**2025 Travel Guide Paid Listing Criteria**

**IMPORTANT UPDATE:**    
**As of this year, if you are a DMO/CVB who submits listings for businesses in your community or region, you will be invoiced for those listings. Kansas Tourism will send one invoice to the DMO/CVB for all listings. We will require ONE payment (check or credit card) be made by that DMO/CVB.**

**If the local businesses are responsible for the cost of their listing, the DMO/CVB should invoice the business directly. This change is to help with confusion around invoices and to eliminate non-payments on listings.**

Kansas attractions, dining, lodging, and shopping establishments, and visitor resources can purchase listings in the 2025 Travel Guide. Included in your listing are the title of your business, address, phone number and web address, and a brief description (up to 160 characters).

Listings may be entered into the TravelKS.com Extranet beginning January 16, 2024. Travel Guide listings are $80 until February 28, then the price will be $100 for a basic listing and the early bird rate for highlighted listing is $120, the regular rate is $140. You will receive an emailed invoice after listings have been ordered through the Extranet and approved by Kansas Tourism staff. The deadline to order listings is March 31, 2024.

**All DMOs/CVBs must enter and submit their free listing through the Extranet.**

**PAYMENT INFORMATION**

**All invoices will be emailed starting April 1st. Payment for travel guide listings are due on May 17th.**

In order for your business or destination to participate or be considered for a travel guide listing, you must:

* Meet all criteria for a Kansas Travel Guide listing (below)
* Have a current and up-to-date TravelKS.com listing

**KANSAS TRAVEL GUIDE LISTING CRITERIA**

Kansas attractions, lodging, dining and shopping establishments and traveler services are encouraged to have a listing in the official travel guide of Kansas. All listings in the guide should also have a TravelKS.com listing. Website listings are free. Kansas Tourism staff reviews each listing before it is allowed in the guide or website.

Examples of listings include:

* **Arts & Entertainment** - Art Galleries, Art Museums, Music, Night Life, Performing Arts, Roadside Attractions, Casinos, Sightseeing Tours
* **Science & Agriculture** – Farm/Ranch Experiences, Science Centers & Museums
* **History & Heritage** – Ethnic/Cultural Sites, Historic Forts/Trails, History Museums, Old West, Landmarks, Sightseeing Tours
* **Nature** – Lakes & Rivers, Parks & Trails, Bird Watching, Gardens, Nature Centers, Zoos & Animal Parks
* **Sports & Recreation** – Cycling, Equestrian, Fishing, Golf, Disc Golf, Hiking, Hunting, Motor Sports, Recreational Sports, Amusement & Water Parks, College & Professional Sports, Shooting Sports
* **Dining** – Destination Dining, Local Favorites, Wineries/Breweries, Fine Dining, Casual Dining
* **Lodging**  – B&B, Cabins, Campsite/RV, Hotels/Motels, Lodges, Retreat Centers, Ranch Experiences, Vacation Rentals
* **Shopping** – Antiques, Kansas Products, Malls & Centers, Specialty Shops
* **Cities** – This would be a general listing for what there is to do in your city. If you create a city listing be sure that the only Category: Subcategory you choose is Cities: Kansas.
* **Travel Tools** – Visitor Center; Equestrian, Fishing, Hunting or Water Recreation Outfitters; Event & Meeting Space; Sport Facilities; Transportation (Airport, Rental Car, Taxi, etc…)

**All listings should include the following:** Complete and current contact information. Address should be an actual physical address, not an intersection. The description can only be 160 characters (slightly longer than a tweet) and should include a short, but inviting, overview of the experience. Address, phone number, website, and name of the business don’t need to be in the description. **Put yourself in the VISITORS’ shoes when creating and reviewing listings. What information do you find most interesting and helpful when planning a trip in unfamiliar territory?**

***The travel guide is not a chamber or city directory. The following are examples excluded from listing participation. Kansas Tourism as final approval of accepting listings:***

* Business/Commercial - Adult Entertainment Facility, Funeral Home, Industrial Park or Plant, Media Facility, Office Park, Radio Station, Television Station, Advertising/Marketing Agency, Website Developer, Research Company, Real Estate, Auto Mechanic, Hair Salon (unless the salon is a spa), Insurance, Car washes
* Medical - Drug Rehabilitation Facility, Extended Care Facility, Fraternal Home, Hospital, Humane Facility, Infirmary, Mental Facility, Nursing Home, Assisted Living, Retirement Home, Treatment Center, Veterans Facility
* Governmental – Jail, Police/Sheriff Office
* Miscellaneous - Animal Shelter, Mobile Home Park, Subdivision, Veterinary Facility, Community Center, Fitness Center including YMCA and YWCA, Liquor Store, Child Care Facility, Youth Organization, Bank, Convenience Store, Chain Discount Stores and Grocery Outlet

**Listing Criteria for FREE DMO Listings**

Kansas Tourism provides one complimentary listing for a community DMO’s. The information included in the free DMO listings includes: Title of organization, address, phone number and web address. **The DMO is required to submit the listing, like any other.** If you are a DMO, please log in to your TravelKS.com Extranet Account to ensure that your DMO information is up to date.