

A low-angle photograph of several bright yellow sunflowers with dark brown centers, growing against a clear blue sky filled with small white stars. The sunflowers are in the foreground, with their green leaves and stems visible. The overall mood is bright and optimistic.

HOW TO **START** & **PARTNER**

WITH KANSAS TOURISM:

A PARTNER RESOURCE GUIDE

KS

TABLE OF CONTENTS

This guide will serve as a resource to partners as you begin working with Kansas Tourism. Whether you're new to the tourism industry in Kansas or a seasoned professional, we hope this guide inspires you to pursue new ways to interact with our office and maximize your exposure to visitors.

On behalf of our staff at Kansas Tourism, thank you for helping make Kansas a wonderful destination for visitors and an even more vibrant place to live!

About Kansas Tourism.....	3
Glossary.....	4
Partner Checklist.....	5
Phase 1.....	6
Phase 2.....	8
Phase 3.....	11
Phase 4.....	14
Tourism Services Directory.....	16



ABOUT KANSAS TOURISM

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.

Vision: A better quality of life for all Kansans through a strong travel industry and economic prosperity, ensuring all travelers feel welcome and are provided the resources to create awe-inspiring experiences.

Division Values: Passionate, Authentic, Inclusive, Innovative

Staff List: Visit our [online staff directory](#).

G L O S S A R Y

The Tourism Industry frequently uses special terms and acronyms, please use our [online glossary](#) to help assist you!

The most frequent acronym you will hear is: DMO, which stands for Destination Marketing Organization. A DMO is an organization that promotes a town, city or county in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on convention sales, tourism marketing, and services.

Such organizations promote economic development of a destination by increasing visits from tourists and business travelers, which generates overnight lodging for a destination, visits to restaurants, and shopping revenues and are typically funded by taxes.

DMOs can be a Convention & Visitors Bureau (CVB), Chamber, Tourism Bureau or and Economic Development Office. Regardless of the name, these organizations offer many services to the traveling public.

KS PARTNER CHECKLIST

Use this checklist as resource to advance in the tourism industry through a progressive development approach.

Phase 1 - Do Now

- ☐ Contact Kansas Tourism and introduce yourself
- ☐ Check out TravelKS.com/Industry
- ☐ Follow the Kansas Tourism Industry group on Facebook
- ☐ Reach out to your DMO
- ☐ Become a member of your tourism region
- ☐ Join the Travel Industry Association of Kansas (TIAK)

PHASE 1

Phase 2 - Do When Comfortable

- ☐ Take advantage of Kansas Tourism Marketing Opportunities
- ☐ Create FREE TravelKS.com listings
- ☐ Distribute your Brochures
- ☐ Participate in monthly virtual huddles
- ☐ Make plans to attend the Kansas Tourism Conference
- ☐ Utilize the Kansas Media Library
- ☐ Submit Content Suggestions
- ☐ Build local and regional itineraries
- ☐ Set up your social media channels

PHASE 2

Phase 3 - Do When Ready to Kick it up a notch

- ☐ Join Statewide Partner Coalitions
- ☐ Apply for grants
- ☐ Familiarize yourself with Kansas Tourism data and research
- ☐ Determine your research needs
- ☐ Evaluate destination signage
- ☐ Sign up for Media Leads & HARO
- ☐ Participate in media events
- ☐ Engage with influencers on social media
- ☐ Host FAM Tours

PHASE 3

Phase 4 - Do When ready to go all in

- ☐ Get involved with national associations
- ☐ Attend industry conferences
- ☐ Get involved with state agencies
- ☐ Consider hiring an ad agency
- ☐ Develop video content

PHASE 4

PHASE 1

DO NOW

Not sure where to begin? Familiarize yourself with Kansas Tourism and resources within your community.

Contact Kansas Tourism and Introduce Yourself

Are you a new business, attraction or Destination Management Organization (DMO) representative? Introduce yourself! We can answer questions you may have and connect you with relevant resources at Kansas Tourism.

Ask to be added to the database to receive the monthly e-newsletter called Travel Talk to keep updated on news from our office.

Check Out [TravelKS.com/Industry](https://www.travelks.com/industry)

At [TravelKS.com/Industry](https://www.travelks.com/industry) you will find Kansas Tourism's strategic areas of focus, department and staff information, research statistics and more. This is your first stop for information about Kansas Tourism programs, events, webinars and resources.

