

# Group Tour

*Kansas Tourism's objective for the group tour market is to identify domestic tour operators' needs for specific types of travel products, to educate operators on the diverse range of Kansas destinations and attractions, and to assist with opportunities to create and market individual and group tour packages throughout the state.*

## FAQ's

### 1) How can our community or attraction attract group tours?

Make sure you are group-ready ([see list](#)). Then contact Kansas Tourism to make sure we have your information on file and are familiar with what you have to promote!

### 2) What does Kansas Tourism do to actively promote to the group tour market?

Each year Kansas Tourism participates in group tour conventions and travel shows such as the

American Bus Association (ABA). Leads received from the appointments are provided afterwards to those who are tagged in our database to receive this information.

### 3) What is your association with TourKANSAS?

TourKANSAS is the statewide organization marketing directly to tour planners. We are a member and participate in their marketing efforts. They provide additional opportunities, such as participating in co-op advertising and travel shows.

## Group Tour Programs

### Conventions & Travel Shows

To assist and motivate tour planners to create group and individual tour packages, Kansas Tourism participates in group tour conventions and travel shows. At these shows, Kansas Tourism works to identify planners' needs for specific types of travel products and educate operators on the range and diversity of destinations, attractions, and group facilities in Kansas. Follow-up assistance is provided to tour operators to facilitate the development of pre-packaged tours. Contact us to receive the leads from the convention and travel shows.

### Economic Impact

Kansas companies that provide motorcoach services and group tours are a critical part of the state's economy. Motorcoach operators, along with the companies that supply services and materials to them, provide well paying jobs in Kansas and pay significant amounts in tax to federal, state and local governments. In order to aid efforts to show the important role motorcoach travel plays in Kansas, view economic impact here: <http://www.buses.org/aba-foundation/research/economic-impact>

### Motorcoach Incentive Program

Kansas Tourism has developed an incentive program to try to track the groups that overnight in Kansas and visit at least one attraction. If you know of a group tour that will be visiting your community and qualifies, please encourage them to apply for the KMIP. In return they will receive free promotional items to use for giveaways on the motorcoach.



### Grand Central USA

Grand Central USA is a partnership between Arkansas, Kansas, Missouri, and Oklahoma with the express purpose of creating fresh, unique regional itineraries and promotions. Grand Central USA was formed on the premise that the member states would benefit more as a cohesive marketing unit than as single entities. The primary goal of Grand Central USA is to promote the region to those who package travel, group, and individual trips within the North American market, which includes Canada. For more information, please visit Grand Central USA.