

KANSAS

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HOT SPOTS & HIDDEN GEMS, TOURISM TRENDS IN KANSAS

AUTHENTIC EXPERIENCES & WIDE-OPEN SPACES – PROUDLY, UNIQUELY KANSAS.

Kansas is where adventure meets authenticity. From vibrant cities to charming small towns, we offer the best of Midwest hospitality and heart. Explore breathtaking landscapes, discover hidden gems, and immerse yourself in both rural serenity and urban excitement. Whether you seek wide-open spaces or lively attractions, you'll find yourself in at the center of it all.

AFFORDABILITY & STRESS-FREE VACATION

Ditch the long lines, high prices, and overcrowded attractions—because that's not how we do things in Kansas. Here, vacations are all about relaxation, rejuvenation, and adventure at your own pace. Reclaim your getaway with budget-friendly lodging, low-cost attractions, delicious yet affordable dining, and countless free experiences. Kansas makes it easy to unwind without breaking the bank.

STARGAZING & CELESTIAL TOURISM

For those who dream of vast open skies, Kansas offers endless opportunities to rest, recharge, and marvel at the stars. With 29 breathtaking state parks, you can swim, hike, bike, and camp—then unwind beneath a canopy of celestial wonders. Whether you're seeking solitude or adventure, you'll find the perfect spot to immerse yourself in nature and gaze up at the universe in all its brilliance.

DELICIOUS DESTINATIONS

Famous for our mouthwatering Kansas City BBQ—hello, burnt ends!—Kansas is a foodie's paradise with flavors that go far beyond the smoker. Chicken fried steak reigns as the state's unofficial entrée, with locals always on the hunt for the best. Embark on the KCK Taco Trail, savor the legendary fried chicken of Southeast Kansas, explore global flavors in Garden City, or warm up with the classic chili-and-cinnamon-roll combo at cozy cafés. And, of course, Kansas serves up some of the finest steaks in the nation. Hungry yet?

NEW IN 2025

MUSEUM OF ART & LIGHT

Manhattan

The first contemporary art museum in the world to showcase immersive, digital, and permanent collections from inception.

MARGARITAVILLE

Kansas City

Is set to debut in Mid-2025. Guests will have their choice of 229 guestrooms, complete with signature Margaritaville amenities.

KANSAS MUSEUM OF HISTORY

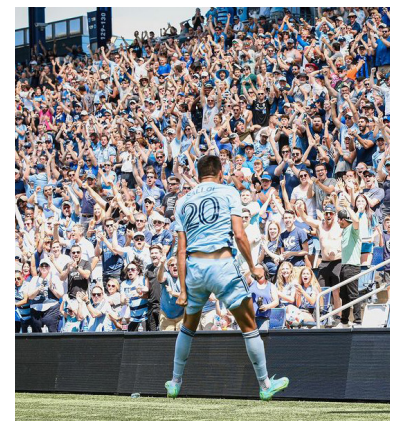
Topeka

Expected to reopen in the autumn of 2025 after a major renovation. The museum will feature new exhibits and technology to help visitors learn about the state's history.

BRANDT HOUSE

Alma

Located in the heart of the Flint Hills, this historic hotel opened its doors in January.



KANSAS TIDBITS

Kansas' influence on America and the world is undeniable. It has played a critical role in shaping the nation through history, agriculture, aviation, civil rights, and pop culture. Here's what makes Kansas an American icon:

POP CULTURE

The **Wizard of Oz** – Kansas is forever linked to Dorothy, Toto, and the Yellow Brick Road. For the full experience, visit Dorothy's House in Liberal and the Oz Museum in Wamego.

Little House on the Prairie – Laura Ingalls Wilder's famous book series is partly set in Kansas, based on her family's time near Independence.

The **ICEE** was invented in Coffeyville.

Kansas inspired **Superman's** fictional hometown, **Smallville**.

Atchison is considered one of the **most haunted** towns in America.

The movie **Paper Moon** was filmed in Kansas.

CIVIL RIGHTS & SOCIAL CHANGE

Brown v. Board of Education (1954) – The landmark Supreme Court case that ended racial segregation in U.S. schools was filed in Topeka.