Follow the Kansas Tourism Industry on Facebook

The Kansas Tourism Industry Facebook page is your up-to-date source for all things that are happening at the Kansas Tourism office as well as the tourism industry throughout the state. For more information search for [Kansas Tourism Industry](https://www.facebook.com/KansasTourismIndustry) on Facebook and make sure to click notifications and all posts.

GET CONNECTED

KS

PHASE 1

DO NOW

Reach out to your DMO

Familiarizing yourself with your local DMO - chamber, convention and visitors bureau (cvb), economic development or tourism office will help you gain additional insight to what their roles are in your community and how you can work with them to advance tourism development.

Become a Member of your Tourism Region

Each region in the state has a collaborative group that promotes tourism offerings to visitors. This is a good opportunity to collaborate with your industry peers on any campaigns or marketing efforts as a region. For information on what tourism region you should belong to contact Kansas Tourism or check out their webpages [here](#).

Join the Travel Industry Association of Kansas (TIAK)

The purpose of the TIAK is to speak with one voice for the travel industry in the State of Kansas, promoting and supporting all components of the travel industry and travel development field. Their goals are to influence government decisions which affect the travel industry, develop programs which communicate the cultural, social and economic impact of the travel industry on Kansas and individual communities and provide a forum for interaction among all sectors of the travel industry.

Connect with Kansas Sampler Foundation (KSF)

The mission of the KSF is to preserve and sustain rural culture by educating Kansans about Kansas and networking and supporting rural communities. Check out how they [preserve and sustain rural culture](#).

GET CONNECTED

KS

PHASE 2

DO WHEN COMFORTABLE

You've done the basics. Now do some small steps to take your efforts to the next level.

Take Advantage of Kansas Tourism Marketing Opportunities

Marketing your business or destination is tough. Kansas Tourism is here to help you identify the best opportunities to put your message in front of the right people at the right time.

We've compiled what you'll find as the most effective and efficient options for stretching your marketing dollars. Check out our partnership opportunities [here](#). If you don't find what you're looking for check out the Tourism Services Directory at the end of this resource guide.

Create FREE Website Listings

All attractions, events and special deals seen on the TravelKS.com website are user-generated through Kansas Tourism's extranet. This is a FREE resource to use, so be sure to take advantage of it! Get started by contacting Kansas Tourism for access to the Extranet.

Distribute Brochures

Our Travel Information Center (TIC) staff greet over 200,000 visitors annually and assist visitors with travel directions and road conditions. Get your travel guides, brochures and rack cards approved for FREE distribution through our TICs. Download an application [here](#).

CREATE

KS

PHASE 2

DO WHEN COMFORTABLE

Participate in Monthly Virtual Huddles

Stay engaged with timely topics during Kansas Tourism's virtual huddles held the 2nd Wednesday of each month. Log in information is sent out via Travel Talk. You can watch previous huddles [here](#).

Make Plans to Attend the Kansas Tourism Conference

Join more than 200 industry professionals at the state's premier event dedicated to celebrating and educating the Kansas Tourism industry. Gain cutting-edge best practices, network with colleagues and increase your competitiveness. Learn more [here](#).

LEARN

KS

PHASE 2

DO WHEN COMFORTABLE

Utilize Kansas Media Library

Kansas Tourism has put together a library of creative assets from around the state. This library is used for media, contractors, other state agencies and you! We can give you access to upload your own photos for Kansas Tourism to use for promotional purposes. Coming soon! Use our high-quality assets in your marketing campaigns.

Submit Content Suggestions

We want to inspire visitors to Kansas and know there are many unique stories out there that can be told on TravelKS.com. We also regularly take inventory of new attractions and facilities around the state. We share this information with visitors, tour operators and travel writers. If we don't know about it we can't share about it!

Build Local and Regional Itineraries

Regional itineraries help travelers plan their visit to Kansas. Develop itineraries related to certain areas, themes, times of year or length of stay and keep them updated. Share your itineraries with Kansas Tourism as well as on your own sites.

Set up Social Media Channels

Be sure that you are publishing your business on free available platforms such as Facebook, Twitter, Instagram, TripAdvisor, Pinterest and Google. Make sure to keep your business hours and contact information up to date. And be sure to follow TravelKS on all platforms and use #ToTheStarsKS in your social media outreach.

