



**Make sure to
tag all photos
with #KTC16**

Find them on TravelKS.com!

Travel Industry → Kansas Tourism Conference → KTC16

Kansas Tourism

Hike. Paddle. Ride. Bike.

Find Your Trail

#KSTrails

www.TravelKS.com



Robin Jennison

Secretary

Kansas Department

of

Wildlife, Parks and Tourism



Hike Kansas

#HikeKS

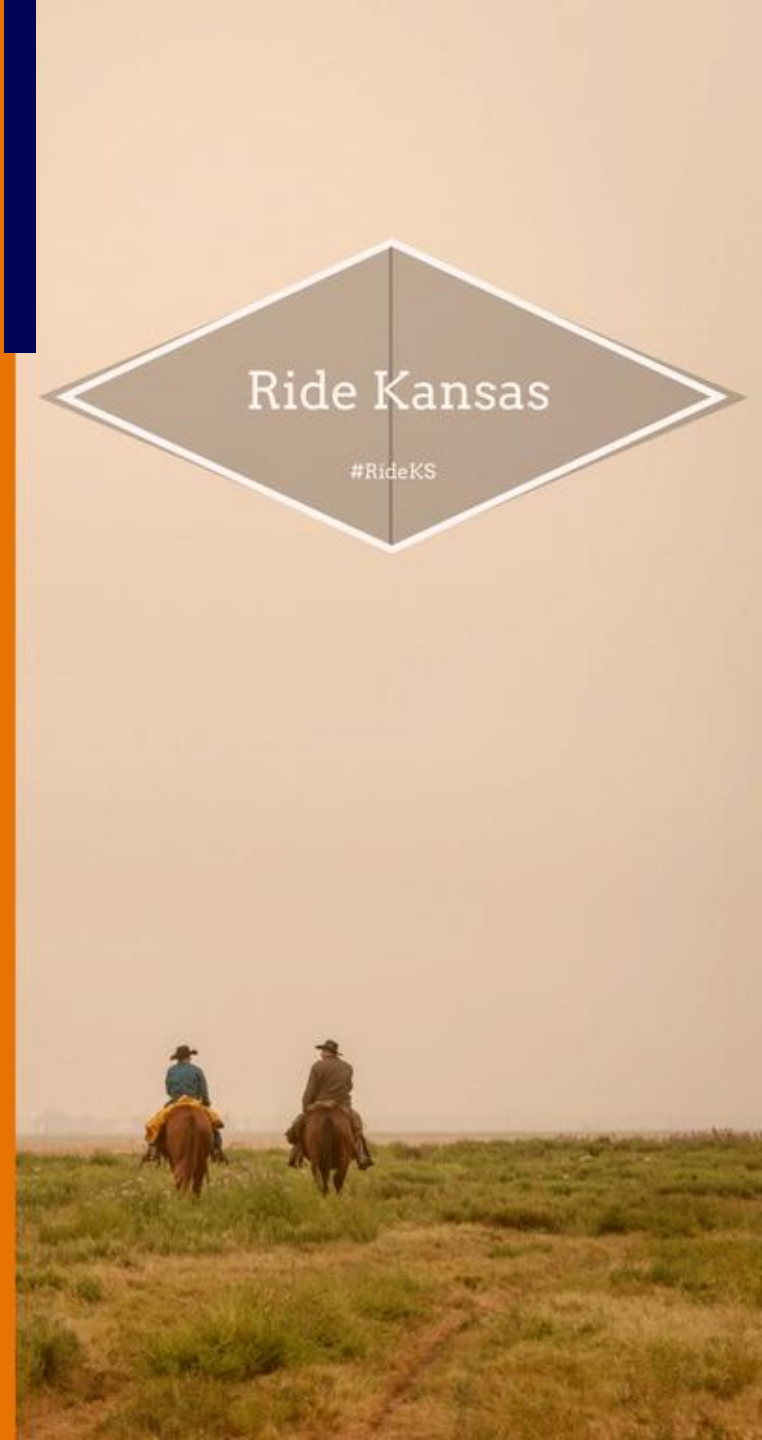
Sam Brownback

**Governor of the Great State of
Kansas**

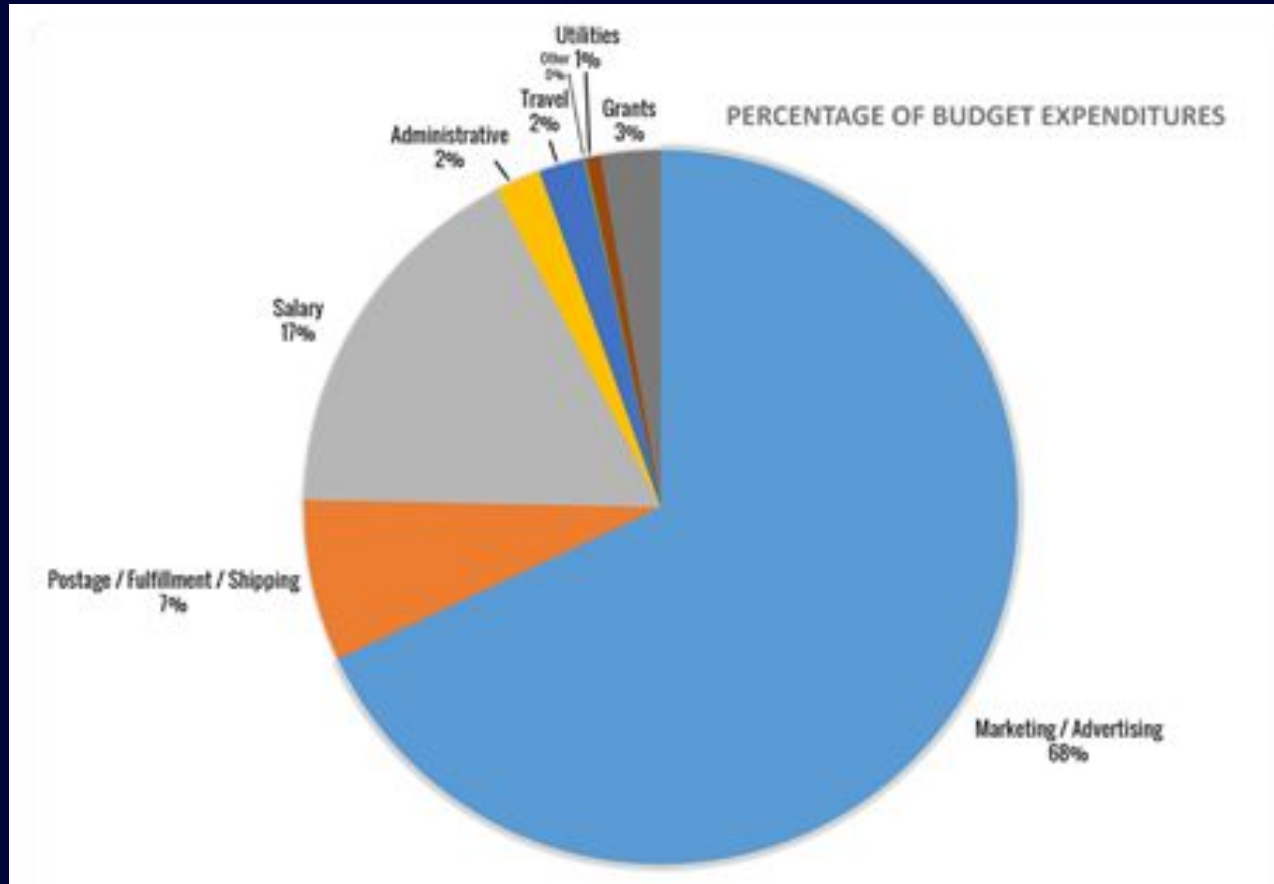
Linda Craghead

Asst. Secretary of
Parks and Tourism

Kansas Dept. of
Wildlife, Parks and
Tourism



2016 Budget



\$1.72 Million in EDIF Funding + \$3.08 in Publication Funds = 4.84 M

The Year in Review...

Let us show you what we have been up to!

- Print
- Travel
- Analytics
- & More




A photograph of three people kayaking on a calm lake. The kayakers are in the foreground and middle ground, with a forested shoreline in the background. The sky is blue with scattered white clouds. A vertical line divides the image into two halves. The word "Print" is overlaid in a white, serif font in the center of the image.

Print

Crowdriff Aggregator

Our integration of Crowdriff has allowed
for great steps in Social Activity
Tracking

- Content from multiple platforms
- Communication with audience
- Customizable searching & reports
- Amazing pictures from real travelers
- Opportunities to make connections and partnerships



Paddle Kansas

#PaddleKS



#kansas #mtnsunflower

Sharon Springs, KS



#gifs #midwestbloggers #nototopeka #kansas #notodistrict #marichuytravels #wanderlust #noplacelikeks

Topeka, KS



Elk City, KS



#ksbucketlist #ksphotography #monumentrocks #roadtrip #travelks #noplacelikeks #kansasbeautiful