Nicodemus – Founded in 1877, was one of the first all-Black settlements in the West and still stands as a historic site today.

Equal Rights Activism – Kansas was an early leader in the women's suffrage movement, granting women the right to vote in 1912 before the 19th Amendment in 1920.

Amazon Army - The Amazon Army was a movement of around 5,000 women, mostly wives and daughters of striking coal miners, who marched in December 1921 to protest unfair labor practices in the coal camps of Southeast Kansas, influencing labor rights & laws which remain intact today.



HISTORICAL SIGNIFICANCE

Bleeding Kansas – Kansas was a battleground for slavery vs. free state forces before the Civil War. The violent clashes started the Civil War and solidified Kansas' nickname, "The Free State."

The Chisholm Trail – Kansas played a key role in the cattle drives of the Wild West, fueling the nation's beef industry.

President Dwight D. Eisenhower – Kansas' most famous leader, Eisenhower led the Allied victory in WWII and helped shape modern America as the 34th U.S. president.

STATE FACTS

- Kansas became the 34th state on January 29, 1861.
- The state motto is "Ad Astra per Aspera", meaning To the Stars Through Difficulties
- Kansas' state flower is the Sunflower.
- Kansas' nicknames: Sunflower State, The Wheat State, The Free State
- The song "Home on the Range" is the official state song of Kansas.
- The state's highest point, Mount Sunflower, is 4,039 feet above sea level.

GEOGRAPHIC & ENVIRONMENTAL SIGNIFICANCE

Flint Hills & Tallgrass Prairie – Home to one of the last remaining tallgrass prairies on Earth, vital for wildlife and conservation.

Cheyenne Bottoms Wetlands – The largest inland marsh in the U.S., it's located along the Central Flyway for migratory birds.

Geographic Center of the U.S. – Kansas is often called the “Heart of America” because it's the center of the continental U.S.

Stratata – sitting on one of the largest salt deposits in North America, Stratata is the only salt mine in the Western Hemisphere open for visitors as a tourism attraction.

Greensburg: A Model Green City – After being destroyed by a tornado in 2007, Greensburg was rebuilt as one of the most energy-efficient towns in the world.



MILITARY & AVIATION

Fort Leavenworth is the oldest active Army post west of the Mississippi.

Known **Air Capital of the World** for its aircraft industry, Wichita is where Beechcraft, Cessna, and Boeing all got their start.

The **Buffalo Soldiers** were stationed in Kansas, paving the way for an integrated military and society.

The **1st Infantry Division**, known as “The Big Red One,” is based at Fort Riley.

Amelia Earhart – Born in Atchison, she was the first woman to fly solo across the Atlantic Ocean.

Kansas’ **Cosmosphere** has restored historic space artifacts, including the Apollo 13 command module, Liberty Bell 7, and Mission Operations Control Room.

COMING IN 2026

WORLD CUP

Kansas City is a host city for the 2026 FIFA World Cup, with six matches scheduled. These include four group stage matches on June 16, 20, 25, and 27, followed by a Round of 32 match on July 3 and a quarterfinal on July 11.

ROUTE 66 CENTENNIAL

Celebrate the Mother Road’s 100th Anniversary in Kansas. Though Kansas has the shortest stretch of Route 66 (only about 13 miles), it is packed with history, including places like Baxter Springs’ Route 66 Visitors Center, Gearhead Curios, Cars on the Route and Nelson’s Old Riverton Store.

PETROL MOTOR QUART

New gas station themed cabins on Route 66. This unique lodging will feature ten units, each themed after classic gas station brands such as Union 76, Esso, Chevron, and Phillips 66, among others. The development aims to be the only vintage motor court in Kansas along Route 66, offering travelers a distinctive stay as they journey through the eight states the historic route traverses.

AMERICA 250

Kansas plans to celebrate America’s 250th anniversary by highlighting the triumphs and challenges faced by Kansans during the settlement of the heartland. While specific events are still in the planning stages, the focus will be on sharing stories that reflect the state’s rich history and contributions to the nation.

Colby Sharples-Terry

PR & Communications Manager

colby.sharplesterry@ks.gov

785-230-4888

TravelKS.com/media

@TravelKS