SHARE

KS

PHASE 3

KICK IT UP A NOTCH

Are you ready to expand your reach? Take advantage of other opportunities to reach more visitors and get seen.

Join Statewide Partner Coalitions

Become a member of Tour Kansas, Meet Kansas and Sports KS. This is a great way to engage with tour operators, meeting planners and sports rights holders to sell your destination. These coalitions provide more outreach to specific markets and can provide discounted rates and/or leads to domestic shows such as Sports ETA, American Bus Association, and Small Market Meetings.

Apply for Grants

Kansas Tourism has grant money available to provide assistance in the development of new tourism attractions or the enhancement of existing attractions within the State as well as ones designed to assist organizations in innovative, dedicated advertising and marketing. For more information and deadlines please [click here](#). There are also other grants available through other divisions and agencies. A few to get you started...

- [Kansas Commerce](#)
- [Humanities Kansas](#)

CONNECT

KS

PHASE 3

KICK IT UP A NOTCH

Familiarize Yourself with Kansas Tourism Data and Research

Utilize Kansas Tourism's research findings and data to demonstrate the importance of tourism state-wide as well as develop your marketing plans. Visit the [Research & Reports page](#) to see some of our findings.

Determine your Research Needs

It's important to have strategic research in place to help make decisions regarding your annual planning, marketing and advertising decisions. Understanding more about your visitor is the best first step for developing a strong tourism strategy. Check out the Tourism Services Directory for more information.

Evaluate Destination Signage

A visitor-friendly and accessible Kansas is created by providing enhanced visitor information, highlighting roadside features of significance and by adequately guiding and directing visitors. In turn, helping visitors with logistics increases the quality of their overall vacation experience and chances of returning or recommending a destination.

BUILD

KS

PHASE 3

KICK IT UP A NOTCH

Sign up for Media Leads & HARO

Media often will request ideas and high-resolution images for specific story assignments. Make sure you are on the PR Media list and also like the Kansas Tourism Industry Facebook page so you can submit your story ideas. One easy way to submit pitches to the media is signing up for HARO leads at www.helpareporter.com/sources/.

Participate in media events

Each year a media marketplace is hosted by Kansas Tourism either in-state or out of state. This is an opportunity for you to present your story ideas to writers, freelancers, editors, and bloggers from national, regional and local outlets.

Engage with Influencers on Social Media

Influencers love discovering unique destinations and sharing what they find. Share your story in exchange for special access, comped food, tickets or other amenities.

Host FAM Tours

Familiarization Tours (FAMs) offer a unique opportunity to showcase your product first hand to travel writers and tour operators. These will be vetted through Kansas Tourism before being recommended to the industry as a supported visit. If you are contacted directly by media or a tour operator and are unsure if they are qualified, please contact the Kansas Tourism office for advice.

STEP UP YOUR PR GAME

KS

PHASE 4

GO ALL IN

Partners at this level should evaluate the opportunity to pursue additional markets.

Get Involved with National Associations

By becoming a member of national travel associations, one gains a greater knowledge of the tourism industry, which keeps businesses competitive. These associations actively monitor domestic and international industry trends as well as political issues to keep you informed. Suggested associations are US Travel Association and Destinations International (DI).

Attend Industry Conferences

Expand your education by attending conferences such as ESTO, Destinations International or Travel & Tourism Research Association. These conferences can provide valuable information from your industry peers and leading experts. Check out the [Industry Calendar](#) for information on these conferences.

STEP UP YOUR GAME

KS

PHASE 4

GO ALL IN

Partners at this level should evaluate the opportunity to pursue additional markets as well as grow their PR/media reach.

Get involved with state agencies

There are many resources in Kansas that exist to assist Kansas businesses, as well as tourism partners, in achieving their goals and bettering their business communities such as Kansas Department of Transportation, Kansas Department of Commerce, Kansas Department of Wildlife & Parks, Kansas Small Business Development Network, Kansas Historical Society, Kansas Department of Agriculture, and Kansas Department of Revenue.

Consider Hiring an Ad Agency

At this level, businesses can leverage their growing budgets by hiring an advertising agency to accelerate growth in audience awareness. An ad agency will utilize research to fuel an appropriate positioning and marketing strategy that aligns with business needs. The right mix will depend upon goals and budget.