Oakley, KS



#smokyvalley #coronadoheights #lindsborgks #greatplains #ksbucketlist

Lindsborg, KS



#rural_love #ruralamerica #the_home_front #ksbucketlist #watercolorpaintedsky #skyonfire #kansas #kansassunset #johndeere

Scottsville, KS



#vintagesign #noplacelikeks #kansasadventurewithlei

Wilson, KS



#discoverkansas #ksoutdoors #ksphotos #explorekansas #noplacelikeks...

Manhattan, KS



#ksbucketlist #lucaskansas #bathroom #teacup #ruralamerica #smalltown #smalltownamerica #kansas

Lucas, KS



Hike Kansas

#HikeKS

53,733,406

Total Reported Social Media
Impressions in FY 16

Redesigned Responsive Website

This site was designed to catch the consumer's eye, drive traffic to your listings, and bring travelers to Kansas.



Pick Your Kansas Adventure

Whether you long for a relaxing trip along a scenic route or an action-packed adventure, Kansas delivers!



 FAMILY TRAVELER



 FOODIE



 ROAD TRIPPER



 ANGLER



 CYCLIST



 OUTDOOR ADVENTURER



18,892,014

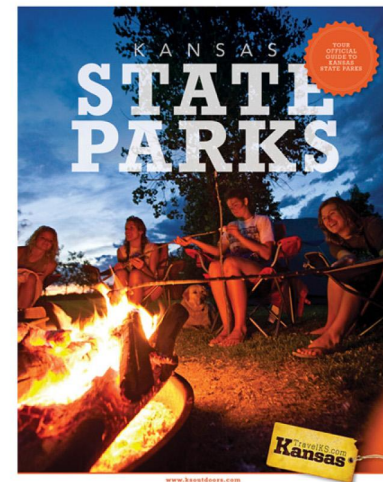
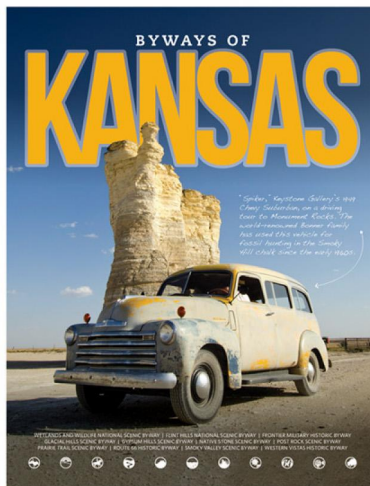
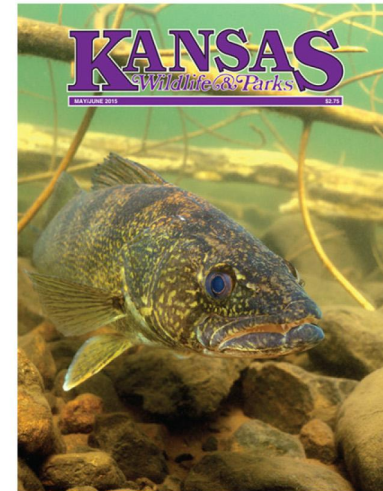
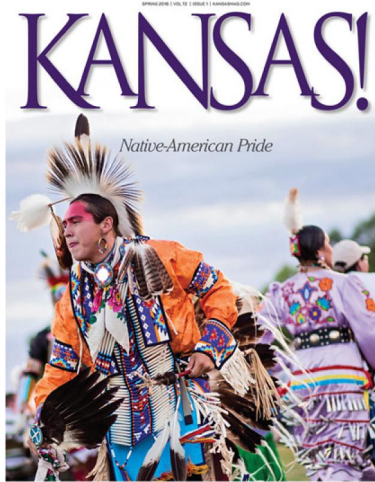
Website Pageviews

In FY 16

More than the total
population of
Kansas, Nebraska,
Missouri &
Oklahoma
Combined

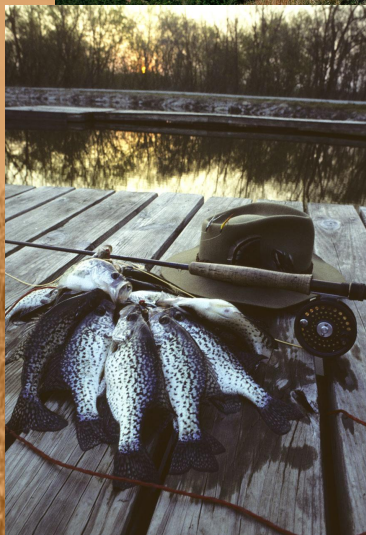


825,000 Award Winning Publications Distributed in FY 16



LIBRIS

Photo / Video
Resource Library



11,526 cataloged
and tagged
images

100 hours of video
footage

Print Advertising

Hike Kansas

#HikeKS

Quest

For a scenic, open road. For spectacular byways and state parks. And most important – time with friends. There's no place like Kansas for blazing a trail on two wheels – or three.

