



Make sure to use

#KTC18

in all your social posts!



Linda Craghead

Interim Secretary
of Wildlife, Parks
and Tourism



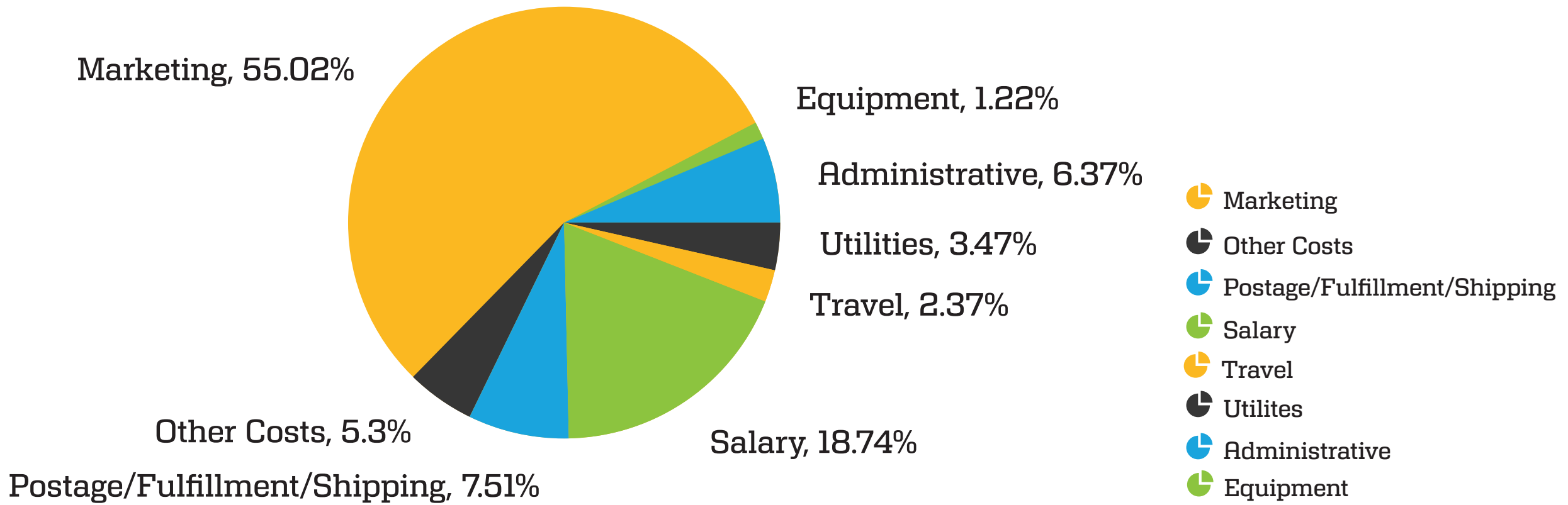
FY2018

The Year in Review

- **Print**
- **Digital**
- **Analytics**
- **Travel**
- **and More**



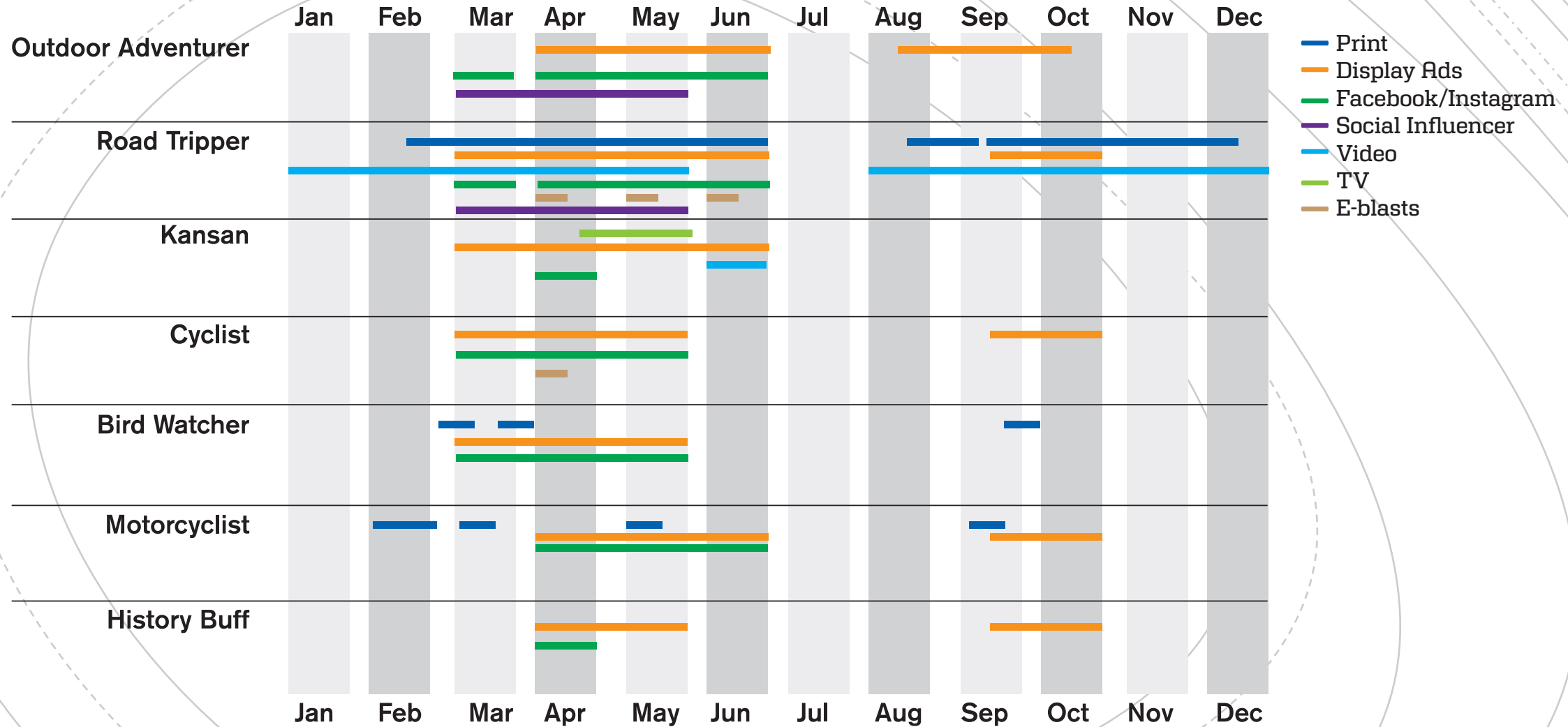




2018 Budget

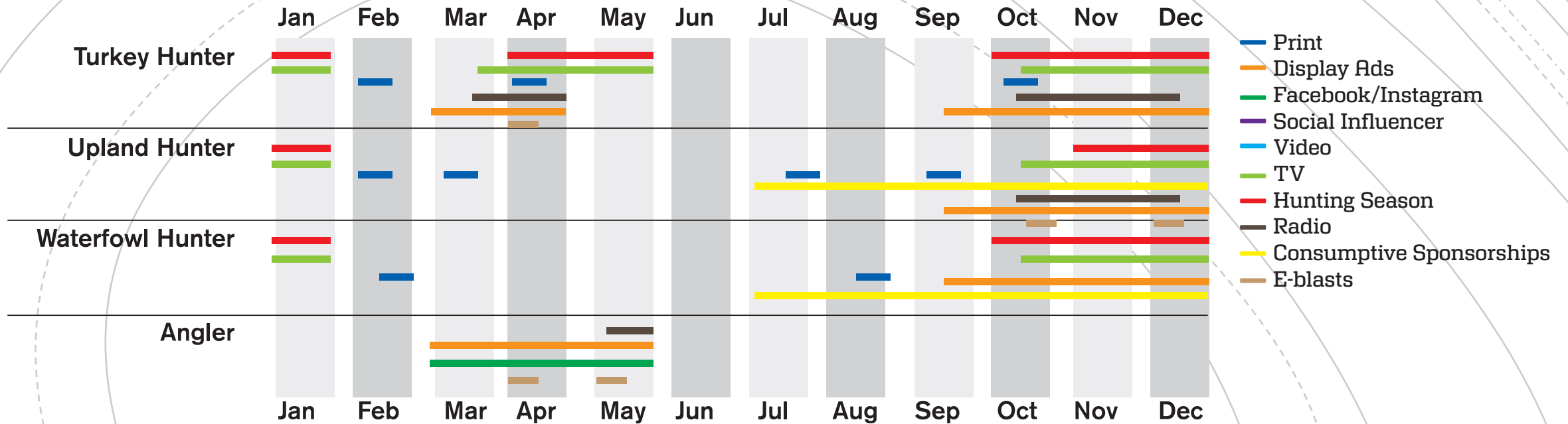


Leisure Marketing Calendar





Consumptive Marketing Calendar



Social Media



@TravelKS
@kansasmagazine
@KSByways
Kansas Agritourism

45,244

Total Followers
(10.94% increase)



@kansastourism
@kansasmagazine
@KSByways

14,995

Total Followers
(26.7% increase)



@TravelKS
@KANSASmag
@KSByways

18,799

Total Followers
(5.88% increase)

10 paid social media
campaigns generated

1,213,647 impressions





CrowdRiff user-generated content





CrowdRiff Benefits

- Our Integration with CrowdRiff has allowed for great steps in Social Activity Tracking
- Content from multiple platforms
- Communication with audience
- Customizable searching and reports
- Amazing pictures from real travelers
- Opportunities to make connections and partnerships
- Social engagement





#NoPlaceLikeKS Instameets

- Hashtag has grown to over **21,000** uses since the first Instameet.
- Generated over **630,000** socially-aggregated images for potential marketing use to date.





#NoPlaceLikeKS Instameets

- Over 180 in attendance at events since April 2017.
- Follower growth on Instagram has almost tripled!
- Hashtag adoption by influencers, micro-influencer networks and their followers, photographers and travelers.
- Developed close relationships with over 20 influencers. This has led to:
 - Guest blog posts on TravelKS.com
 - Content
 - Photos
 - Podcasts featuring Kansas' hashtag or mention of
 - New influencer contacts at multiple DMOs

TravelKS.com

Loaded with relevant content, with the goal of drawing traffic to your listings, and bringing travelers to Kansas.

The screenshot displays the TravelKS.com website interface. At the top, the word "Kansas" is prominently featured in the header, followed by a navigation menu with links for "EXPLORE MAP", "REASONS & CITIES", "THINGS TO DO", "RESTAURANTS", "PLACES TO STAY", "EVENTS", and "TRAVEL TOOLS". Below the header is a large yellow banner with the text "Pick Your Kansas Adventure". The main content area is a grid of 