

# 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. We saw a 2.9% increase in employment supported by visitors' activity in 2023 as tourism supported a total of 90,923 jobs when including indirect and induced impacts. This represents one out of every 22 jobs in Kansas. The Tourism Industry ranked 13th in jobs in Kansas, surpassing wholesale trade in 2023.

In 2023, 37.9 million visitors spent \$8.0 billion in Kansas. Visitation grew by 4.1% with a \$350 million increase in visitor spending over 2022. Visitor spending, visitor-supported jobs, and business sales generated \$1.5 billion in government revenues. State and local taxes alone tallied \$823 million in 2023. Each household in Kansas would need to be taxed an additional \$7160 per year to replace the traveler taxes received by state and local governments.

Source: Economic Impact of Tourism in Kansas - 2023, by Tourism Economics



## Lobbyists

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Developed by the 2024 TIAK Advocacy Committee



The Travel Industry Association of Kansas is proud to partner with Kansas Tourism.



Travel Industry Association of Kansas

# 2025 LEGISLATIVE AGENDA

The Voice of the Travel Industry

## ADVOCATE FOR

- Long-term, sustainable funding mechanisms to policymakers for the promotion of tourism at the state level. Advocate for additional funding for Kansas Tourism so Kansas can compete on a level field with neighboring and regional states.
- Adequate funding for Kansas Tourism initiatives including
  - Kansas Sunflower Summer Program
  - Market to international visitors for the World Cup 2026 and beyond
- Tax measures that generate revenue through investment in projects or initiatives that produce jobs and/or encourage visitor spending.
- A role for tourism professionals in the STAR Bonds project approval process as well as expand the use of STAR bonds in smaller, rural communities.
- For the film industry in Kansas, including restoring the film tax credit.
- Timely completion of transportation projects including funding levels necessary to complete those designated in the transportation plan. In addition, advocate to maintain long-term revenue sources for future transportation program needs.
- Investment in workforce development and training to attract workers needed to support the tourism industry.
- Against limitations or prohibitions of public lobbying.

## 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.
- Work with legislative committees and Kansas Department of Revenue to review Transient Guest Tax statutes for uniformity and enforcement across all qualifying lodging establishments.
- Implementation of new workers compensation statutes and, when necessary, oppose efforts which will negatively impact service industry businesses.
- State and federal immigration and naturalization legislation that impacts the service industry business.

## SUPPORT

- Tourism enterprises such as promoting agri-tourism and eco-tourism in Kansas, and maintaining state support for KS Parks System.
- Sustaining the current legislation on Open Records/Open Meetings Act and opposing legislation that 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 to encourage the delivery of a successful tourist experience in Kansas.
- Legislative initiatives which reinforce Kansas welcomes all travelers and educate legislators on the negative fiscal impact certain legislation may have on state tourism.