800.2.KANSAS • TravelKS.com/Quest

There's No Place Like
Kansas
TravelKS.com

Wabaunsee County

Opportunity

If you dream of points and flushes, dream big. With more than 1 million acres of private land open to hunting; unsurpassed combination hunting for pheasant, quail and greater prairie chickens; and generous bag limits, there's no place like Kansas to live your bird hunting dreams.

800.2.KANSAS • TravelKS.com/Hunting

There's No Place Like
Kansas
ESOutdoors.com

1 million+ acres walk-in access

Escape

together, to the last of the frontier. Open, expansive skies. Majestic bison. And the hush of the prairie. There's no place like Kansas for experiencing unspoiled paradise.

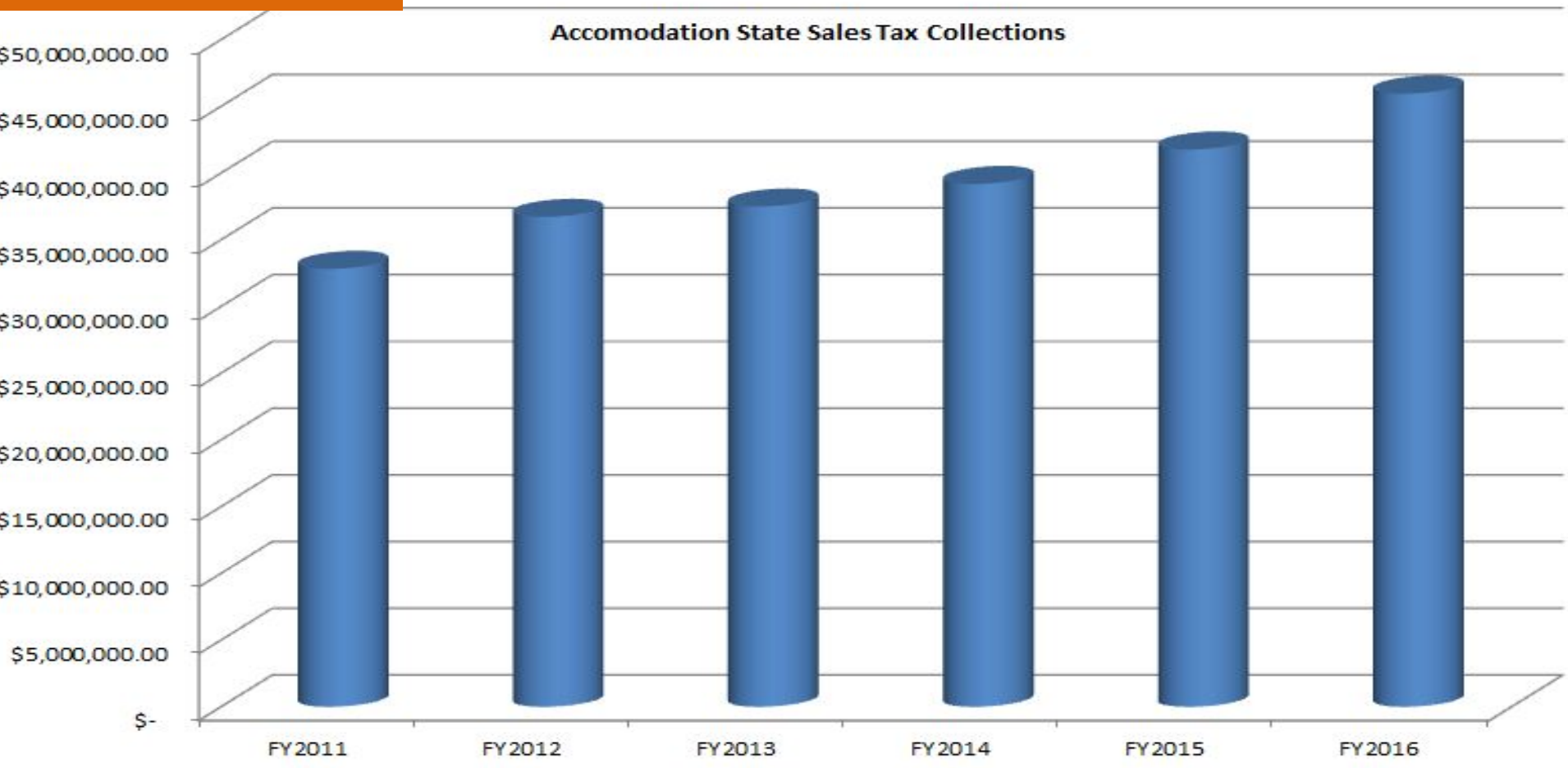
800.2.KANSAS • TravelKS.com/Escape

There's No Place Like
Kansas
TravelKS.com

Kwell Wildlife Refuge

The Results

State Sales Tax from hotels
Has Increased over \$13 Million
since 2011





Paddle Kansas

#PaddleKS

Total State Sales Tax generated by the leisure & hospitality industry in 2016

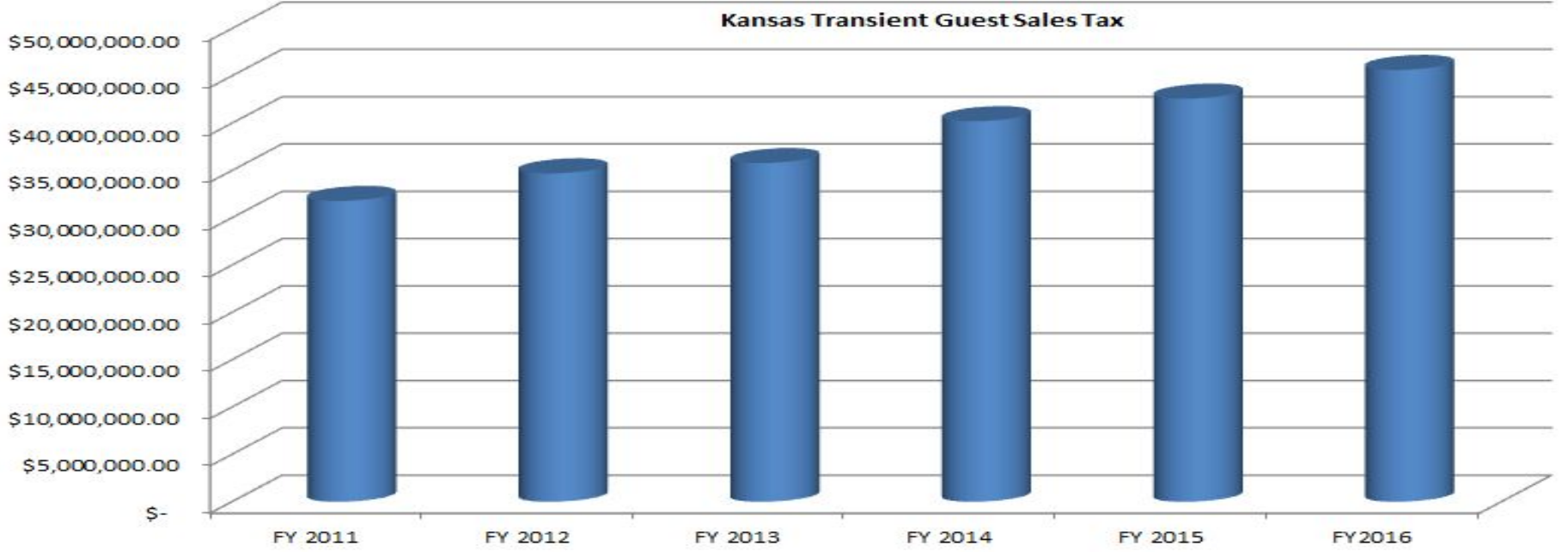
\$ 326,962,649.76

A 9.8% increase over FY 15



Hike Kansas

#HikeKS



TGT Grew 7.1% in FY 16

Key Performance Indicators

	<u>2012</u>	<u>2016</u>
Average Daily Room Rate	\$73.38	\$84.08
RevPAR	\$42.84	\$48.36
Occupancy	57.7%	57.5%
Room Nights Available	15,523,271	16,385,286



State Park Revenue

Reached a record

\$8.7 Million

A photograph of three people riding bicycles on a dirt trail. The person in the foreground is a woman wearing a purple long-sleeved shirt, black leggings, and a white helmet. Behind her are two other cyclists, a man in a grey jacket and a woman in a blue jacket, both wearing helmets. The trail is surrounded by trees and brush.