12 travel-related images, each with a category label: "FAMILY TRAVELER" (hot air balloon), "FOODIE" (food), "ROAD TRIPPER" (road trip), "ANGLER" (child with fish), "BIRD WATCHER" (bird), "CYCLIST" (cycling), "MOTORCYCLIST" (motorcycles), "HUNTER" (hunter), "OUTDOOR ADVENTURER" (outdoor activity), and "HISTORY BUFF" (historical monument). At the bottom, there is a section for the "2018 Neewollah Festival" with the dates "OCTOBER 19, 2018 - OCTOBER 27, 2018" and the location "INDEPENDENCE".



TravelKS.com

1,682,571

Website Pageviews

890,068

Sessions

695,269

Unique Visitors

New Content on TravelKS.com



- State Parks
- New Pages
 - Interactive Map
 - Things to Do Nearby



New Content on TravelKS.com



Angler

- Novice Angler
- Helpful Content
- Things to Do Nearby



New Content on TravelKS.com



History Buff

- African American Experiences
- Native American Experiences



New Content on TravelKS.com

Kansas EXPLORE MAP (0) REGIONS & CITIES THINGS TO DO RESTAURANTS PLACES TO STAY EVENTS TRAVEL TOOLS

Enjoy the best vacation! Find and book area attractions & activities: [Check Availability](#)

Top 10 Kansas Birding Locations

There's no place like **Kansas**

Top 10 Birding Locations

These Kansas birding locations are some of the best in the state! Find native Kansas species and rare ones traveling during migration.

Top 10 Kansas Birding Locations

- 1 Cheyenne Bottoms Wildlife Area
- 2 Quivira National Wildlife Refuge
- 3 Cimarron National Grassland
- 4 Baker Wetlands Research and Natural Area

... 6 more

Map Satellite Full Screen My Location

United States

Map data ©2018 Google, INEGI Terms of Use

FIND BIRD WATCHING IN KANSAS

Birding Gear 101

Tuesday, July 24, 2018 11:00 PM by Michael Pearce

Kansas is an outstanding place for the beginning bird watcher, with hundreds of places to look for a wide variety of bird species. As you need some basic gear to start watching everything from giant whooping cranes to Kansas' 40-plus species of tiny, but vibrant warblers. One of Kansas' most experienced birders, Mike Rader, has these suggestions:

Optics

A quality pair of binoculars is a birder's most important piece of gear. Most are described with two numbers, such as 10x50. The first is the magnification at the eyepiece. The second is the size of the objective lens, the lenses farthest from your eye.

