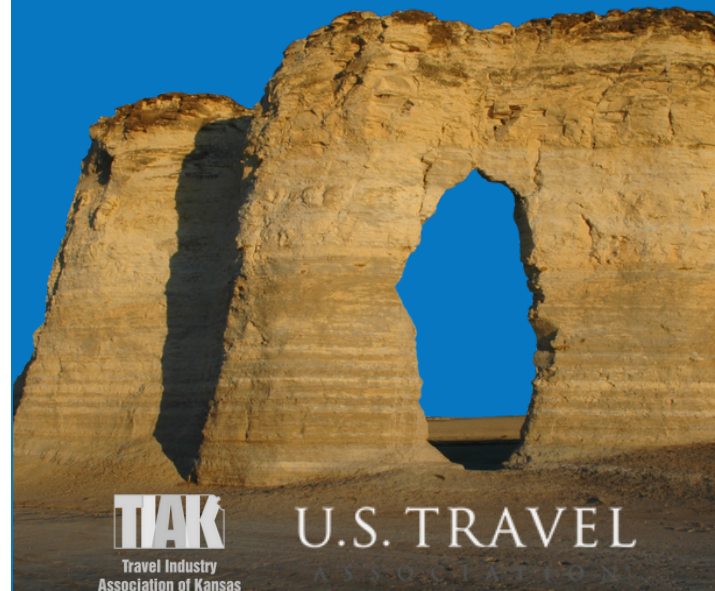
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U.S. TRAVEL

FACILITATING FOREIGN TRAVEL

The most innovative security programs make travel more accessible and efficient. TIAK calls for a more streamlined approach to travel facilitation to promote a resurgence in travel demand. Such program enhancements include:

- Expand Global Entry and Preclearance locations to Visa Waiver Program (VWP) countries
- Expand the Visa Waiver Program to countries with strong security and low overstays
- Enable group visa processing for large international conference, exhibitions, events, and tours held in the U.S.

Kansas Impact: Foreigners travel to Kansas for many reasons - business, education, aviation, tourism experiences and interests for all walks of life - and TIAK supports programs that make it easier for foreign travelers to journey to Kansas.

IMPROVING TRANSPORTATION INFRASTRUCTURE

By prioritizing infrastructure investments, the U.S. can emerge from the pandemic and rebuild the travel industry with more sustainable, efficient, and modern systems than ever before. There is an opportunity to modernize these systems, invest in new modes of transportation and facilitate recovery efforts by reconnecting Americans to each other and the world.

Kansas Impact: The Bipartisan Infrastructure Framework passed Congress in November of 2021, and will make historic investments in our transportation infrastructure in the state.

PUBLIC LANDS & HISTORIC SITES

Providing adequate resources for public lands is essential. The U.S. government must make a strong commitment to supply the funding necessary to balance conservation and visitor facilitation in national parks, forests and other public lands. Funds must also be dedicated to restoring and protecting historic sites for future generations.

Kansas Impact: Kansas is rich in natural attributes and historical landmarks. Our communities rely on consistent and reliable funding streams and are essential to maintaining these assets. TIAK specifically supports Congress accepting the Western Trail, along with the Chisholm Trail, as the first cattle trails to be designated. Unfortunately, Wallace Branch of the Western Trail, which ran through Logan, Wallace, Sherman and Cheyenne Counties in Kansas, was inadvertently omitted and needs to be included for consideration.



HIGHWAY & BYWAY FUNDING

Federal lawmakers must take several steps to help facilitate highway travel and invest in our surface transportation system. Such improvements include properly financing the Highway Trust Fund, mitigating highway congestion, increasing funding for the Federal Lands Highways program, properly funding and promoting National Scenic Byways and securing funding for the Transportation Enhancements program.

Kansas Impact: Travelers to Kansas rely heavily on roadways while visiting our state. Kansas also has twelve byways, eight scenic, two of which are National Scenic Byways and three historic byways. Maintaining federal transportation funding and assuring Kansas gets its fair share is essential in preserving both the core infrastructure and scenic roadways important to Kansas tourism.

BRAND USA

For every \$1 spent on marketing, Brand USA adds \$25 to the U.S. economy. Hundreds of U.S. communities, large and small, benefit from Brand USA's work to enhance our image abroad. The program's marketing efforts - which operate at no cost to taxpayers - continues to bring in billions of dollars in visitor spending, which strengthens our country's trade balance and supports tens of thousands of jobs.

Kansas Impact: Less traveled states, such as Kansas, benefit from Brand USA because it lures foreign visitors to major attractions and cities who on subsequent trips to the USA are likely to choose other destinations such as Kansas.