



KANSAS

— TOURISM —

to the stars



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

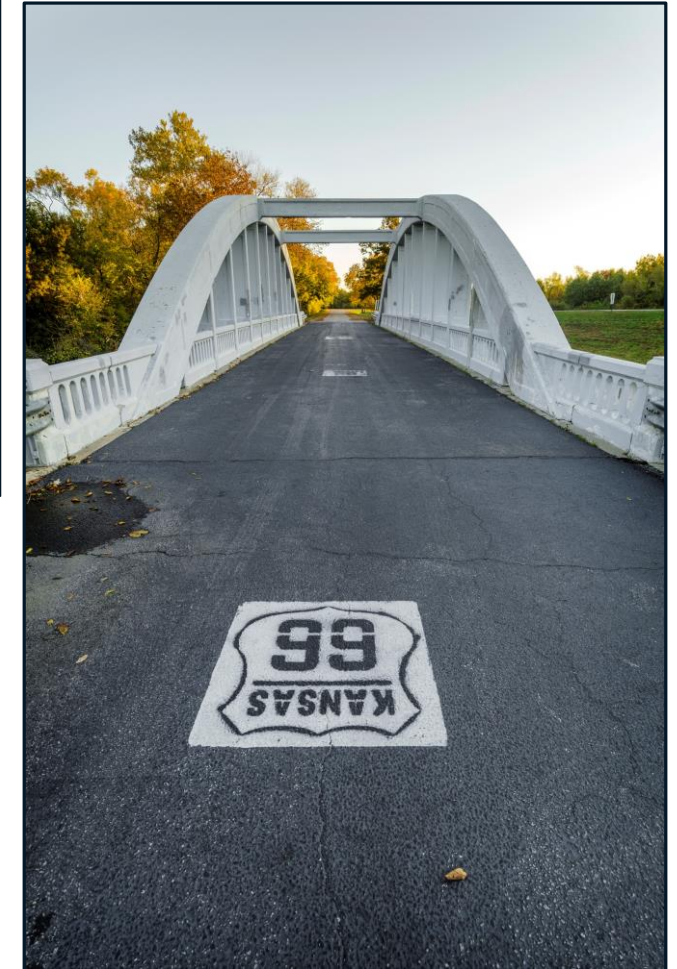
Kansas Byways

- 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

A landscape of rolling hills under a starry night sky. The foreground is filled with tall, golden-brown grass. The middle ground shows rolling hills under a sky transitioning from a warm orange glow near the horizon to a deep blue night sky with scattered stars and a crescent moon. The text "to the stars" is written in a large, white, cursive font across the center of the image.

to the
stars

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