



Travel TIDBITS

When most people make a list of top international destinations in the USA, New York City, Las Vegas and Orlando quickly come to mind. However, for a number of years the Kansas Travel & Tourism Division has recognized the opportunity the international marketplace can offer to our state and established a multi-faceted marketing program with our neighboring state of Oklahoma that is beginning to pay big dividends.

The Kansas Travel & Tourism Division and Oklahoma Tourism and Recreation have been committed partners for the past eleven years in international tourism promotion, combining the Old West, pioneer heritage and current Western culture of Kansas with the Native American cultures of Oklahoma, along with the two states' complimentary amenities of beautiful landscapes, delicious regional cuisines, Scenic Byways and an abundance of outdoor recreational opportunities.

Our joint international marketing efforts have been focused on creating consumer awareness of Kansas and Oklahoma in German speaking Europe, the United Kingdom and Ireland, while simultaneously assisting international destination tour operators in their development of in-market, "bookable" Kansas/Oklahoma itineraries.

This year we will be participating in seven travel trade shows in Berlin, Zurich, Munich, Hamburg, Vienna, Dublin and London, as well as three equestrian consumer shows in Augsburg, Olympia and Berkshire. In addition, Kansas/Oklahoma participates with Brand USA with dedicated counter space for product promotion in eight consumer travel fairs in Stuttgart, Munich, Hamburg, Leipzig, Dublin, Glasgow and London.

New this year we have also designed a Kansas/Oklahoma Traveling Training Center which is "on the road" for consumer travel fairs and travel trade shows in Stuttgart, Berlin, Zurich, Hamburg and Augsburg. While in route, specific retail training appointments are scheduled in key international cities through May 2013.



Our hard work is paying off! During the 2013 travel season (Apr-Oct) there are 27 tour operators who we have directly influenced to market 62 retail ready travel packages to Kansas/Oklahoma. Most of these programs are fly/drive tours for independent travelers and/or ranch holidays. Kansas communities currently being featured in these retail ready fly/drive itineraries include Kansas City, Overland Park, Lawrence, Fort Scott, Topeka, Manhattan, Abilene, Lindsborg, Salina, Luca, Great Bend, Larned, Dodge City, Hutchinson, Wichita, Cottonwood Falls and Council Grove.

In 2011 our international travelers contributed \$8 million in tourism expenditures to the state of Kansas. We expect to see that number continue to grow as we promote a western/Native American experience unmatched anywhere else in the USA.

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