



# KANSAS

## DEPARTMENT OF COMMERCE & HOUSING

Bill Graves  
Governor

Gary Sherrer  
Secretary

**TO: GROUP TOUR MARKETING MANAGER  
and/or CVB DIRECTOR**

**FROM: Sonya Woertz** *Sonya Woertz*

**DATE: February 20, 1995**

**RE: FAM TOUR TRAVEL SHOW OPPORTUNITIES**

Kansas Travel and Tourism has the unique opportunity to host two group tour fams this spring. The first follows the Santa Fe Trail and the second follows the Oregon Trail. Unfortunately, this routing does not allow us to feature the entire state of Kansas. As a result, I am working with the communities of Council Grove and Manhattan to coordinate mini-trade shows. I would like to invite you to participate in one or both shows and interact with approximately 35 tour operators that will be on the fam tours (a combined 70 personal sales contact)!

The trade show for the Santa Fe Trail fam tour will be held in **Council Grove on Tuesday, April 25 from 5:00 - 6:30 pm at the Methodist Church on East Main Street**. The registration fee is a minimal **\$15** and includes a 8X10' table (no draping provided), 2 chairs, beverages and snacks. Registration will be **limited to 15 communities**. Registration must be **received by April 1- in the Kansas Travel & Tourism office!** See attached for more details and registration form.

The Oregon Trail fam trade show will be held in **Manhattan on Wednesday, May 10 from 5:00 - 6:30 pm at the Ramada Inn - 17th & Anderson**. The registration fee for the Manhattan trade show will be **\$50** and include an 8X10' table with draping, 2 chairs, open bar, snacks and 1 representative for dinner at the Manhattan Oregon Trail tour operator event (Manhattan CVB has graciously invited community representatives to join the fam event.) Additional representatives may attend dinner for a fee of \$15 each. Registration, with payment, must be received by **April 21 - in the Manhattan CVB office!** Registration will be **limited to 20 communities**. See attached for more details and registration form.

If you have questions regarding the Council Grove trade show, please contact me. For additional information about the Manhattan trade show, please contact Becky Blake. Both events offer a wonderful opportunity to meet and talk with tour operators that are interested in developing a tour program that includes Kansas. If you are interested in marketing your destination to the group travel industry - this is an opportunity that you will not want to miss! Individual attractions, restaurants and lodging facilities are also welcome to participate. After reviewing the attached information, return your registration form as soon as possible!