What can Kansas Tourism do for your town’s economic development?
Bridgette Jobe
Kansas Tourism Director
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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/
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
to the stars

KANSAS