

# There's no place like Kansas

## SAMPLE PRESS RELEASE

**How to use:** Draft your press release using the outline below, replacing text in orange with your destination/organization-specific details. Feel free to tweak remaining copy as you see fit before sending to local media.

Useful resources: ArrivaLIST information on [TravelKS.com/industry/ArrivaLIST](http://TravelKS.com/industry/ArrivaLIST)

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February DAY, 2019

Media Contact: INSERT CONTACT

### **YOUR ATTRACTION/DESTINATION(S) Received Tourism Award**

#### **Named One of The Most-Visited Places in Kansas in 2018**

*YOUR ATTRACTION/DESTINATION(S)* received an award for being one of the most-visited places in Kansas from Arrivalist, a visitation-intelligence company and the Kansas Department of Wildlife Parks and Tourism (KDWPT). At the annual Travel Industry Association of Kansas' (TIAK) legislative day in Topeka, *YOUR ATTRACTION/DESTINATION(S)* was recognized for having the most visits in the **CATEGORY** category. At this event – known as “Destination Statehouse” – TIAK members have the opportunity to network with legislators directly to advocate for Kansas tourism, observe House and Senate Legislative Sessions, and showcase the unique assets that Kansas has to offer visitors.

This year, KDWPT and Arrivalist handed out ArrivaLIST visitation awards. Arrivalist is a visitation-intelligence company that empowers marketers with a new suite of measurements to evaluate the lifetime value of a visitor. In 2014, Kansas Department of Wildlife, Parks and Tourism was the first state agency to partner with Arrivalist to track visitors who research the state online and then enter Kansas.

**BOILERPLATE: THIS SHOULD BE A SHORT PARAGRAPH CONSISTING OF JUST A FEW SENTENCES CONCISELY EXPLAINING ABOUT YOUR DESTINATION(S).** To learn more about *YOUR ATTRACTION/DESTINATION(S)*, please visit our event page online at: **[INSERT LOCAL WEB PAGE(S)]**

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