Bike Kansas

#BikeKS



**License
Sales
Revenue**

Hunting & Fishing

**\$25.96
Million**

32 New Agritourism Businesses In FY 16



International Marketing

Tour Operator
Investment

\$78,225

ROI

\$1,600,703





Paddle Kansas

#PaddleKS

800+

Hospitality
Associates
Certified

Land and Sky Scenic Byway

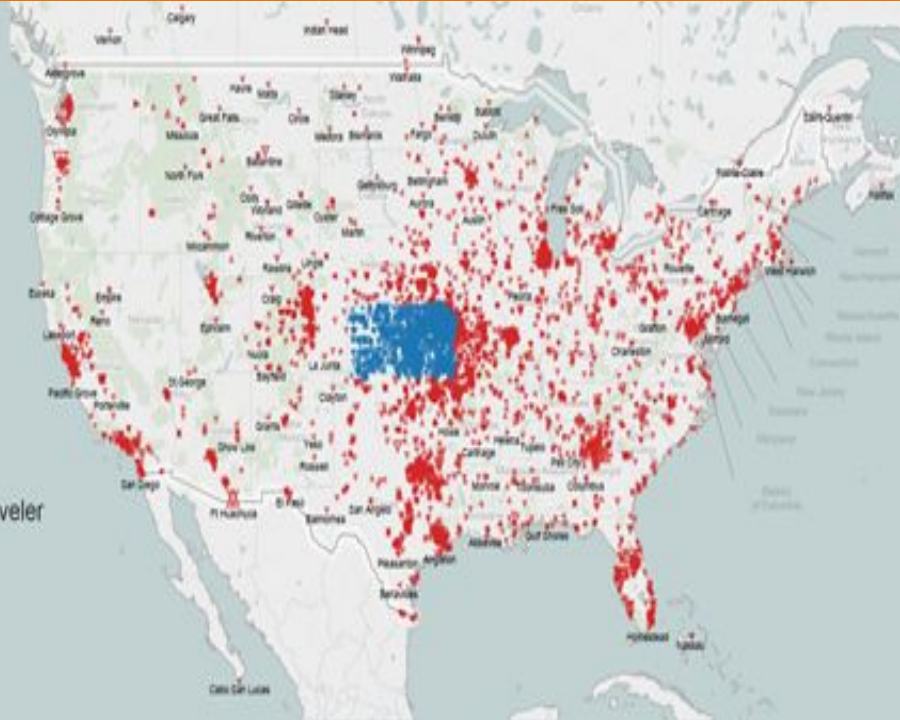


Tracking Travel to Kansas

Arrivalist

Tracking actual arrivals to Kansas after exposure to digital ads

- Location of where a traveler clicked/opened a digital ad outside of Kansas.
- Location of where the same traveler arrived within Kansas.



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



Hike Kansas

#HikeKS

Federal Reserve reports
Leisure & Hospitality LEADS
the way in employment
growth for the state of
Kansas

Thank You! Thank YOU!!

THANK YOU!!!!

Team KS Tourism Rocks!



After lunch.....

Meet the staff

New Marketing Initiatives
from jHp

Kelli & Logan on the
website

And.....

The Results

Economic Impact Study by
Tourism Economics

(An Oxford Analytics Company)



Meet the Kansas Tourism Team





Connie Hartford

Administrative Specialist



TravelKS.com

THERE'S NO PLACE LIKE
Kansas

FY 17

- Continued focus on our persona targets
 - Multi-media mix
- Updating creative based on ROI data
- New



Trails

- Growth in new, unique assets
- Adding a promotional emphasis
 - Hiking, biking, equestrian
 - Water
 - Motorcycling



Why Motorcycle Tourism?