Rader said magnifications of eight or ten-power, the most commonly available, work great. Those birding in tight quarters like the woodlands areas of eastern Kansas or your own yard may do best with eight-power. Those at wide-open

Field Guides

A good quality field guide is one of the best tools to help make positive identification of the birds you see. Many are available, but search for a guide by a top-name publisher, like National Geographic, Kaufman, Audubon or Sibley. Many of the best guides have several paintings or photos of each species, with information about what to look for to make a positive identification and accurate range maps for those species. Many guides are regional, so make sure you get one that encompasses Kansas.

A Kansas-specific book worth the money is "The Guide to Kansas Birds and Birding Hot Spots," by Kansas' Bob Gross and Pete Janzen. It gives detailed information about preferred habitats and lists 28 of the best all-around birding sites in Kansas.

Apps

The world of technology and smart phones has created dozens of apps for birders. Some of the most popular and practical are free, such as Merlin Bird ID, Sibley Birds - Lite, Bird Lite and Birds Near Me. Sibley and Bird offer more advanced apps for \$10 or less. Larkwire is an app that's also popular.

- ## Birdwatching
- Novice Birder
 - Interactive Map
 - Blog Posts



Speaking of Bird Watching...

- Estimated **55-60 million bird watchers** in the U. S.
- Spend **\$41 billion annually** on trips and equipment.
- We are **personally guiding** first time tour groups coming to western Kansas.
- **Goal:** attract birders to an area, hand off booking and guiding to locals and then move to the next “gotta bird there” location in Kansas.

“It was the kind of experience we’d always wanted to have, but didn’t think we ever would,” said Dr. Andrea MacLeod, British Columbia birder/wildlife biologist, on a morning the birds were so close she could hear their feet stamping.



Publications



**776,020 Award Winning Publications
Distributed in FY18**



Photo Library

43,664

Cataloged and tagged images.
[16% over FY17]

8,203

Videos on file





Agritourism Businesses

356

Registered Businesses

16

New in FY18





International Marketing



Vienna show 2017



**WILLKOMMEN
IM HEARTLAND!**

\$843,958

Calculated Revenue



Kansas Byways



- \$1 million invested in interpretive Byways signs
- Signs are being installed now!



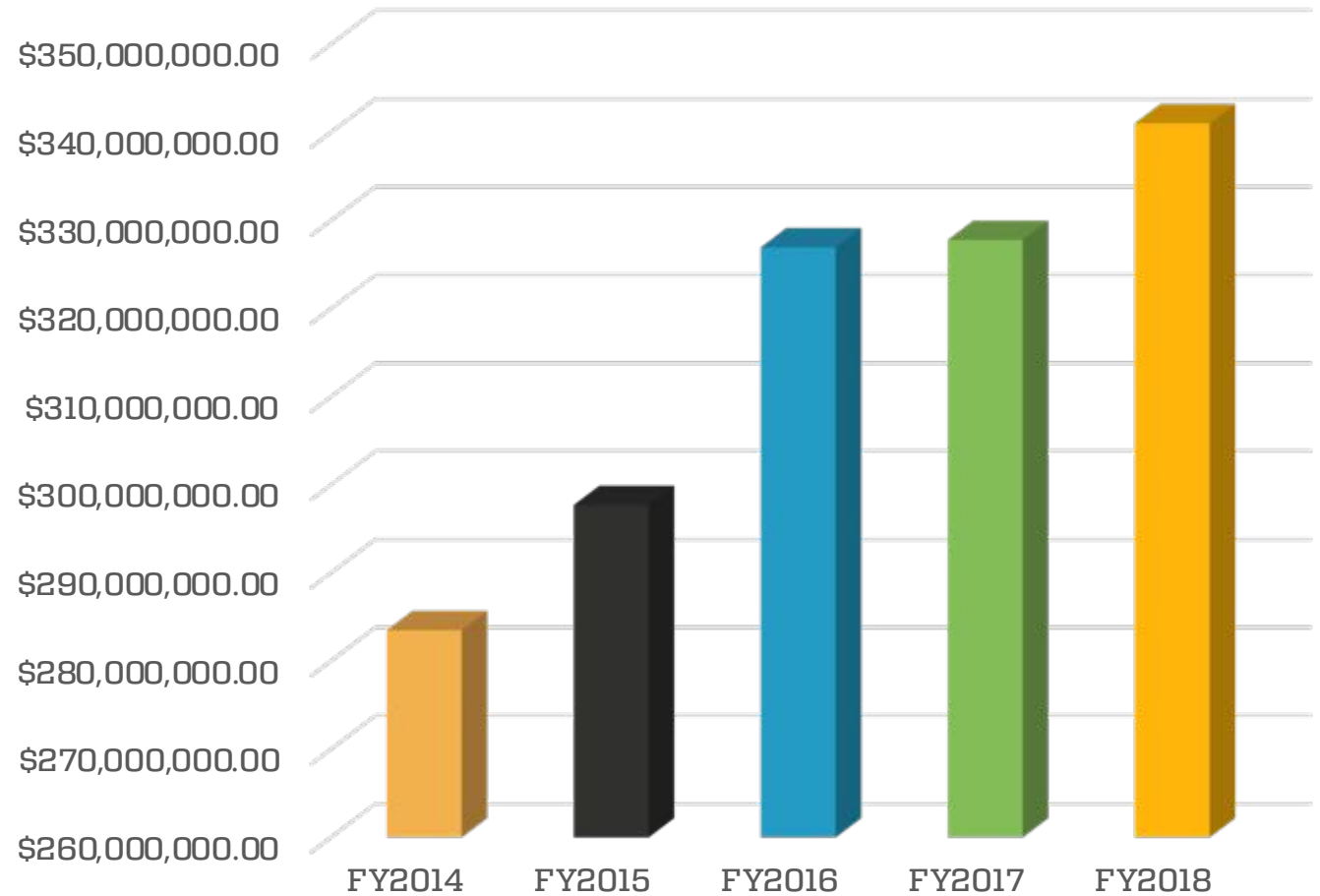


Taking Care of Kansas





State Sales Tax from hotels has increased **25%** since 2014!





