

# There's no place like Kansas

## ArrivaLIST TALKING POINTS

**How to use:** Use the remarks below to develop your talking points, replacing text in gold with destination/organization-specific stats and anecdotes. Feel free to tweak remaining copy as you see fit to show growth in your community.

**Useful resources:** [ArrivaLIST information on TravelKS.com/industry/ArrivaLIST](https://www.travelks.com/industry/ArrivaLIST)

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### Destination Statehouse Talking Points

#### What is Destination Statehouse

The Travel Industry Association of Kansas (TIAK), annually hosts a legislative day in Topeka called "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 at Destination Statehouse, KDWPT presented ArrivaLIST Most-Visited Kansas Places awards in partnership with the visitation-intelligence company, Arrivalist. These awards went to destinations with the most tourism visitors in 2018. Awards were given for the following categories:

1. Attractions
2. Zoos, Parks & Natural Attractions
3. Farm & Ranch Experiences
4. Breweries, Distilleries & Wineries
5. Large & Luxury Hotels
6. Casinos

#### What is Arrivalist

Arrivalist is a visitation-intelligence company that KDWPT has worked with for the past four years to help better track the return on investment of KDWPT's digital marketing efforts. Arrivalist utilizes location data that assists in evaluating and optimizing digital media buying strategies to ensure their partners are hitting the right markets with the right messages.

#### What are the ArrivaLIST Awards

ArrivaLIST is a list of the Most-Visited destinations as determined by Arrivalist location data. Specifically focused on traveler data collection, ArrivaLIST used the following criteria to define a traveler:

1. Must have traveled at least 50 miles
2. Stayed at the destination for at least 30 minutes
3. Didn't go to that same location more than once in a two-week timeframe



# There's no place like Kansas

**Travel has always been an industry of opportunity and is an indispensable source of American jobs—many of which cannot be outsourced.**

- The Kansas travel industry supports over 96,000 jobs. Here in [CITY], the travel industry supports [INSERT YOUR LOCAL TRAVEL JOBS].
- Tourism employment represents 5 percent of all employment in the state. [INSERT YOUR LOCAL TRAVEL JOBS]
- Since LANDMARK/NOTABLE ATTRACTION was BUILT/OPENED/ESTABLISHED. DESTINATION/ORGANIZATION's economic output increased from \$BEFORE to \$AFTER, supporting a total of NUMBER OF JOBS BEFORE + NUMBER OF JOBS AFTER jobs overall.
- Kansas hosted 35.5 million visitors in 2018.
- Tourism activity brings in \$616 million in state and local revenues.
- Tourism employment impact is more than 96,000 jobs. That represents 5% of all employment in the state.
- The total economic impact of tourism in Kansas is eleven billion dollars.