

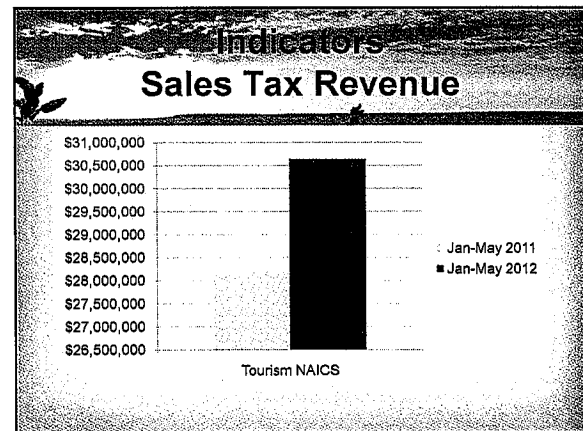
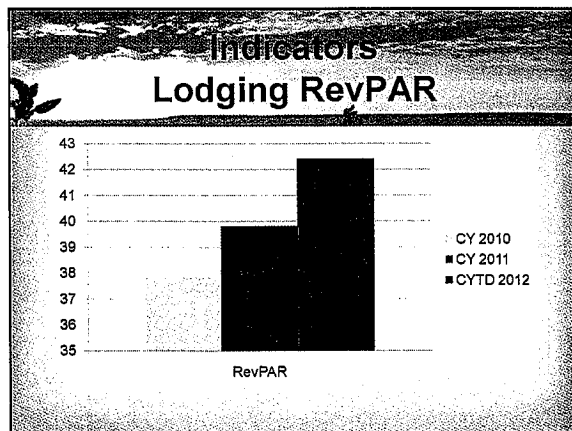
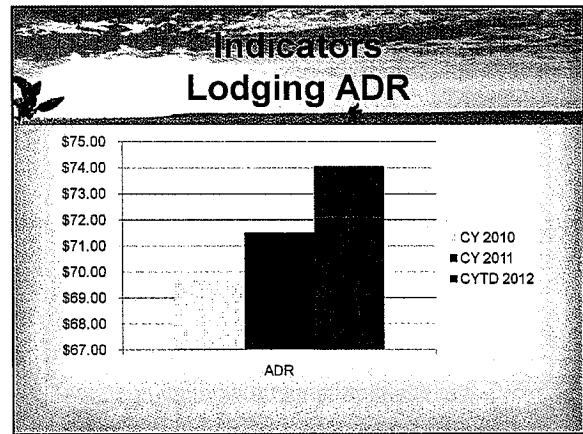
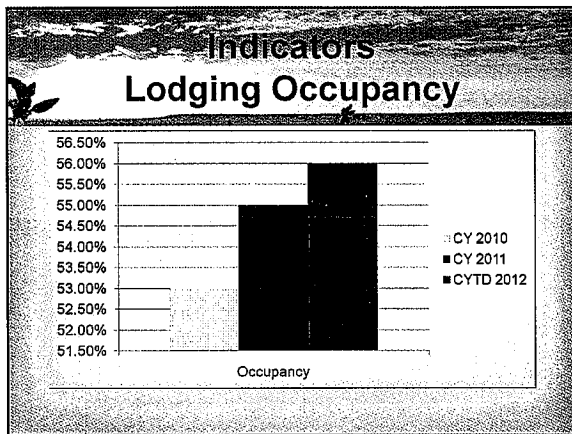
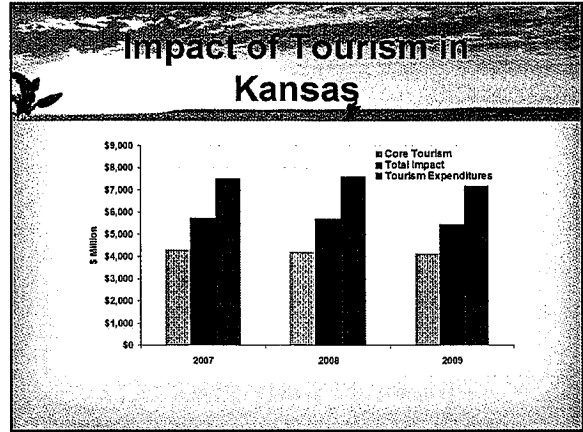


2.

