1995 KANSAS SECRETS PROGRAM BEGINS

The Travel and Tourism Division launched the 1995 Kansas Secrets program in January. This year's premium is a Coleman® personal canteen with a colorful cloth shoulder strap.

1995 marks the eighth year for this award-winning program. It is designed to provide an incentive for visitors to extend their travel plans while in Kansas. Last year it was expanded to include Kansas residents as well.

This year, 671 establishments in Kansas are enrolled in the program.

1995 Travel Guides, which contain Kansas Secrets information, are now available at Travel Information Centers and Convention & Visitors Bureaus throughout the state.

For more information about the Kansas Secrets program, contact the Kansas Division of Travel and Tourism: (913) 296-2009, TTY (913) 296-3487.



KANSAS FILM COMMISSION NEWS

Vicky Henley, manager of the Kansas Film Commission, had a busy January attending the Showbiz Expo East in New York, and the Sundance Film Festival in Park City, Utah. Both events were an opportunity to promote Kansas to the film industry.

This was the second year that Kansas had a booth at the Showbiz Expo East. The state came back with over 100 leads. Many of them requested a copy of the new 1995 Kansas production guide. However, several inquiries came from producers with "go" projects that were looking to find the best locations to film their movies.

At Sundance, Kansas hosted a brunch at one of Park City's popular restaurants. Over 200 film industry professionals attended. This was the second year Kansas hosted an event at Sundance, and the contacts established were outstanding.

OUTDOOR REC MARKETING UNDERWAY

\$300,000 was recently received from the United States Travel and Tourism Administration (USTTA), in an effort to counteract the effects of the 1993 flood. As a result the Travel & Tourism Division will market outdoor recreation activities through various media avenues this spring. This marks the first time the Tourism Division has targeted this market.

Print ads will run between March and May in nine outdoor publications. An extensive in-state campaign will also be launched. Thirty-second radio spots will begin airing in April, and ads will be placed in all daily Kansas newspapers with circulations over 3,000.

These funds were also used to print a 12-page Outdoor Recreation section in our 1995 Travel Guide.

GROUP TOUR UPDATE

Sonya Woertz represented the Travel and Tourism Development Division at the National Tour Association (NTA) and American Bus Association (ABA) National Conventions in November and December 1994.

Attendence and participation in the NTA Marketplace resulted in 36 appointments with tour operators. Since the convention, one operator has made a site visit in preparation for developing a tour program that will follow the Santa Fe Trail.

During the ABA Marketplace, the division had 20 appointments with tour operators. All tour operators received the new Kansas Tour Planner.

MARKETING GRANTS AVAILABLE

The Travel and Tourism Division has marketing grant applications available for fiscal year 1996. These grants are primarily for out-of-state marketing activities.

This is a dollar-for-dollar match program with application amounts ranging from \$500 to \$2,500. The deadline for submission is June 15, 1995.

Please call Janet in the Travel and Tourism Division at (913) 296-7091 to receive an application.

1994 KANSAS SECRETS YEAR-END REPORT

December 1, 1994 marked the close of last year's Kansas Secrets program. Here are the program results:

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Out-of-state participants:	5,932
In-state participants:	296
Number of participating businesses:	798
% of visitors who changed plans:	53%
% of visitors rating Travel Guide 8, 9, or 10:	82%
% of visitors rating ads in Travel Guide as usefu	11: 67%
Gross travel expenditure:	\$3.1 mil
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TOURISM MARKETING ACTIVITIES & RESULTS FEBRUARY 1995

TRAVEL WRITERS MARKETING	Month	YTD
Articles Published on Kansas Dollar Value (Jan '95)	39 \$38,137	39 \$38,137
Articles Directly Assisted by Division Dollar Value (Jan '95)	22 \$21,928	22 \$21,928
Press Information Mailed Out Responses to Mailings	0	0
Journalists Visiting Kansas	0	3
Assistance Provided to Journalists	10	28
Sales Calls Division Initiated	1	1

GROUP TOUR MARKETING	Month	YTD
Operators Adding Stops in Kansas Dollar Value (estimated)	0	0
Group Tour Operators Visiting Kansas	0	1
Group Tour Information Mailed Out Direct Mail Campaign Mailings	0	0
Information Requests from Operators From Group Tour Planner Form From Direct Mail Campaign	12	32
Sales Calls Division Initiated	0	0

FILM PRODUCTION MARKETING	Month	YTD
Projects Filmed in Kansas	3	3
# of Days on Location in Kansas	8	8
Film Producers Visiting Kansas	2	2
Requests from Producers For Location Assistance For Production Guide For Photographs	23 102 4	29 238 15
State-wide Searches for Locations	1	5
Counties Scouted/File Photos Sent	7	44
Sales Calls Division Initiated	2	2
Camera-Ready Seminars/Speeches	4	8

Total Subscribers % Change from Last Month	48,004
KANSAS TOO! Subscribers % Change from Last Month	3,990
Outlets Selling Magazine/Calendar	58

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	5,527	9,093
State Office	3,140	5,984
Reader Response Cards	3,011	817
Total Information Requests	11,678	15,894
Request Origination by % of Total Out-of-state Kansas International	90% 7% 3%	90% 7% 3%

KANSAS SECRETS TRAVEL INCENTIVE		
	Month	YTD
Number of Traveling Parties	54	54
Average Expenditure Per Party	\$123.90	\$123.90
Total Travel Expenditures	\$6,691	\$6,691
% of Parties Adding Time in KS	57%	57%
% of Parties Indicating Improved Image	59%	59%
% of Parties Rating Travel Guide 8-10	68%	68%
(on a scale of 1-10)		
Participant Origination by % of Total		
Out-of-state	94%	94%
Kansas	4%	4%
International	2%	2%

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers % Change from Last Year % Change from 5-yr Average	15,636 19.4% 8.2%	30,753 12.9% 8%
Total Person-Days Traveling in KS Dollar Value of Travels (based on \$70/person-day, rounded)	33,779 \$2.3 mil	65,862 \$4.6 mil
Visitor Origination By % of Total Out-of-state Kansas International	80.3% 17.2% 2.5%	79.3% 18.3% 2.4%

TOURISM HIGHWAY SIGNAGE			
	Month	YTD	
Signage Applications Received	2	4	
Signage Applications Approved	0	0	
Tourism Signs Installed by KDOT	0	0	