



# *“Wild About Kansas”*

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KANSAS DEPARTMENT OF COMMERCE & HOUSING

TRAVEL & TOURISM DEVELOPMENT DIVISION

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## *Kansas Tourism Stronger Than Ever*

**T**ravel and tourism in the state of Kansas is stronger than ever.

“The popularity of Kansas as a vacation destination is on the rise,” says Norine Kruse, director of the Travel and Tourism Division for the Kansas Department of Commerce and Housing. “With a \$2.5 billion economic impact, tourism is big business in Kansas.”

Recent studies show that interest in Kansas as a vacation spot is growing. Other studies show emerging trends that make the state’s tourism future even brighter.

For instance, Kansas has the second most effective tourism effort in the country. According to the U.S. Travel Data Center’s 1994-95 Survey of State Travel Offices, Kansas attracted 124,600 travel-related inquiries with a promotions budget of \$196,000. That’s a mere \$1.57 spent per inquiry and second in effectiveness only to Ohio. The average is \$9.13 per inquiry, but some states spend considerably more.

Kruse looks at those numbers in a different way.



*A wedding at Old Cowtown*

“Our budget is on the low end, but travel studies show we rank 37th in total domestic travel expenditures in all 50 states and the District of Columbia,” she says. “I think that says a lot about the state’s ability to attract travelers on its own.”

Additionally, more people are coming to Kansas as a travel destination than just happen to be passing through. And visitors are pleased with what they find in Kansas. Of those who responded to the state’s advertising campaign, 56 percent of the visitors to Kansas indicated the state was their

primary destination. Overall, 85 percent of these visitors reported being “very satisfied” with their trip.

Kruse attributes the state’s rising popularity to emerging travel trends that play to Kansas’ strengths.

“Authentic and historic experiences are gaining popularity with travelers,” Kruse explains. “Kansas has significant historical attractions including the Santa Fe and Oregon Trails, Kansas Historic Forts, Abilene, Dodge City, and Wichita’s Cowtown, to name just a few. And we have seen an explosion of interest and visits to the state’s old west attractions like Serenata  
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