- US motorcycle sales nearly double digit growth
- Five motorcycle museums
- 25,000+ scenic 2-lane roads



Why Motorcycle Tourism?

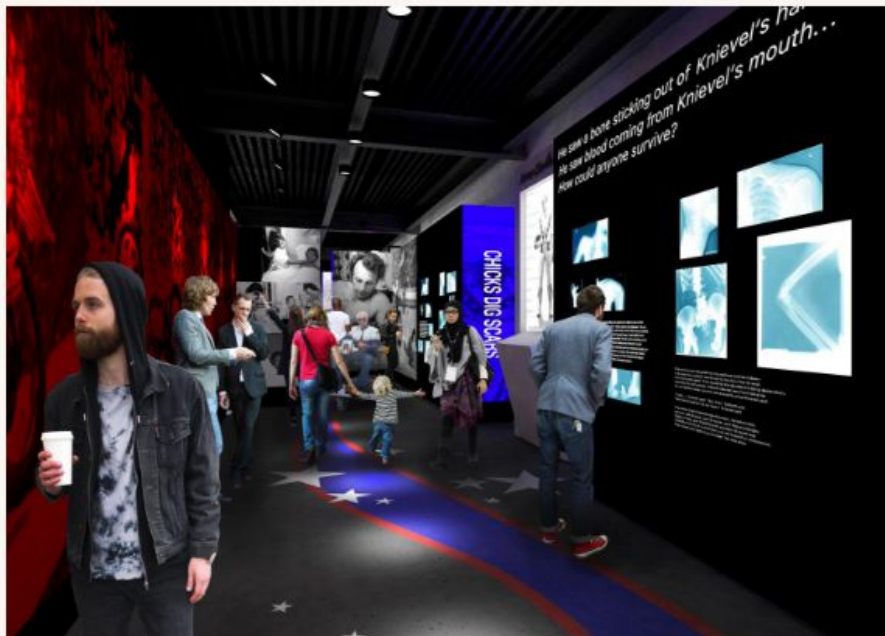
- Evel Knievel Thrill Show Museum
 - Largest collection in the world
 - Only authorized museum
- First Year Estimated Visitors
 - 100,000





Evel Knievel Thrill Show Museum conceptual drawings.

Jordan Parnass Digital Architecture – Brooklyn, NY.

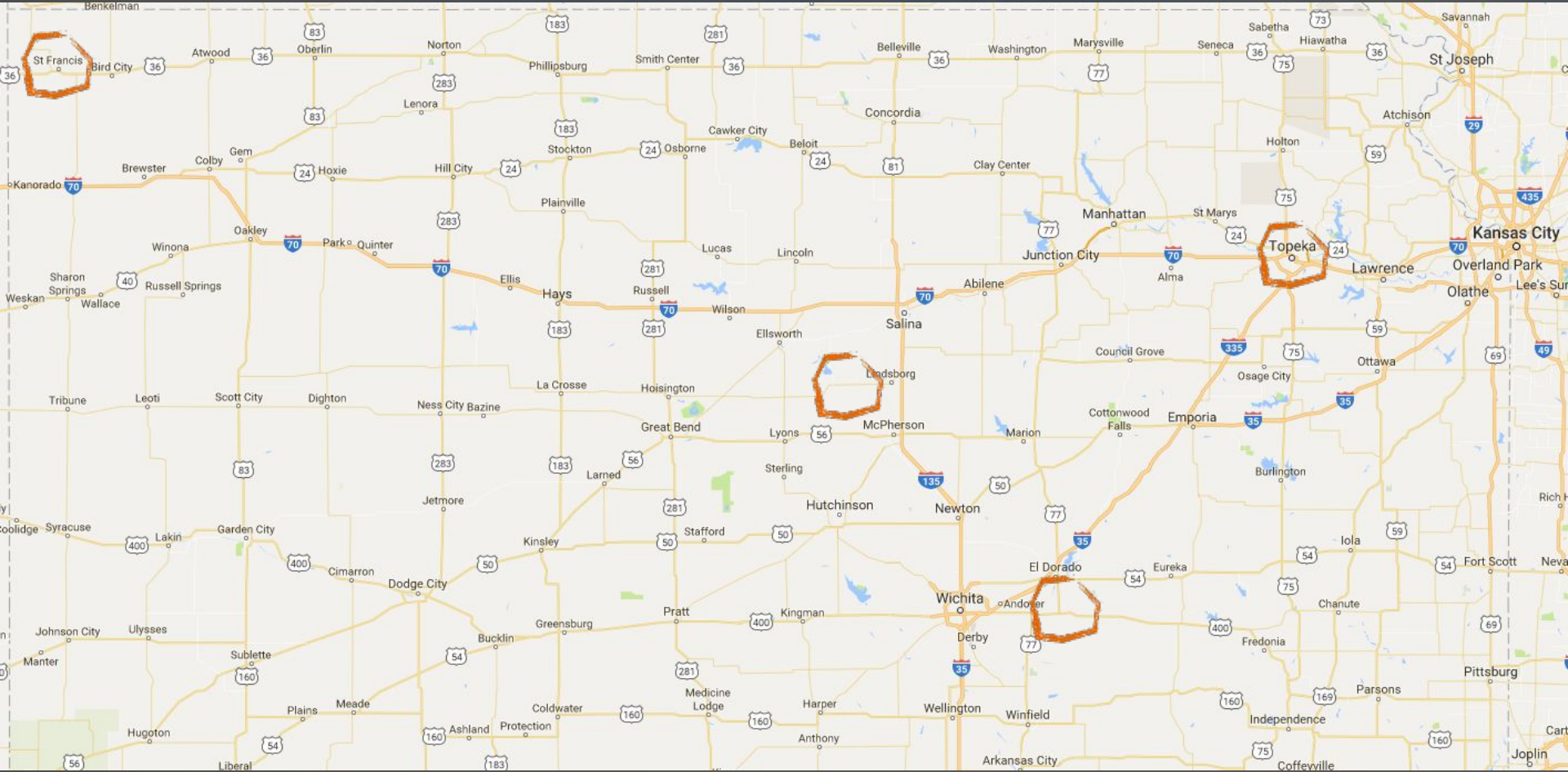


Why Motorcycle Tourism?

- Motorcyclist
 - Ride
 - Eat
 - Shop
 - Entertain
 - Sleep
 - Repeat



Kansas Epic Motorcycle Trails



Print Ads

Cruise 25,000 miles of two-lane Kansas roads. Tour through scenic vistas. Five epic motorcycle museums await. There's no place like Kansas for blazing a trail on two wheels – or three.