Joint Committee on Arts and Cultural Resources

Division of Tourism
Department of Wildlife, Parks & Tourism

September 25, 2012

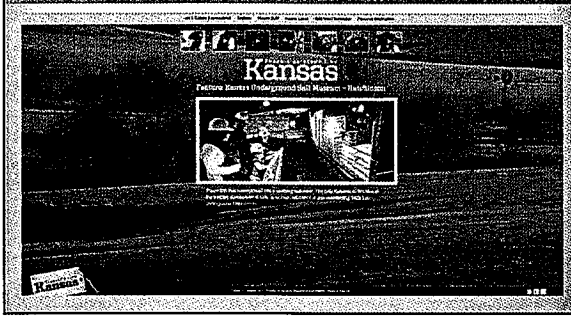




Marketing

- Broadcast and Cable
- Dodge City, Hutchinson, KC, Lawrence, Manhattan, Salina, Topeka, Wichita
- Campaign delivered **45.6 million** impressions



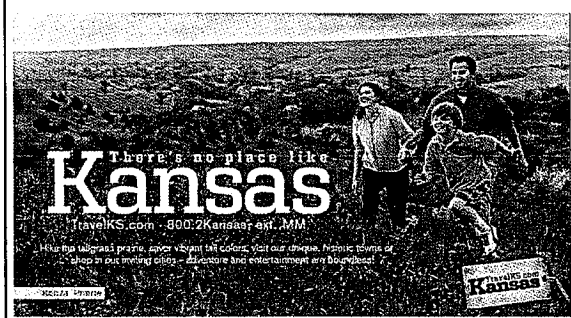
LikeKansas.com



Print Advertising

- 23 publications
- Combined circulation of 15.9 million
- Multiple insertions = 19.3 million

magazines & regional magazines



*example
← print ads
A/B test*

There's no place like Kansas

TravelKS.com - 800.2Kansas ext. WW

Immerse yourself in the myth, truth and romance of the Old West. Civil War sites, frontier outposts, cow towns and working ranches - History lives in Kansas.



Scenic Kansas. A Natural Place for Connection.

From eons of waving prairie grasses to shimmering wetlands and shady woods, Kansas attracts hundreds of bird species, including a significant portion of the continent's migrating shorebird population. Catch an American Bittern in its stiffened pose at one of the major wetlands of international importance. Watch Cliff Swallows work architectural wonders in mud. Or witness Lesser Prairie Chickens perform spectacular courtship displays. Your most memorable birding experiences are taking wing in Kansas now.

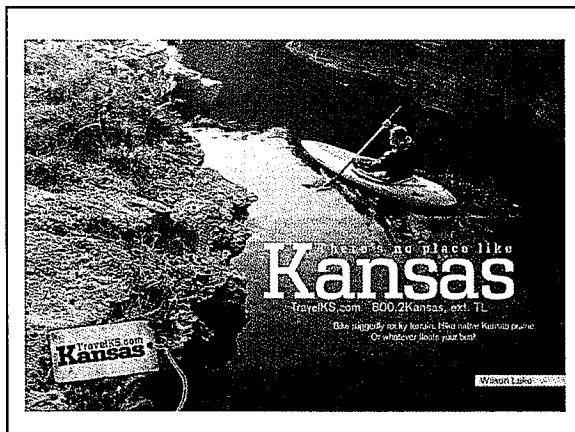
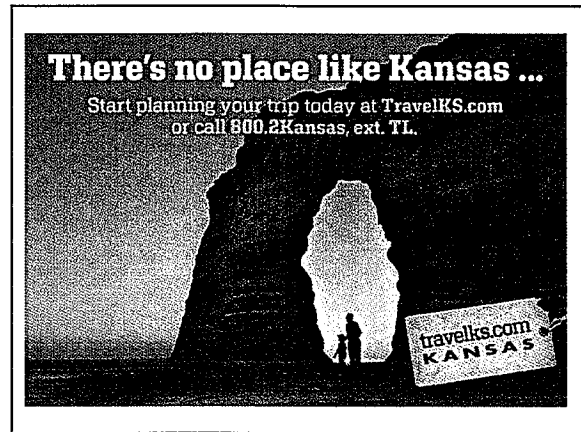
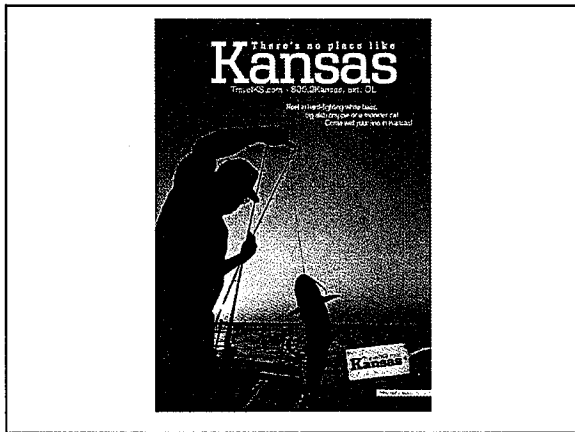
Come to Kansas for the birds.