Develop Video Content

Video content is becoming increasingly important for marketing purposes and shows high engagement with potential travelers. This can be done by staff, local college students, or an ad agency.

STEP UP YOUR GAME

KS

TOURISM SERVICES DIRECTORY

Adara helps brands win in the fast-paced digital economy by providing predictive intelligence for optimal consumer engagement. Adara connects destinations via digital advertising to digital identities and data elements. This enables destinations to deliver personalized messages across all stages of the customer journey, driving (and reporting on) optimum revenue from each and every customer interaction.

Arrivalist is the leading location intelligence platform in the travel industry. The company uses mobile location datasets to provide actionable insights on consumer behavior, competitive share, media effectiveness, and market trends. Destinations use these insights to inform media strategy, operations, and destination development.

Bandwango is a technology company whose signature product, the Destination Experience Engine (DXE), enables clients to curate free and paid experiences into passports, trails and marketplaces designed to deliver the best tickets, tours and savings to locals and visitors alike.

CrowdRiff is the visual marketing software innovative DMOs rely on. Over 800 brands drive results with CrowdRiff by sourcing, acquiring rights to and leveraging user-generated visuals.

TOURISM SERVICES DIRECTORY

Central Brochure Distribution provides brochure distribution services throughout Kansas primarily for tourism partners who want to promote their communities and attractions. With our network of over 135 CBD Travel Centers, we are able to help promote tourist attractions, museums, small towns, events and cities throughout Kansas and the Midwest.

Certified Folder Display distributes travel brochures, guides and promotional material in over 20,000 rack locations and digital displays throughout North America.

CTM Media Group partners with hotels, visitor centers, attractions, airports, train stations, convention centers and other high-traffic tourist destinations to put our clients directly in front of visitors, right at the moment they're deciding about what to do next.

Datafy provides data analytics and advertising solutions to destination marketing organizations. They allow DMOs to determine number of visitors, visitor spending, most popular attractions, marketing results and competitor data through cell phone geolocation data and data derived from US credit card spending.

TOURISM SERVICES DIRECTORY

Destination Analysts is a team of highly experienced tourism researchers which has helped more than 160 destinations with eye-opening, actionable marketing intelligence to measure and evolve the effectiveness of their strategies - from visitor and new audience profiles, to deep insights into the destination brand, to the economic impact of advertising campaigns, websites and other marketing assets.

Dotdash Meredith is the largest digital and print publisher in America. From mobile to magazines, nearly 200 million people trust us to help them make decisions, take action, and find inspiration. Dotdash Meredith's over 40 iconic brands include PEOPLE, Better Homes & Gardens, Verywell, Food & Wine, The Spruce, Allrecipes, Byrdie, REAL SIMPLE, Investopedia, and Southern Living.

Longwoods International is a full-service market research consultancy that focuses on working with clients to meet their research needs and objectives through groundbreaking research, thought-leading insights, and excellent counsel and service. Longwoods International specializes in visitor profile, return on investment, brand and destination image, Halo Effect, resident sentiment, and custom qualitative and quantitative research.

TOURISM SERVICES DIRECTORY

Madden Media is a full-service destination marketing agency which uses innovative, technology-driven marketing strategies to provide solutions for our partners. Our team impacts the growth of communities by creating personalized, immersive campaigns that connect people to places.

STR provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, an international headquarters in London, and an Asia Pacific headquarters in Singapore. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics and online marketplaces.

Simpleview is a worldwide leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

TOURISM SERVICES DIRECTORY

Sojern Travel Marketing helps destination marketers reach and inspire travelers throughout their planning journey across digital channels. With unmatched visibility into travel demand and market insights, we build audiences to find the right travelers for your destination and demonstrate economic impact. The platform is flexible to meet the needs of destinations and their stakeholders.

Threshold 360 has developed ground-breaking virtual tour technology to visualize locations in a new way - delivering a powerful experience for online visitors. Threshold 360 integrates powerful virtual tour software with a customizable publishing platform.

Tourism Economics is the leading global provider of economic impact studies, policy analysis, market forecasts, and international travel data. Our team of specialized economists works with destinations and corporations around the world to quantify market opportunities, measure performance, and inform public policy decisions.

Zartico provides the clearest perspective of the visitor economy using science, technology and domain expertise to positively impact the tourism and visitor economy.