800.2.KANSAS • TravelKS.com/Quest



Native Stone Scenic Byway

There's No Place Like
Kansas
TravelKS.com

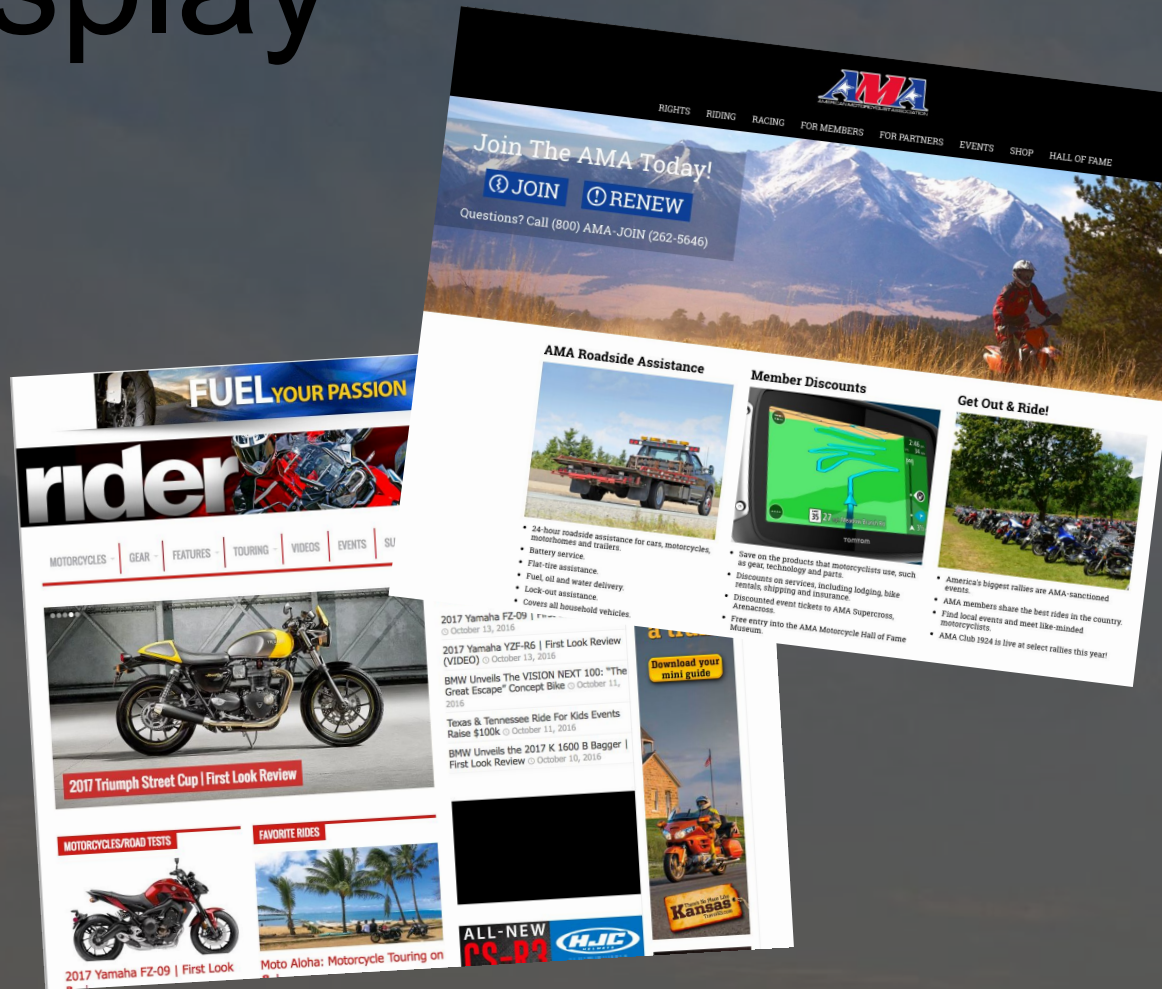
Print Ads

- National Print Publications
 - Rider Magazine
 - Road Runner
 - HOG
 - American Motorcyclist
 - Wing World



