

Profile: My Benefits

This tab will display reporting associated with your account. This is a place to view benefits you have received by partnering with Kansas Tourism. To view your Benefits click “Profile” → “My Benefits” and select your account from the drop down list to the bottom left of the screen.

Benefits Available:

- Listings
- Offers
- Press Mentions
- Events

Press Mentions - This tab will show you the details of media publications where your destination was mentioned. The publication, article title, date of publication and circulation (when available) will be detailed in this section. This section is completed based on availability of materials that are released.

Listings - View how many times your listing(s) have been viewed and how many times your website has been click on during the specified dates. Use the Filter Box to the left of the screen to narrow or broaden these results.

- **Views** = number of times your individual listing has been viewed.
- **Clicks**= number of times someone has clicked through to your website from your listing on TravelKS.com.
- **Conversion Rate** = percentage calculation of the view and click through. (Images, wording, etc. can be influencers on this rate. Feel free to edit listings to show better for you.)

Offers – See how many times one of your coupons has been viewed

