



“Wild About Kansas”

KANSAS DEPARTMENT OF COMMERCE & HOUSING

TRAVEL & TOURISM DEVELOPMENT DIVISION

August 1995

STATE WORKING ON 1996 TRAVEL & EVENT GUIDE

The state tourism office has begun work on marketing materials for 1996. For the first time in a number of years, the travel and event guide will be combined into one concise marketing piece for the state.

To assemble the travel and event guides in past years, the state office solicited information from CVB/Chamber officials. This year, in an effort to cover the state more comprehensively, the state office has compiled a mailing list of tourism-related organizations around the state. By this time, most of these organizations should have received materials for inclusion in next year's guide. Tourism industry professionals should begin assembling their information—particularly calendar dates—for upcoming community events.

If you would like to receive information about the 1996 Travel and Event Guide, please call Melody at the state office: (913) 296-1143.

WHITE HOUSE CONFERENCE A HUGE SUCCESS!!

The Kansas Travel and Tourism Development Division and AAA co-sponsored the state's White House Conference on Travel and Tourism June 13, 1995. Over 140 travel industry professionals gathered in Topeka to provide input on nine specific travel related topics. These issues will be addressed at the National White House Conference on Travel and Tourism in Washington, D.C. October 30-31, 1995.

Phil Jones, Director of Legislative and Intergovernmental Affairs for the United States Travel and Tourism Administration (USTTA), Washington, D.C. was the featured luncheon speaker.

Delegates selected at the conference to represent Kansas at the national conference are Max Ary, Kansas Cosmosphere and Space Center, Hutchinson; Jean Ellen Jantzen, Emporia CVB; Pat McKee, Abilene CVB; and Pat Altwegg, Cloud County Community College, Concordia, Kansas. Judy Billings, Lawrence CVB, was selected as an alternate delegate.

SLOGAN BEING DISCUSSED

As many of you know, last year we pursued developing a tourism slogan with more effectiveness than “The Secret's Out.” After much discussion, we decided to use “Wild about Kansas” as an advertising theme for 1995.

We are using the input gathered last year to continue our pursuit of a new long-term slogan for 1996 and beyond.

KRUSE ELECTED TO NCSTD

Norine Kruse was recently elected to the Board of Directors of the National Council of State Travel Directors (NCSTD) representing the Frontier West Region (Kansas, Missouri, Oklahoma, Texas, New Mexico and Arizona) for a two-year term beginning in July 1995. The NCSTD is an industry council of the Travel Industry Association of America (TIAA).