Digital Display

- Programmatic
- RiderMag.com
- American Motorcyclist
- Facebook • Instagram



There's no place like Kansas

REGIONS & CITIES

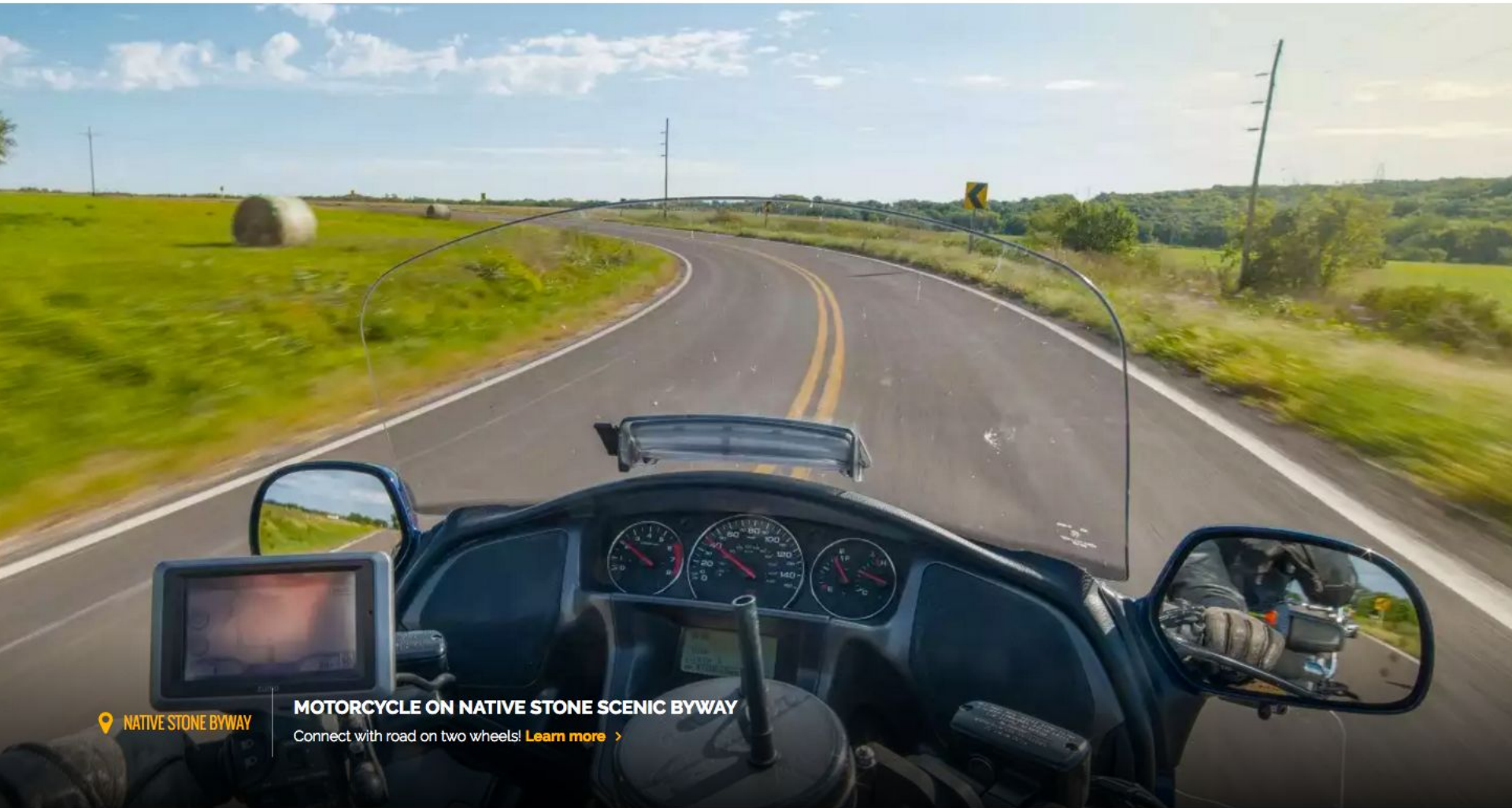
THINGS TO DO

RESTAURANTS

PLACES TO STAY

EVENTS

TRAVEL TOOLS



 NATIVE STONE BYWAY

MOTORCYCLE ON NATIVE STONE SCENIC BYWAY

Connect with road on two wheels! [Learn more >](#)

Motorcycling

Some people ride to live. Some people live to ride. Whichever you are, there's a just-right ride waiting for you in Kansas. Hit the open road and discover the scenic overlooks and quaint stopovers Kansas has to offer.

MOTORCYCLE MUSEUMS



Evel Knievel Museum

OPENING LATE 2016! The world's largest collection of Evel Knievel's authentic performance leathers, jump bikes and memorabilia..

[DETAILS](#)



Kansas Motorcycle Museum

Motorcycles, memorabilia, trophies, pictures, 2,000 sq. ft. of motorcycle fancy in the main hall.

[DETAILS](#)



St. Francis Motorcycle Museum

The St. Francis Motorcycle Museum houses nearly 100 vintage motorcycles from many manufacturers.

[DETAILS](#)



Twisted Oz Motorcycle Museum

Twisted Oz Motorcycle Museum offers over 70 vintage motorcycles, a nostalgic atmosphere and some incredible historic artifacts..

DETAILS



Yesterday's Motorcycle Museum At Historic Harley- Davidson

Visitors find approximately 30 different rare Harley-Davidson's, along with many pictures, tools, and collectibles displaying the..

DETAILS



Motorcycles: Download Mini Guide

Hit the open road and discover the scenic overlooks and quaint stopovers Kansas has to offer.

**LEARN
MORE**

FIND MOTORCYCLING IN KANSAS

MOTORCYCLING



REGION

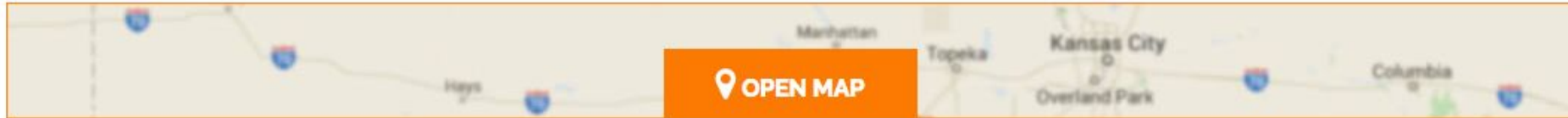


CITY



KEYWORDS...

SEARCH



SORT BY: **RECOMMENDED** • DISTANCE

« ⏪ 1-6 of 10 ⏩ »



Beaumont Hotel

(620) 843-2422 • 11651 SE MAIN ST, BEAUMONT • [MAP IT](#)

[Visit Website](#)

Situated in the heart of Kansas, The Beaumont Hotel is filled with photography and vintage plane advertisements attesting to... [Learn more](#)

There's no place like
Kansas



Jeanie's Colony Foods

(620) 852-3331 • 212 W BROAD ST, COLONY • [MAP IT](#)

[Visit Website](#)

Targeting Millennials

- 33% of travelers
- Take more trips than other demos
- Spend more than average travelers



Targeting Millennials

- Who are they
 - 18 – 35
 - \$35,000+



Targeting Millennials

- Secondary research
- Focus groups



Targeting Millennials

- Not homogenous
- Wide array
 - Tastes
 - Behaviors
 - Incomes



Targeting Millennials

- Want
 - Shared experiences
 - The unexpected
 - Unique
 - Active adventure



Targeting Millennials

- Want
 - Cultural flavor
 - Layers of experiences
 - An authentic story
 - Bright, vibrant creative



Targeting Millennials

- *Package an experience focused around my passion, shared with my friends.*



Testing Social Influencers

- Trends indicate effectiveness
- Provide “Peer” delivered messaging
- Identify • engage • direct content



Testing Social Influencers

- Identify
 - Based on
 - Numbers of followers
 - Engagement
 - Shares



Testing Social Influencers

- Engage them
 - Testing various platforms
 - Doing organic search
 - Negotiating compensation
- Not unlike “old school” travel writers
 - But in the digital space



Testing Social Influencers

- Direct content they create
 - Repurpose content across platforms
- Track effectiveness and ROI



We're Excited About FY 17





There's no place like
Kansas

[REGIONS & CITIES](#)[THINGS TO DO](#)[RESTAURANTS](#)[PLACES TO STAY](#)[EVENTS](#)[TRAVEL TOOLS](#)

Welcome to the new TravelKS.com!



Redesigned Responsive Website

This site was designed to catch the consumer's eye, drive traffic to your listings, and bring travelers to Kansas.



Pick Your Kansas Adventure

Whether you long for a relaxing trip along a scenic route or an action-packed adventure, Kansas delivers!