\$341,035,940.61

**Total State Sales Tax generated
by the leisure and hospitality
industry in 2018**

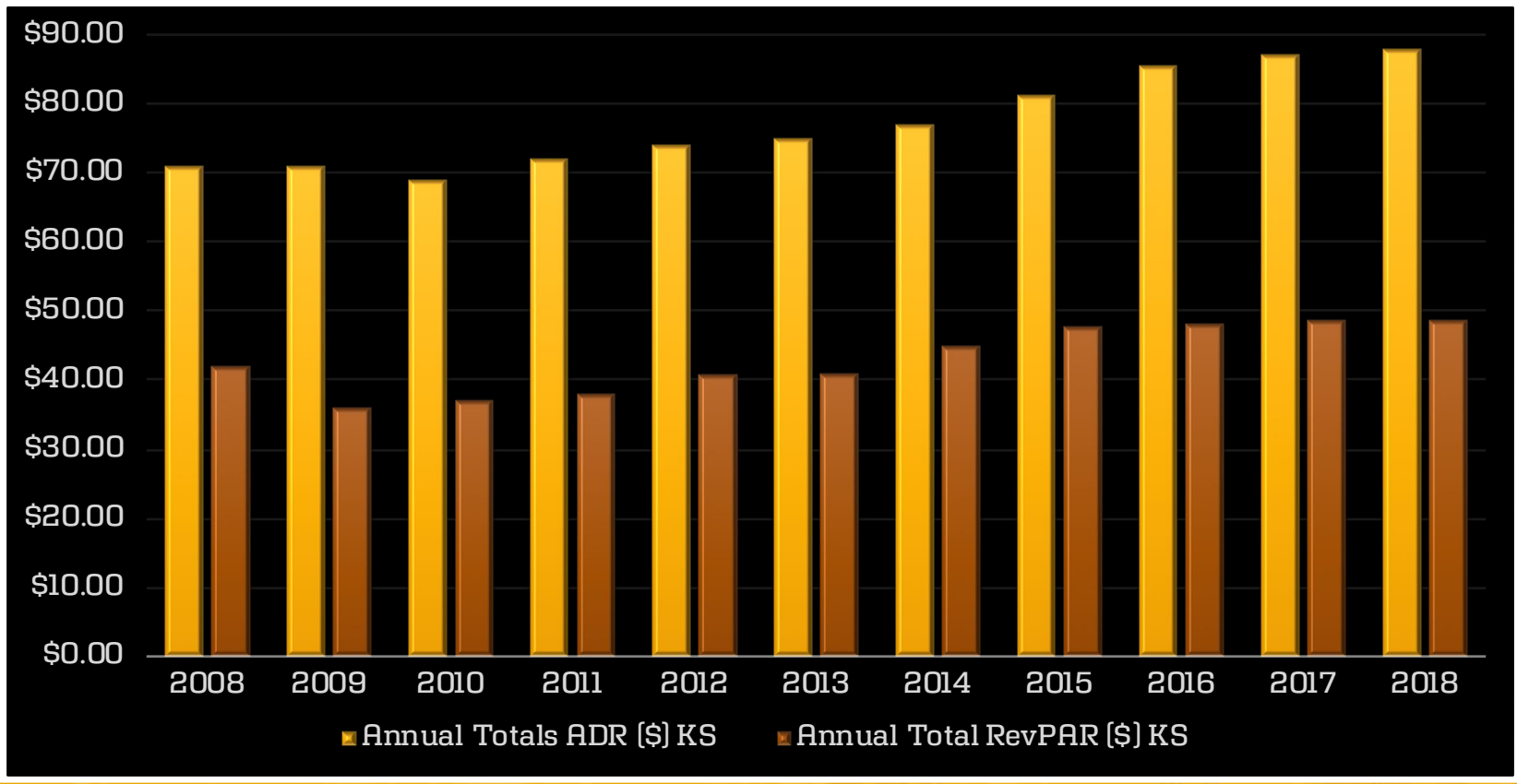
A 20% increase over FY14

Key Performance Indicators

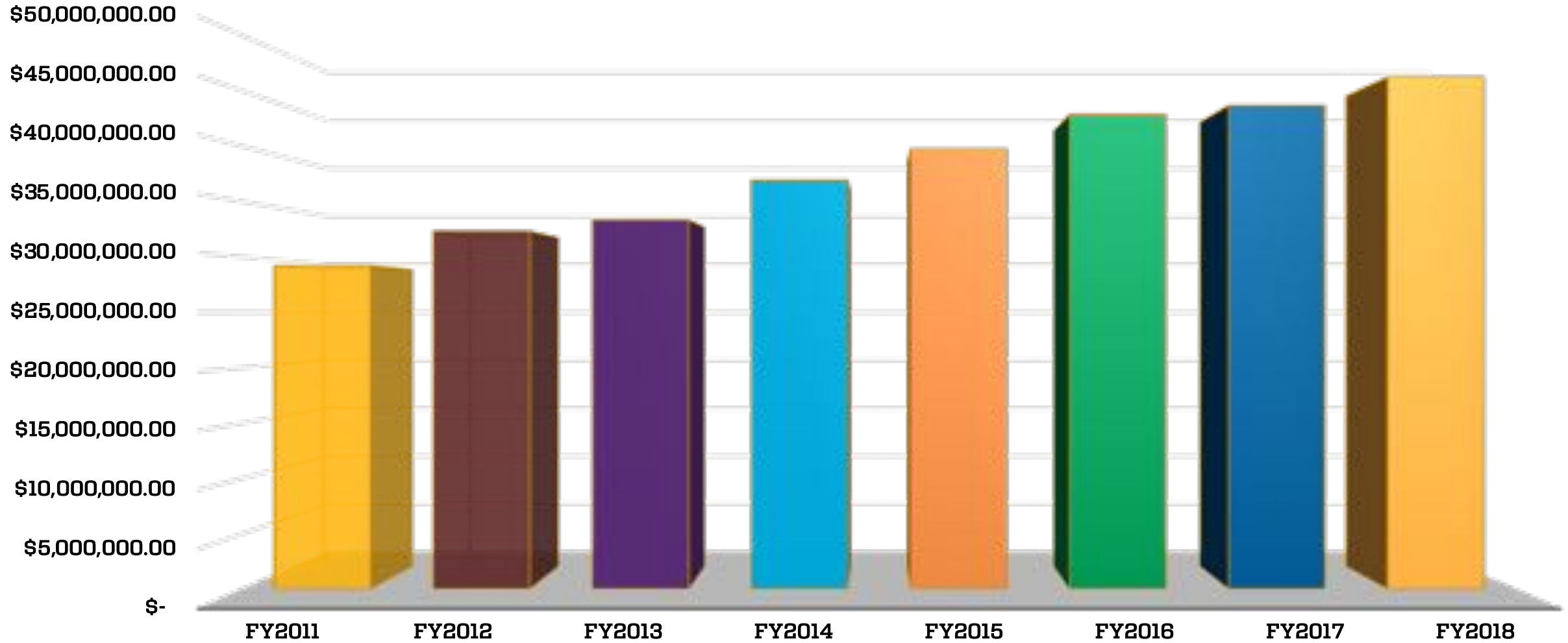
| KPI | 2017 | 2018 |
|-------------------------|--------------|--------------|
| Average Daily Room Rate | \$85.91 | \$87.52 |
| RevPAR | \$48.95 | \$53.63 |
| Occupancy | 57% | 55.5% |
| Room Nights Available | 16.5 million | 16.7 million |

