

TRUMAN SHOOTS KANSAS

Kansas Supreme Court Chief Justice Richard Holmes makes his acting debut in the upcoming HBO film, "Truman." Holmes plays the United States Supreme Court Justice who swears Harry S. Truman in as president of the United States. The film was shot on location in Kansas and Missouri from April 1 to May 17, 1995, utilizing all three branches of the Kansas government.

On April 17 and 18 the Kansas State Capitol was filmed to represent the U.S. Capitol. Secretary of State Ron Thornburgh lent his office to recreate Harry's office when he served as a Senator in Washington D.C. The Kansas House of Representatives served as a stand-in for the U.S. Senate and House. Seven Kansas legislators could be seen dressed as 1940's "Capitol Hill types" during the filming. Senator Ben Vidricksen makes his film debut as a featured extra - he plays the Vice President and is seen standing behind Truman during an address to Congress.

Gary Sinise, who recently received an Academy Award nomination for his role as Lt. Dan in "Forrest Gump," stars as Harry Truman in the film. The film is directed by Frank Pierson who received an Academy Award for his screenplay, "Dog Day Afternoon." It is expected to air on HBO in September.

1994 ADVERTISING EFFECTIVENESS STUDY

To assess the effectiveness of the 1994 advertising campaign, the Kansas Travel and Tourism Division conducted a market research study. The primary purpose of this study was to assess how effective the 1994 advertising campaign was in drawing potential visitors and their subsequent travel dollars to Kansas.

Based on the findings from this research study, 41% who responded to the 1994 advertising campaign traveled to Kansas in 1994, spending more than 25.5 million dollars.

When looking at the trip characteristics of those who traveled to Kansas in 1994, visitors made an average of 2.27 trips to Kansas. On their most recent trip to Kansas, visitors spent seven nights away from home, of which three nights were spent in Kansas. The main reason for their most recent trip to Kansas was vacation or pleasure (44%). Kansas was the primary destination for over half of the visitors (56%).

The top five activities among visitors include visiting a historic site (50%), shopping (44%), visiting museums (32%), shopping at outlet malls (25%), and shopping for antiques (18%).

KANSAS PARTICIPATES IN CANADIAN SALES MISSION

Kansas joined representatives of America's Heartland (a five-state international marketing group) in a sales mission to approximately one hundred Canadian travel writers and group tour operators in Winnipeg, Manitoba, and Vancouver, British Columbia on March 6 - 10, 1995.

The overwhelming concern of tour operators—the lop-sided exchange rate—was addressed in both cities. Using gasoline and namebrand jeans as examples, U.S. dollars were converted to Canadian dollars to demonstrate that items were still cheaper in the Heartland than in Canada.

NEW SUPERVISOR AT KANSAS CITY TIC

Barbara Crouse was appointed last winter to the supervisory position at the Kansas City Travel Information Center on I-70.

Crouse is an alumna of Saint Mary College and has worked as Assistant Director of Admissions for the college. She has also served as Director of Recreational Services for the Community Service Center in Kansas City, Kansas. Most recently, Crouse was employed as a computer programmer/analyst with the Marine Corps Reserves in Overland Park.

SANTA FE TRAIL PROMOTION CONTINUES

Plans continue for next year's celebration of the 175th anniversary of the Santa Fe Trail. Multi-state domestic and international marketing plans are being finalized. These plans include promotions to the travel trade, as well as to consumers. A multi-state print advertising plan will be implemented, as was done for the Oregon Trail several years ago.

The Travel & Tourism Division organized a familiarization (fam) tour of the Santa Fe Trail in April for nine group tour operators from across the country and from Germany. This was very well received, with almost all the operators reporting plans to organize a Santa Fe Trail tour. Missouri and New Mexico have cooperated with trail tours in their areas.

TOURISM MARKETING ACTIVITIES & RESULTS JUNE 1995

TRAVEL WRITERS MARKETING		
	Month	YTD
Articles Published on Kansas Dollar Value	50 \$74,499	613 \$408,229
Articles Directly Assisted by Division Dollar Value	5 \$68,754	65 \$201,261
Press Information Mailed Out Responses to Mailings	28	286
Journalists Visiting Kansas	1	4
Assistance Provided to Journalists	10	68
Sales Calls Division Initiated	4	22

	Month	YTD
Operators Adding Stops in Kansas Dollar Value (estimated)	0	0
Group Tour Operators Visiting Kansas	2	43
Group Tour Information Mailed Out Direct Mail Campaign Mailings	7 250 32	454 500 68
Information Requests from Operators From Group Tour Planner Form From Direct Mail Campaign	7 3 13	55 15
Sales Calls Division Initiated	0	20

FILM PRODUCTION MARKETING		
	Month	YTD
Projects Filmed in Kansas	2	10
# of Days on Location in Kansas	5.5	27.5
Film Producers Visiting Kansas	2	12
Requests from Producers For Location Assistance For Production Guide For Photographs	38 86 11	157 979 63
State-wide Searches for Locations	0	7
Counties Scouted/File Photos Sent	47	215
Sales Calls Division Initiated	0	28
Camera-Ready Seminars/Speeches	3	14

TOURISM HIGHWAY SIGNAGE		
	Month	YTD
Signage Applications Received	0	6
Signage Applications Approved	0	0
Tourism Signs Installed by KDOT	0	0

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	4,549	28,160
State Office	1,862	16,960
Reader Response Cards	1,538	30,269
Total Information Requests	7,949	75,389
Request Origination by % of Total Out-of-state Kansas International	84% 13% 3%	87% 10% 3%

KANSAS SECRETS TRAVEL INCENTIVE		
	Month	YTD
Number of Traveling Parties	606	1,416
Average Expenditure Per Party	\$149	\$166
Total Travel Expenditures	\$90,415	\$234,759
% of Parties Adding Time in KS	66%	66%
% of Parties Indicating Improved Image	83%	83%
% of Parties Rating Travel Guide 8-10 (on a scale of 1-10)	76%	74%
Participant Origination by % of Total Out-of-state Kansas	94% 4%	94%
International	2%	2%

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers % Change from Last Year % Change from 5-yr Average	64,437 2.8% 3.1%	186,145 4.8%
Total Person-Days Traveling in KS Dollar Value of Travels (based on \$70/person-day, rounded)	\$4.5 mil	\$13 mil
Visitor Origination By % of Total Out-of-state Kansas International	86.8% 17.6% 1.6%	84% 14% 2%

KANSAS! MAGAZINE	
Total Subscribers % Change from Last Month	49,902
KANSAS TOO! Subscribers % Change from Last Month	3,634
Outlets Selling Magazine/Calendar % Change from Last Month	67 6%