KANSAS TOURISM

to the stars

[Image of sunflowers and a starry sky]
Kansas Tourism Division Mission
The mission of the Kansas Tourism Division is to inspire travel to and throughout Kansas to maximize the positive impacts that tourism has on our state and local communities.

Kansas Tourism Division Vision
A better quality of life for all Kansans through a strong travel industry and economic prosperity, ensuring all travelers are welcomed and are provided the resources they need to create awe-inspiring experiences.
Kansas Tourism Programs

- Marketing Kansas to Visitors
  - Publications
    - Kansas Travel Guide
    - Kansas Byways Guide
  - TravelKS.com
  - paid advertising
  - social media
  - PR and media efforts

- Two State Travel Information Centers
  - Goodland and Belle Plaine

- Kansas Byways program
- Kansas Agritourism program
- Kansas! Magazine
- Tourism Grant Programs
- Tourism Signage - KDOT
- Work closely with all Kansas Tourism DMO’s, regional organizations, niche markets, tourism related organizations
Why Tourism matters to Kansas

Tourism is an economic development driver

In 2020 –
- 31.4 Million visitors to Kansas
- $5.4 Billion in visitor spending in the state
- Generated $589 Million in state and local taxes

Each Kansas household would have to be taxed an additional $520 to replace the tax revenue generated by tourism

Source: Economic Impact of Tourism in Kansas 2020 by Tourism Economics

Tourism is state and community pride

Tourism is quality of life
Kansas Byways

- Flint Hills National Scenic
- Frontier Military Historic
- Glacial Hills Scenic Byway
- Gypsum Hills Scenic Byway
- Historic Route 66 Byway
- Land and Sky Scenic Byway
- Native Stone Scenic Byway
- Post Rock Scenic Byway
- Prairie Trail Scenic Byway
- Smoky Valley Scenic Byway
- Western Vistas Historic Byway
- Wetlands and Wildlife National Scenic Byway

Lisa Hecker, Byways and Signage Manager
lisa.hecker@KS.gov 785-296-4654
Kansas AgriTourism

Combines traditional agriculture with tourism, by providing unique agricultural experiences for visitors and residents

- 2004 Kansas Agritourism Promotion Act
  - Limited liability coverage
  - Marketing by Kansas Tourism
- 400+ registered businesses

Kelsey Tully, Agritourism Manager
kelsey.tully@KS.gov  785-296-7198
Kansas Tourism Grant Programs

Attraction Development Grants
Provide assistance in the development of new or the enhancement of existing tourism attractions
Annual grant program – state statute
FY22 - $250,000
50/50 reimbursable grant
Open - Feb 1
Deadline – March 31

Tourism Attraction Sub-grants for Kansas (TASK) grants
Provide assistance in the development of new or the enhancement of existing tourism attractions
One-time opportunity – American Rescue Act, EDA Travel, Tourism and Outdoor Recreation state grant
$1.5 Million
Minimum request amount: $100,000  Maximum request amount: $250,000
60/40 reimbursable grant
Open – Jan 14
Deadline – March 11

Taylor Hartshorn, Fiscal and Grant Manager
taylor.hartshorn@KS.gov  785-296-8951
How to engage with Kansas Tourism

• TravelKS.com – check out the Travel Industry section

• Distribute our Travel Guide

• Make sure we have your contact information
  • Travel Talk e-newsletters
  • Monthly Kansas Tourism Industry Virtual Huddles

• Follow us on Social Media
  • Facebook, Twitter, Instagram
  • #ToTheStarsKS

• Kansas Tourism Industry – Facebook Page