Key Performance Indicators

Annual Totals for Hotel Room Revenue



Kansas Transient Guest Sales Tax



TGT grew \$2.57 million in FY18

Tracking Arrivals to Kansas

- Precise
- Pixel Driven
- Non-invasive
- Ad Tracking
- Barrier Sensitive
- Strong Analytics



2018 Display Ad Results with Arrivalist Tracking to Determine ROI

- Impressions - 50,871,722
- Estimated Visitor Revenue - \$16,998,470
- Estimated Arrival ROI - \$72.09
- Increased ROI over 2017 - 77.72%



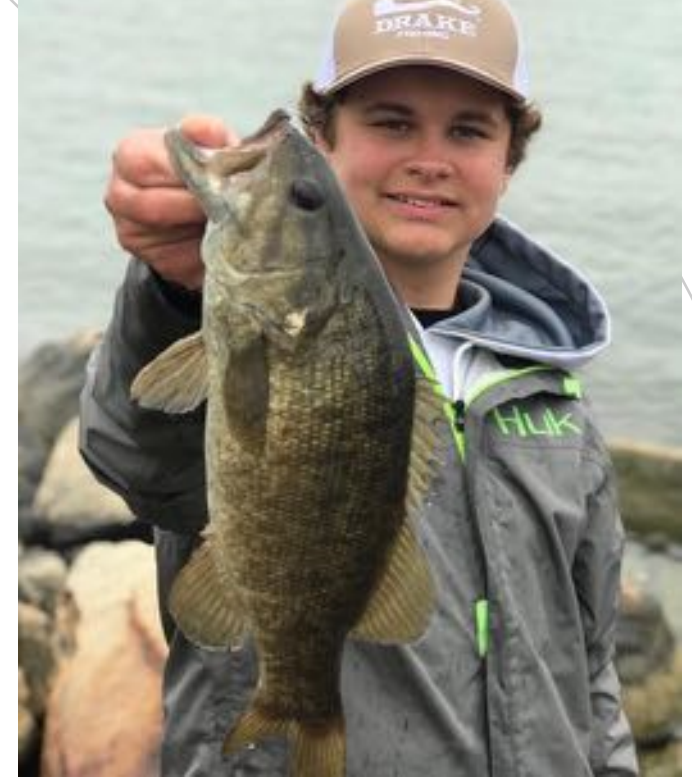


State Park Revenue

Reached a record

\$9.2 million

[+11.54% Growth]





License Sales Revenue

Hunting and Fishing

\$33.7 million

[+8.8% Growth]



What does all this mean?

Growth continues in 2017 as economic conditions support higher trip spend on travel to Kansas.

Key facts about Kansas' tourism sector:

35.5 million travelers visited Kansas in 2017.

Visitor spending rose 1.5% in 2017 to \$6.8 billion.

Tourism spending supports 5.0% of all jobs in Kansas.

Tourism in Kansas generated \$617 million in state and local taxes in 2017.

Tourism spending is increasing – and has been for eight straight years!

Leisure spending makes up 63% of all visitor spending in the state.

Visitor spending is led by domestic, leisure, and overnight sectors.

Overnight visitor spending is more than 3/4 of all visitor spending.

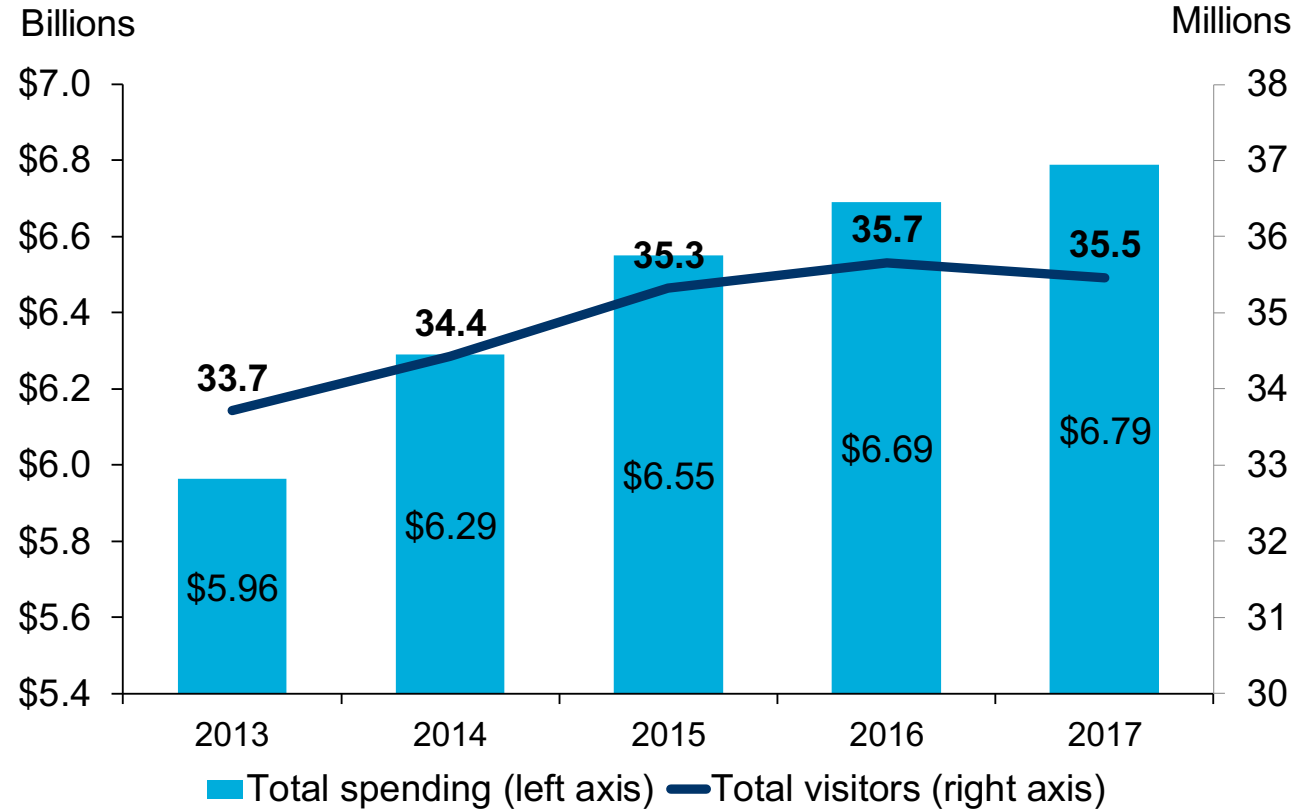
Spending gains were driven by increases in spending per trip.



2017 Trends

While visitor volume plateaued in 2017, the visitor spend amount has increased significantly - indicating that we are targeting higher-quality visitors.