 FAMILY TRAVELER



 FOODIE



 ROAD TRIPPER



 ANGLER



 CYCLIST



 OUTDOOR ADVENTURER



Advertising Opportunities

New designs to make your ad stand out on TravelKS.com.



DISCOVER HAYS
Where History Meets Modern

LEARN MORE

KANSAS HIGHLIGHTS

 <p>Hands On Fun At Science & Tech Festival! An inspiring day for the kids on Oct. 15 in Topeka!</p>	 <p>Neewollah - Independence, KS Be Part of Our World Oct 21st-29th... Learn more</p>
 <p>Conservatively Speaking... Experience the Land of Oz and much more...</p>	 <p>Little Apple...BIG VISIT! Come explore the Manhattan area! More...</p>

SATISFY YOUR NEED FOR SPEED
Dodge City Raceway Park

Learn more

Explore Kansas

Searching top Kansas locations has never been easier.

EXPLORE KANSAS

INTERESTS

CATEGORIES

FILTER BY REGION

FILTER BY CITY

WHAT'S NEAR ME

- Road Tripper
- Outdoor Adventurer
- Motorcyclist
- Hunter
- History Buff
- Foodie
- Family Traveler
- Cyclist
- Birdwatcher
- Angler

Legend

*Locations pulled from #KSBucketList, 8 Wonders of Kansas, State/National Sites & more.

Regions & Cities



Customize
your city
page with
an image
and info.

REGIONS & CITIES

Regions ▾

Cities ▾



Manhattan

Visit Manhattan! There's a world of enjoyment awaiting your visit to Manhattan, Kansas, home to Flint Hills Discovery Center, Kansas State University, Konza Prairie and Sunset Zoo. Big attractions abound around The Little Apple®, with uniquely delectable dining destinations an entirely enticing morsel. Hotels are within walking distance to multiple amenities, like Manhattan Town Center which features AMC Theaters and IMAX movie screen, and an exciting va

We created the region and city pages to help highlight Kansas and it's unique areas and towns.

CURE THAT RUMBLING TUMMY



Local Favorites

Kansas means great homecookin' and homegrown goodness at plenty of local shops and eateries.

[DETAILS](#)



BBQ

From all four corners and everything in-between, BBQ is big business. Kansas is home to some of the best BBQ in the world.

[DETAILS](#)



Fried Chicken

Golden, buttery and fried, what's better than fried chicken? ... Fried chicken in Kansas!

[DETAILS](#)

Cycling Information



Where To Ride The Trails

Check out the list of biking trails, distance and links to their locations.

Designed to inspire...

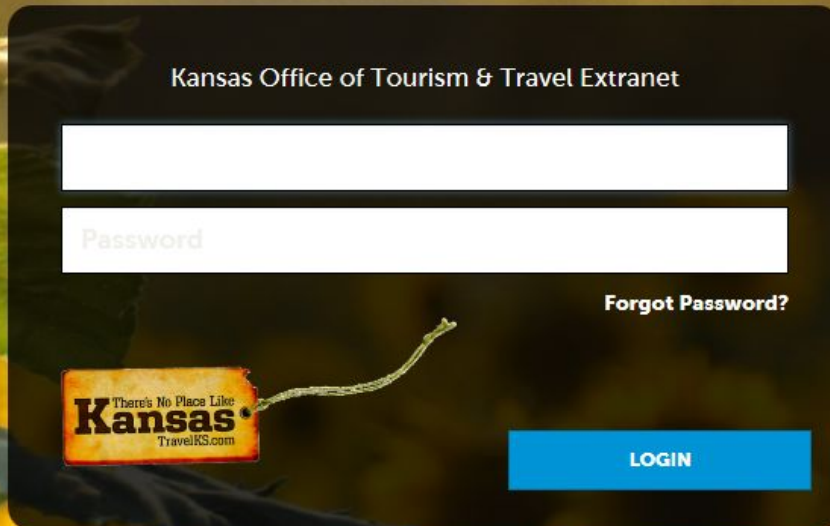
...and motivate.

Bike Kansas

#BikeKS




The New & Improved Extranet



Kansas Office of Tourism & Travel Extranet

Password

[Forgot Password?](#)



[LOGIN](#)

New features at your fingertips.

Easier navigation

Updated forms & media

Better user experience

Welcome Home!

→ Upfront Analytics

→ Quick Access

→ Training Tools

→ Need to Know Info

The screenshot shows the Kansas Office of Tourism & Travel Extranet dashboard. The top navigation bar includes the Kansas logo, the site name, and a user email address. A left sidebar contains navigation links for HOME, PROFILE, COLLATERAL, and CONTACT US. The main content area features a large sunflower image with a left arrow and a right arrow, and a series of four dots below it. To the right of the image is a 'Extranet Training' section with a 'Learn about listings, events, co more!' link and an 'Industry Training Center' button. Below the image is an 'At A Glance' section with three colored cards: a purple card for '556 Listing Views', an orange card for '164 Listing Click Throughs', and a green card for '0 Offer Views'. Each card has a corresponding icon at the bottom.

Kansas Office of Tourism & Travel Extranet

ajohnson@exploreks.com

HOME

PROFILE

COLLATERAL

CONTACT US

Extranet Training

Learn about listings, events, co more!

Industry Training Center

At A Glance

556 Listing Views

164 Listing Click Throughs

0 Offer Views

Coming Soon...

- Pay online
 - Invoices
 - Marketing Orders
- Dashboard
 - Analytics from TravelKS.com
 - Partner Analytics
- Marketing
 - New Opportunities



Extranet Training

Find training materials on the TravelKS.com “Tourism Industry” page under “Education” → “TravelKS.com Training Center”

You’ll find tutorials for:

- 
- Complete Extranet
 - Creating Listings
 - Adding Events
 - Special Offers Creation
 - Materials/Bulk Order Requests

Kansas Tourism Conference 2016 - #KTC16



PAKISTAN BINGO

PAKISTAN BINGO NIGHT - 2016
"THE BINGO NIGHT" "THE BINGO NIGHT"
"THE BINGO NIGHT" "THE BINGO NIGHT"
\$50 AMAZON GIFT CARDS!

1. []	2. []	3. []
4. []	5. []	6. []
7. []	8. []	9. []
10. []	11. []	12. []

PAKISTAN BINGO NIGHT - 2016
"THE BINGO NIGHT" "THE BINGO NIGHT"
"THE BINGO NIGHT" "THE BINGO NIGHT"
\$50 AMAZON GIFT CARDS!