Visit **TravelKS.com** or call **800.2Kansas ext. BW**

To request your free Kansas Visitor's Guide with details on attractions, lodging, restaurants and more.

*see insert above
TV campaign
5-6 week*



partnership w/ ends this year

Blue Cross Blue Shield of Kansas
Healthy Kansas Vacations

- TV
- Print
- Radio
- Outdoor

On-Line

Targeted Display


- 6,164,549 impressions
- 31,779 Clicks

*** On-Line**

- Search Engine Optimization
 - Google, Yahoo, Bing
 - Impressions – 8,806,481
 - Clicks – 273,463
 - CTR – 3.1%

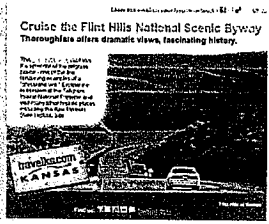
Social Media

- 10,000 + followers
 - Facebook
 - Twitter
 - Flickr
 - YouTube
 - Pinterest



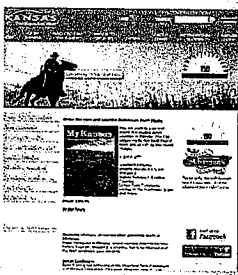
Targeted E-Blasts

- 2x monthly
- 582,000 deliveries
- 24% Open Rate
- 6% Click-Thru




TravelKS.com

- 500,000 + visitors
- 2 million + page views



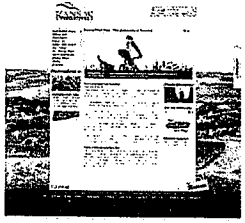
TravelKS.com

- New site launching this year
 - Better search function
 - More intuitive design
 - Expanded content
 - Trip Planner



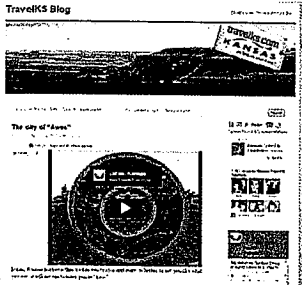
TravelKS.com

- Microsites
 - Flint Hills
 - Kansas Byways
 - Kansas River Trail
 - Tourism Industry
 - KANSAS! magazine




Blogs

- FY '12
 - Monthly themes
 - 2 posts per week
 - 17,202 unique visitors



Faces and Places Tour

- 42% travelers are VFR
- 15,000+ miles
- 50+ locations/events
- 121,000 social media interaction



Travel Shows

- Expanded schedule
 - Dallas Travel & Adventure Show
 - McAllen International Travel Show
 - Denver International Sportsmen's Expo
 - Chicago Travel & Adventure Show
 - AARP
 - National Pheasant Fest & Quail Classic
 - Omaha Boat, Sports & Travel Show

PR / Media Efforts

Media Relations Events

- Travel Bloggers Exchange
- SATW Central States – Reception
- SATW North America
- OWAA
- ✳️ Midwest Travel Writers
 - Bid to host future meeting

PR / Media Efforts

- Media Blitz
 - Oklahoma City & Tulsa
 - Dallas & Ft. Worth
- PR Newswire Releases
- Assisted 15 journalists' visits
- Assisted 100+ media inquiries

Articles Appearing in 2012 (Highlights)

| | |
|--------------------------------|-----------------------------|
| • The Tennessean | • Wall Street Journal |
| • San Antonio Express News | • Huffington Post |
| • National Geographic Traveler | • USA Today |
| • Midwest Traveler | • Austin American Statesman |
| • Midwest Living | • Smart Meetings Magazine |
| • Esquire Magazine | • Small Market Meetings |
| • Bank Travel Management | • Group Travel Leader |
| • Bus Tours Magazine | • Las Vegas Review Journal |
| • American Cowboy Magazine | • True West magazine |
| • Association News | • Denver Post |
| • Trailer Life Magazine | • San Diego Union Tribune |
| • New York Times | • Travel Channel |
| • Frommers.com | • TravelingMom.com |


KS/OK International Cooperative

- ✳️ **Program targets:** Wholesale tour operators, retail travel agencies, travel media, and traveling consumers who originate from Germany, Austria, Switzerland, United Kingdom, and Ireland.
- **Program funding:** 60% of program funds are from Oklahoma, allowing Kansas to enjoy 148% leveraged funding for European marketing from out-of-state sources.