Kansas visitor volume and spending



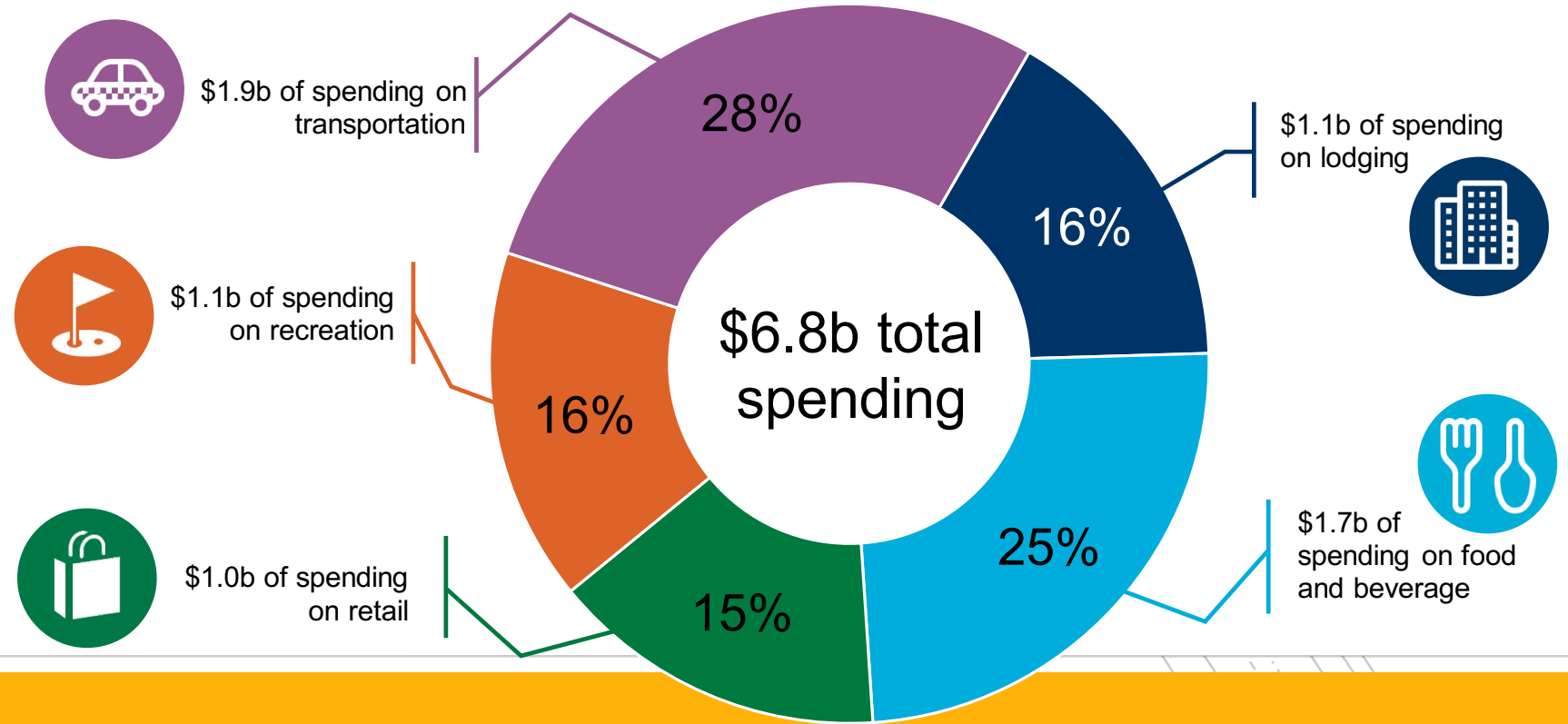
Source: Tourism Economics



Tourism industry sales in Kansas, 2017

Dollars, billions and percent of total

Visitors spent
\$6.8 billion
in 2017



Visitor Spending

Economic Impact

Overall Economic Impact of Kansas Tourism

\$11 billion

in 2017





Travel Employment

“According to a study by U.S. Travel Association and U.S. Department of Labor, travel employment has increased universally across all 50 states.”

Kansas is in the top

1 of 13 States

Where the growth of travel employment grew at least 100% faster than the rest of the economy between 2010-2015.



Kelli Hilliard

PR & Travel
Development
Manager



2019 MARKETING



A scenic landscape photograph featuring a grassy foreground, several trees, and a body of water in the distance. The sky is filled with a warm, golden sunset glow, with some clouds catching the light. The overall mood is peaceful and natural.

FY18 New Assets



Co-op Book



2019 Marketing Opportunities

KANSAS DEPARTMENT OF WILDLIFE, PARKS & TOURISM



There's No Place Like
Kansas
TravelKS.com



There's No Place Like
Kansas
TravelKS.com



What's New?

- **Streamvision 360**
- **Kansas Media Event**

Kansas City, KS



New Partnership
Opportunities for CrowdRiff
Accounts in the Co-op
Booklet



KANSAS TOURISM PARTNER'S FREE MARKETING OPPORTUNITIES



Through our cooperative marketing program (co-op), Kansas Tourism can help your business maximize its marketing efforts and buying power. In the 2013 co-op marketing book you'll find a number of opportunities for all budget sizes, including a number that are of no cost.

These opportunities are:

DIGITAL OPPORTUNITIES

Once There pg 8
Transform your TravelKS.com listing into an easy online booking option, allowing consumers to purchase tickets, packages and more with your destination on the spot.

Blog on TravelKS.com pg 9
Get exposure for a blog post by posting your blog post on TravelKS.com's blog.

Digital Concierge Service pg 10
Buying digital can be confusing. JPT's team is ready to help you navigate the ever-changing digital media waters.

TravelKS.com Event and Website listing pg 10
Promote your destination and events through a free listing TravelKS.com.

TravelKS.com Coupons pg 19
Everyone likes to get a deal! Promote your business/destination's special deals, discounts, and packages.

TRADE SHOW OPPORTUNITIES

Kansas State Fair pg 38
Spend the day promoting your business in the Kansas Tourism booth at the State Fair.

INFORMATION CENTER OPPORTUNITIES

TIC Brochure Distribution pg 40
Market your business by placing brochures and publications at the Kansas Travel Information Centers.

ADDITIONAL OPPORTUNITIES

Kansas Journals pg 46
Contribute your PR story for possible inclusion in the monthly distribution of Kansas Journals to national media.

Photo Library pg 47
Have your photo featured in our next press release? Send current images of your community attractions.

Media Leads pg 47
Kansas Tourism will distribute media leads as they are generated in communications with journalist and other media.





CONTENT



Content
is King!

