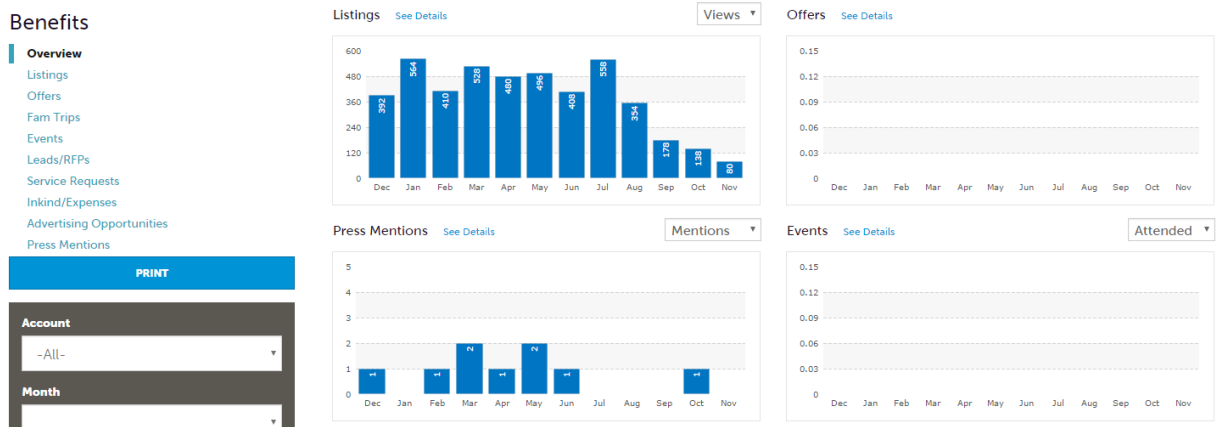


My Benefits

Click [here](#) to watch the tutorial video.

This tab will display reporting associated with your account(s). This is a place to view benefits you and your Child Accounts (if given permission) have received by partnering with Kansas Tourism. To view your own Benefits click “Profile”→ “My Benefits” and select your account from the drop down list to the bottom left of the screen. To view any of your Child Accounts’ Benefits (if given permission), choose the appropriate Child Account from the drop down menu or select “All” to see all of the accounts. (To view all child accounts, you must be granted permission. Please contact the Tourism Office for this)



Listings - View how many times your listing(s) have been viewed and how many times your website has been click on during the specified dates. Use the Filter Box to the left of the screen to narrow or broaden these results.

- **Views** = number of times your individual listing has been viewed.
- **Clicks**= number of times someone has clicked through to your website from your listing on TravelKS.com.
- **Conversion Rate** = percentage calculation of the view and click through. (Images, wording, etc. can be influencers on this rate. Feel free to edit listings to show better for you.)

Offers – See how many times you or one of your coupons or a Child Account’s Coupon(s) have been viewed

Press Mentions - This tab will show you the details of media publications where your destination was mentioned. The publication, article title, date of publication and circulation (when available) will be detailed in this section. This section is completed based on availability of materials that are released.