Wholesale Tour Operator KS/OK Catalog Placement

- 2001 = 1 tour operator offering 1 fly-drive (Germany)
- 2007 = 11 tour operators offering 17 fly-drives, FIT hotel programs, ranch holidays (7 Germany, 1 Austria, 3 England)
- 2012 = 24 tour operators offering 50 fly-drives, FIT hotel programs, ranch holidays (8 Germany, 1 Austria, 1 Switzerland, 1 Netherlands, 10 England, 1 Scotland, 2 Ireland)

KS/OK German Language Lure Brochure



- Lure Brochure
- Retail Travel Agent Training
- Consumer Marketing
 - Print & Digital
 - Travel Fairs
 - Equestrian Consumer Shows
- Tour Operator Partnerships



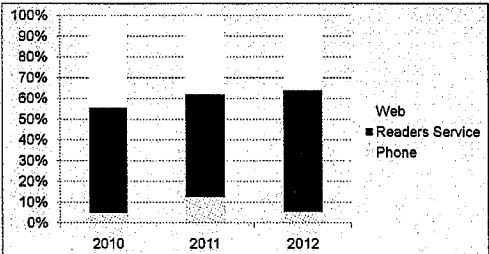
Brand USA
DiscoverAmerica.com

Group Tour

- Tracked more than \$1.7 million impact
- Tours over-nighting
- Tour planner inquiries
- Marketplaces
 - National Tour Association
 - American Bus Association
 - Tour KANSAS
 - St. Louis Travel Show
 - Travel Alliance Partners Conference
- Grand Central USA

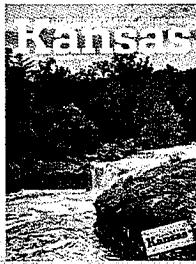


Visitor Packet Requests



upward trend

2013 Visitors Guide




- Annual Publication
- 300,000
- Byways Section Overrun
- Advertising support


Great Outdoors Guide

- 48 page full-color
- 100,000 distribution
- Poly-bagged with Spring KANSAS! Magazine

Published 2013



Travel Information Centers



Belle Plaine & Goodland

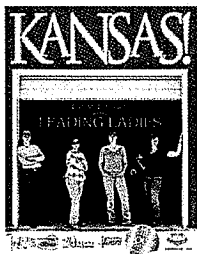
- 200,000 visitors
- FanCams

KANSAS!

Themed Issues

Revenue

- Newsstand sales
- Advertising revenue

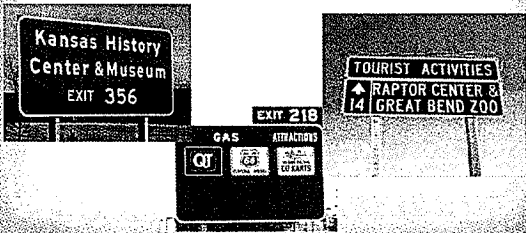


Kansas Lottery Partnership



Signage Program

15 applicants approved



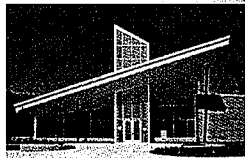
Destination Development

Attraction Development Grants

\$70,274 leveraged \$789,274

- Great Bend CVB
 - Wetlands & Wildlife Byway marketing
- Exploration Place – Wichita
 - Star Wars Exhibit


15 new signs



Agritourism

- 23 New Applicants Registered
- 58 Renewals

Rapid-Intubay



Kansas Byways

- * Route 66 Designation
- * Frontier Military Re-designated to Historic
- Interpretation Project – Fermata, Inc.
- Digital Media Project – Gizmo Pictures


Major Initiatives

- Trail Development - *Get out Fed. \$15*
- Recreational Trail Program - *\$2M*
- Parks
- * EZ Pass *Annual park pass*
- Expanded camping opportunities
- Pocket-Ranger App
- Native American Heritage

National System

↳ greatly enhanced system

Q & A



Department of Wildlife, Parks and Tourism