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Kansas Day Celebration Puts New Eyes on Kansas As Travel Destination

TOPEKA – Wide participation in the “To The Stars” Kansas Day celebration has renewed a spotlight on Kansas in recent weeks as an attractive destination, according to the Kansas Tourism Division.

The “To The Stars” celebration invited Kansans to share a salute on social media to what makes the Sunflower State special. The invitation came in the form of the Tourism Division’s [newly-released “brand anthem” video, which](#) organically reached more than 200,000 people with thousands of additional reactions and shares. Additionally, thousands of social media users crafted their own unique tribute.

“People are making plans to travel and dreaming up itineraries of what they want to eat, drink and experience,” said Tourism Director Bridgette Jobe. “When they feel confident they can travel safely, they will find Kansas to be the perfect destination.”

Requests for the [Official Kansas Travel Guide](#) were up more than 307 percent over last year in the days immediately following the Kansas Day celebration. The travel guide highlights regional road trips, Kansas byways, state parks, unique heritage areas and other hidden gems you can find along the way. A celebration of the 200th anniversary of the Santa Fe Trail and a special look at the “To The Stars” campaign are also included in this year’s guide. Copies can be requested at www.travelks.com/travel-tools/travel-guide/.

“It’s wonderful to know the rest of the world is discovering what we’ve known about Kansas for a long time,” said Jobe. “Kansas is the perfect destination for a one-of-a-kind travel experience.”

Kansas Tourism’s “To The Stars” campaign, which [launched in June](#) 2020, aims to stir state pride and encourage exploration of Kansas. The campaign will continue as more people find new destinations for safe travel and make plans to visit when tourism is unrestricted.

“Kansas attractions, restaurants and vacation spots can’t wait to welcome visitors for safe experiences across this beautiful state,” added Jobe.

To learn more about Kansas and for travel inspiration, visit TravelKS.com

Kansas Tourism is a division of the Kansas Department of Wildlife, Parks and Tourism.

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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.

Attached: Kansas Tourism Division logo