- **Persona Based**
- **Where/How To Blogs**
- **Micro-influencer Blogs**
- **Notable Events**
- **Byway**

January

- *Persona - Road Tripper*

2019 Travel Goals (New Years Resolutions)

- *Micro-influencer*

Travel to a Bucket List Location

- *Notable Events*

Last Tues - Plan Your Vacation Day

1/29 - Kansas Day

- *Byway*

Route 66

February

- *Persona - Foodie*

Where to Find Delicious Kansas Bites

- *Micro-influencer*

Chocolatier, Chocolate Beer, Chocolate Trail

- *Notable Events*

National Food Holidays:

Chili, Margaritas, Pizza, Wine, Pancakes

- *Byway*

Flint Hills





TravelKS.com



LISTINGS

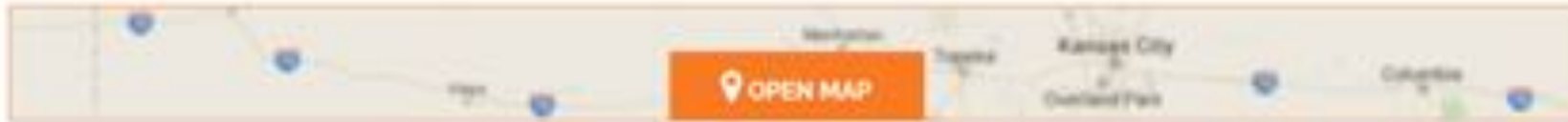
Again...
Content is King!

- **New Algorithm**
 - Description
 - Web URL
 - Images
 - Social Media
 - Yelp and Trip Advisor

SUBJECT TO CHANGE!



FIND BED & BREAKFASTS IN KANSAS



SORT BY: **RECOMMENDED** • DISTANCE

◀ ⌂ 1-6 of 151 ⌂ ▶



Cedar Crest Lodge Bed & Breakfast

(913) 352-6533 • 25939 E 1000 RD, PLEASANTON • [MAP IT](#)

[Visit Website](#)

Experience a serene country inn setting on over 500 picturesque acres with beauty as far as the eye can see. Choose from... [Learn more](#)



[← BACK TO PREVIOUS PAGE](#)[EXPAND VIEW](#)

Cedar Crest Lodge Bed & Breakfast

(913) 262-6533

25638 E 1000 RD, PELASANTON, KS 66075

[Visit Website](#)



DESCRIPTION

AMENITIES

MAP

Experience a serene country inn setting on over 100 picturesque acres with beauty as far as the eye can see. Choose from 12 romantic rooms and suites. Enjoy a delectable, multi-course breakfast each morning with ingredients from our expansive on-site organic garden. Delight in freshly prepared picnic lunches or fantastic dinners available every evening. If outdoor recreation is your passion - enjoy our many gardens, walking trails, fishing ponds, pool, bocce court, horseshoe pit and hammock. If indoor pursuits are more your style, indulge yourself in our full-service day spa or curl up in the comfort of your home away from home with a book from our library. If you need to stay connected, free wi-fi service is available.

Dynamic Content

Again...
Content is King!

- **Persona Based**
 - Serves out specific content
 - Based on location
 - New or returning visitor
 - Personalize a visitor's site experience based on interests

OUTDOOR ADVENTURES



Explore The Outdoors

Explore the beauty of Kansas by adventuring outdoors.

[DETAILS](#)



Horseback Riding

Take to the trails and horseback ride through the grassy plains.

[DETAILS](#)



Kansas State Parks

Enjoy outdoor activities and see beautiful scenery at the

[DETAILS](#)

LET US HELP YOU PLAN YOUR KANSAS TRIP!



Summer Road Trip

You will never want summer to end with these adventures. Discover summer fun in Kansas!



Outdoor Adventure

Explore the diverse beauty of the Sunflower State's many hiking, biking and equestrian trails



Hiking

You'll Find the Perfect Match No Matter Your Fitness & Skill Level, Whether You're...



Map Publisher

Again...
Content is King!

- **Customized Maps**
 - Pull descriptions from listings
 - Tailored to visitor interests
 - Interactive
 - Printable

Things to place 1888 Kansas

Map Details

Wanderlust Road Trip

Grab your friends and hit the road! Don't forget the camera because you're going to want it!

Wanderlust Road Trip

- 1 Buffalo Bill Bronze Sculpture
- 2 Monument Rocks National Landmark
- 3 The Bricks
- 4 Wilson Reservoir State Park and Wildlife Area

▼ 7 more

Food & Drink

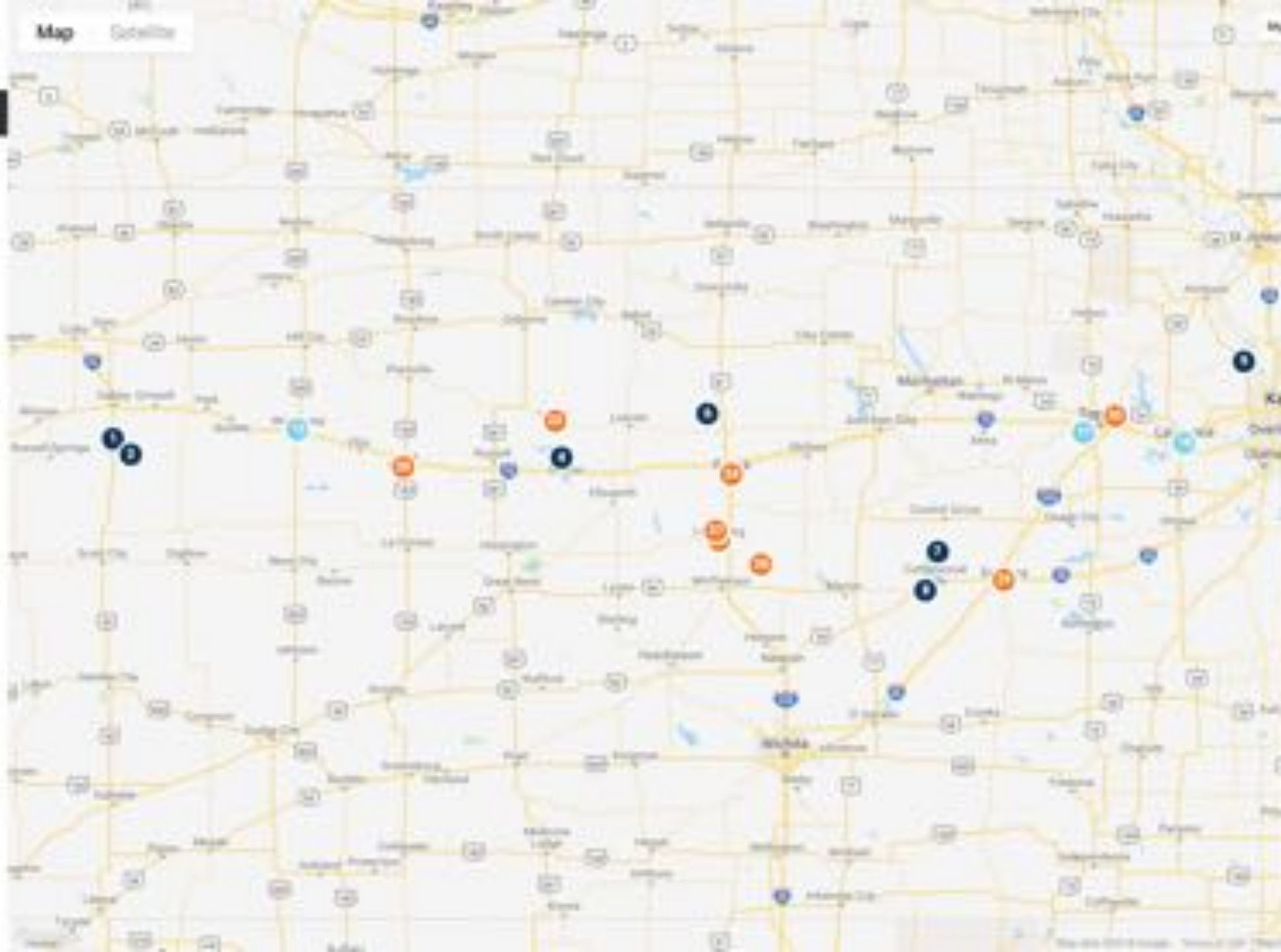
- 1 Tiger Lily Diner - Wallasey
- 2 Western Kansas Saloon & Grill
- 3 Dallas Diner & UB Brewing Co
- 4 Blue Sky Brewery & Eatz

