



What can Kansas Tourism do for  
your  
town's economic development?

Bridgette Jobe  
Kansas Tourism Director  
785-250-8253  
[bridgette.jobe@KS.gov](mailto:bridgette.jobe@KS.gov)

TravelKS.com



## **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

- All marketing efforts to visitors for Kansas
  - Annual Travel Guide
  - TravelKS.com
  - paid advertising
  - social media
  - PR and media efforts
- KANSAS! Magazine
- Two State Travel Information Centers
- Kansas Byways program
- Kansas Agritourism program
- Tourism Grant Programs
- Tourism Signage – KDOT
- Tourism industry support and education

**KANSAS**

**TO THE STARS**



# It's all about the Data

- Annual Economic Impact of Tourism in Kansas, Tourism Economics
  - Regional and County Economic Impact
- Visitor Profile Study
- Brand Perception Study
- Monthly STR lodging data
- Datafy

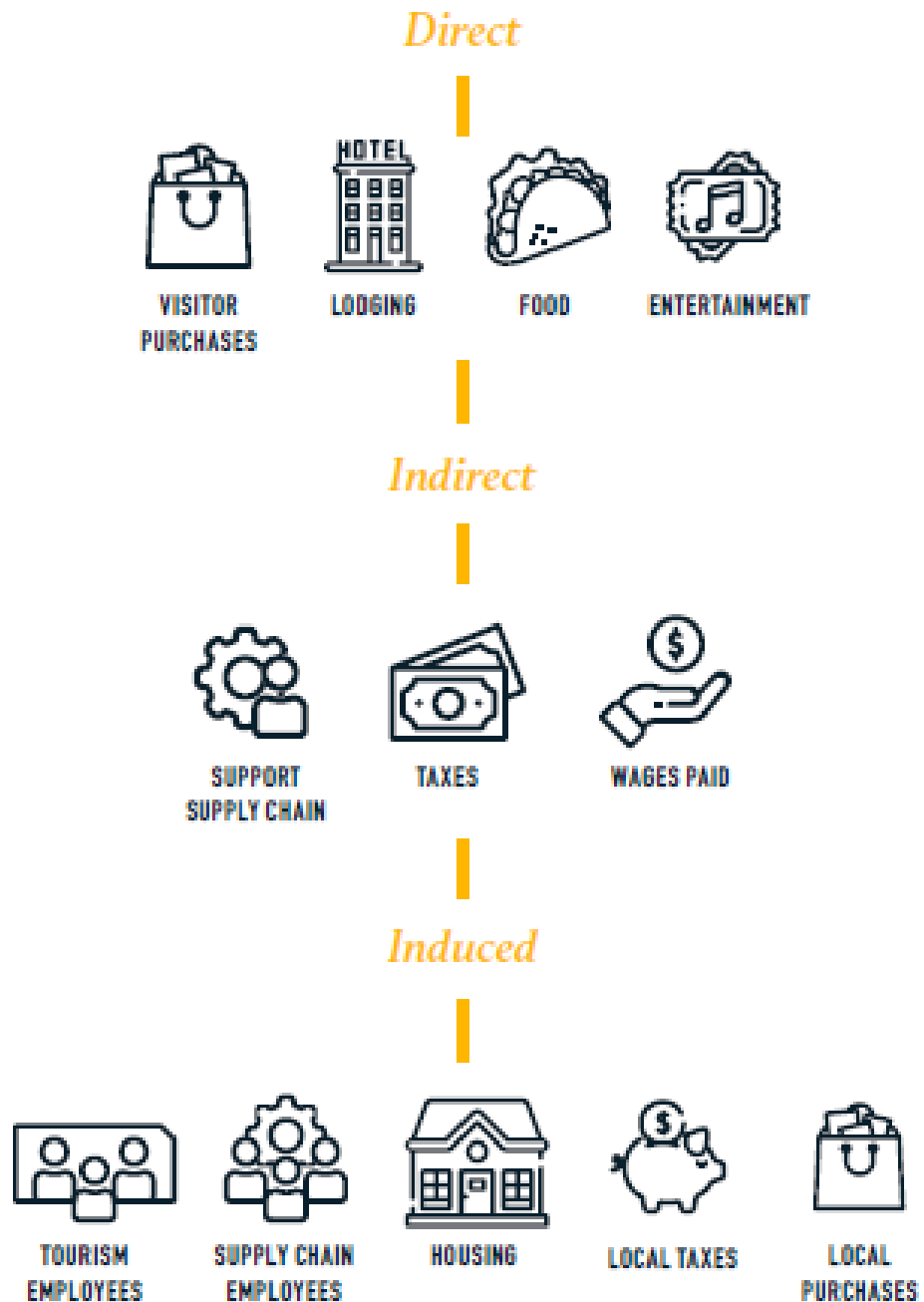
*[TravelKS.com/travel-industry/research-and-reports/](https://TravelKS.com/travel-industry/research-and-reports/)*

# Why does Tourism matter?

- 33.7 million visitors
- \$7 B direct visitor spending
- 60,300 direct jobs + 24,200 indirect / induced jobs = 84,400 Kansas Jobs
  - \*One out of every 22 jobs in the state
- \$1.3 B in government revenues from visitors spending, visitor supported jobs, and business sales
- Each household would need to be taxed an additional \$613 to replace taxes generated by visitor activity

\*Tourism Economics 2021 Kansas Economic impact report





**EVERY NEW RESIDENT  
AND  
EVERY NEW BUSINESS  
STARTS WITH A VISIT**

*Tourism is the welcome committee  
for capital investment.*

# Tourism Trends

- Recovery schedule.....Leisure....youth sports....meetings and conventions
- Simplicity
- Willingness to explore
- Outdoor activities reign
- Non-traditional lodging
- Greatest impact for travel decisions – economic concerns



A landscape of rolling hills under a twilight sky. The foreground is filled with tall, golden-brown grass. The middle ground shows rolling hills with sparse trees. The sky is a mix of deep blue and orange, with a crescent moon and several stars visible. The text 'to the stars' is written in a white, cursive font across the center of the image.

to the  
stars

**KANSAS**