▼ 3 more

Additional Stops

- 1 Fort Hays State Historic Site
- 2 The Palfrey Pear
- 3 Best Place
- 4 Grassroots Art Center

▼ 2 more





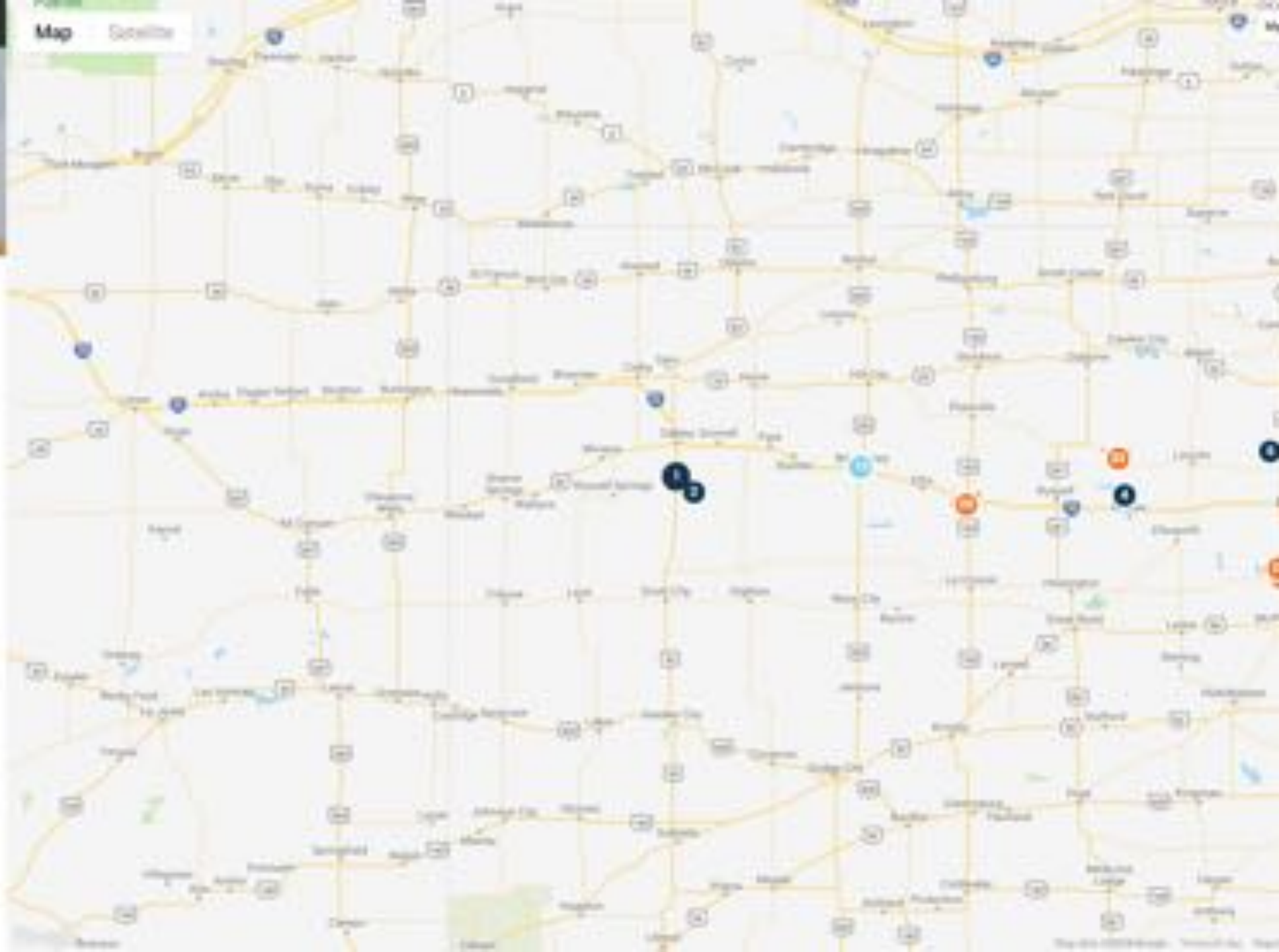
Buffalo Bill Bronze Sculpture

[Get Directions](#)

(785) 475-2000

Did you know that world-famous Buffalo Bill Cody earned the legendary title "Buffalo Bill" in this part of the country? The legendary contest between himself and William "Bill" Comstock took place just 20 miles west of Cades. We are celebrating the "Birthplace of the Legend" in Logan County, Kansas. Come see the famous life size monumental bronze sculpture of Buffalo Bill. It stands 18 feet tall and weighs 9,000 pounds. Imagine the head of his horse (just fits in the back of a pickup truck!) Walk up the hill and experience the detail and sheer size - it is extraordinary! To hear the story, tune in to 24.5 on your AM radio, or read the story board. The statue is on Kansas' Western Vista Historic Bureau and is one of the 8 Wonders of Kansas Art.

[View Info](#)



NEW ATTRACTIONS



Thank You!

**Team Kansas
Rocks!**

#NoPlaceLikeKS

