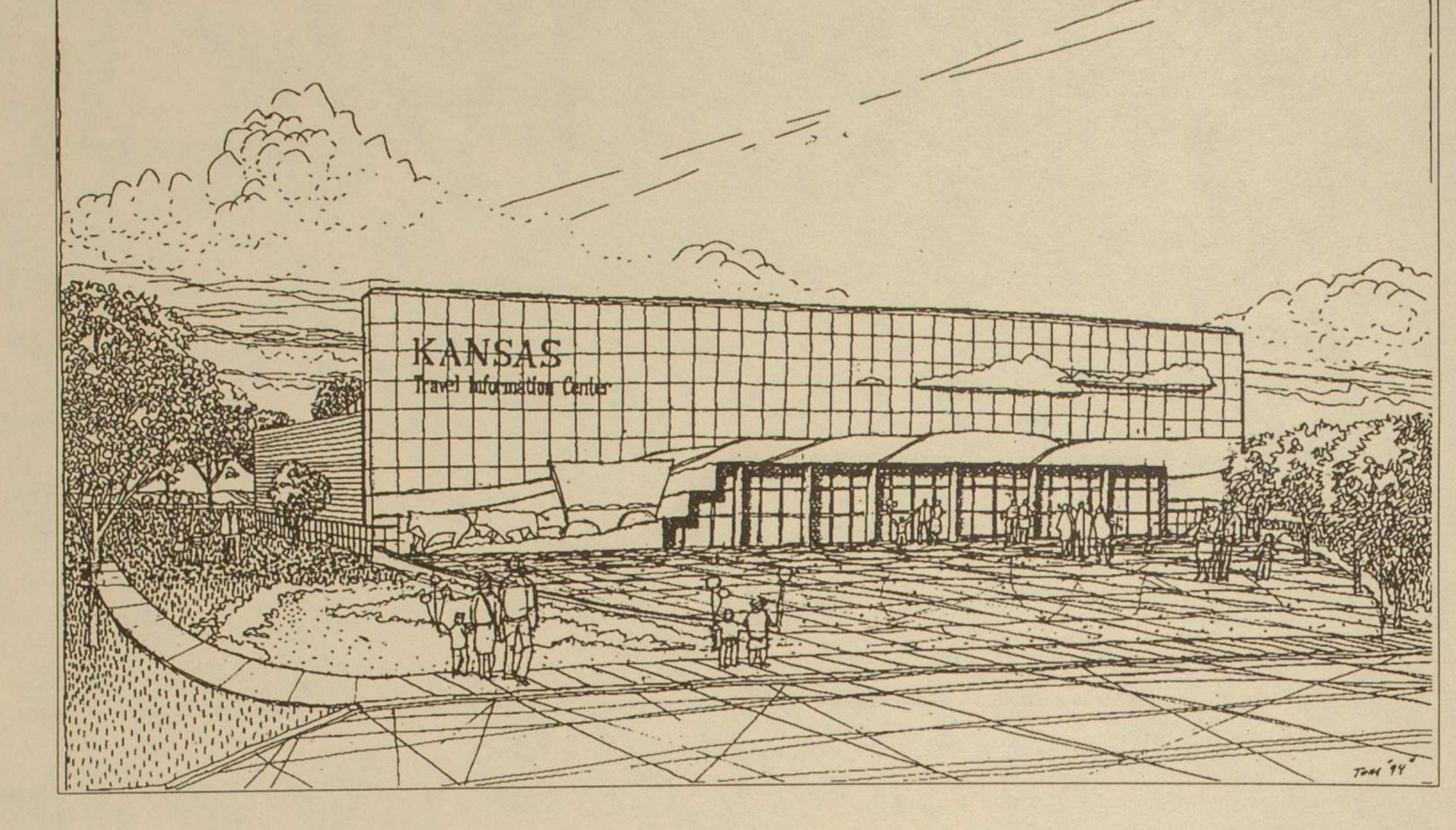
### OLATHE TIC APPROACHES COMPLETION

Construction crews are currently completing the finish work at the Olathe Travel Information Center, with construction expected to be completed by December 5, 1995.

The 5,600 square foot facility has attracted a great deal of attention since construction began. The highlight of the center is the 27-foot high billboard-like facade depicting the Flint Hills, with the focal point being a bronze relief sculpture of an oxen-pulled covered



wagon. Artist Eldon Tefft of Lawrence and his partner Ron Barnhardt of Barnhardt Drywall and Plaster of Topeka are donating this sculpture and the time and materials to produce it. The sculpture is valued in excess of \$100,000.

The first day of operation for the center is scheduled for January 2, 1996. A grand opening event is being planned for this spring.

## TIC MARKETING OPPORTUNITIES AVAILABLE!

Last month, the Division of Travel and Tourism sent a mass mailing to the travel industry explaining the marketing opportunities available at the staterun TICs in Goodland, Kansas City, South Haven and Olathe.

"We consistently look for ways to help our industry promote itself to travelers," said Claudia Larkin, Leisure Marketing Manager with KT&T. "These advertising opportunities will enable tourism-related businesses to reach a highly targeted market. Last year, our TICs welcomed over 450,000 people to our state." According to research conducted by CERI and Associates of Overland Park, traveler projections for Olathe should exceed 300,000 travelers annually.

There are four different marketing opportunities available: backlit displays (Olathe and South Haven only), hotel telephone reservation systems, menu displays and refreshment host opportunities.

Put your business on the fast track by reaching this audience first! For more information about marketing opportunities at the TICs, call Claudia Larkin at the Division of Travel and Tourism.

# NEW SUPERVISORS AT THE TICS

The Division of Travel and Tourism welcomes three new supervisors to the state operated TICs.

Mike Lind joins the division as the supervisor in South Haven. Mike is a retired military colonel with extensive experience in personnel administration and public relations. Mike is also an avid Kansas history buff.

Byron Darlington will serve as supervisor in Kansas City. Byron, who is relocating to the Kansas City area from Wichita, has a broad background in public and media relations and has served in supervisory positions in the past.

In Goodland, Julia Crotinger will be joining the division. Julia has worked in the recreation industry, has good public relations experience and a solid background in staff administration.

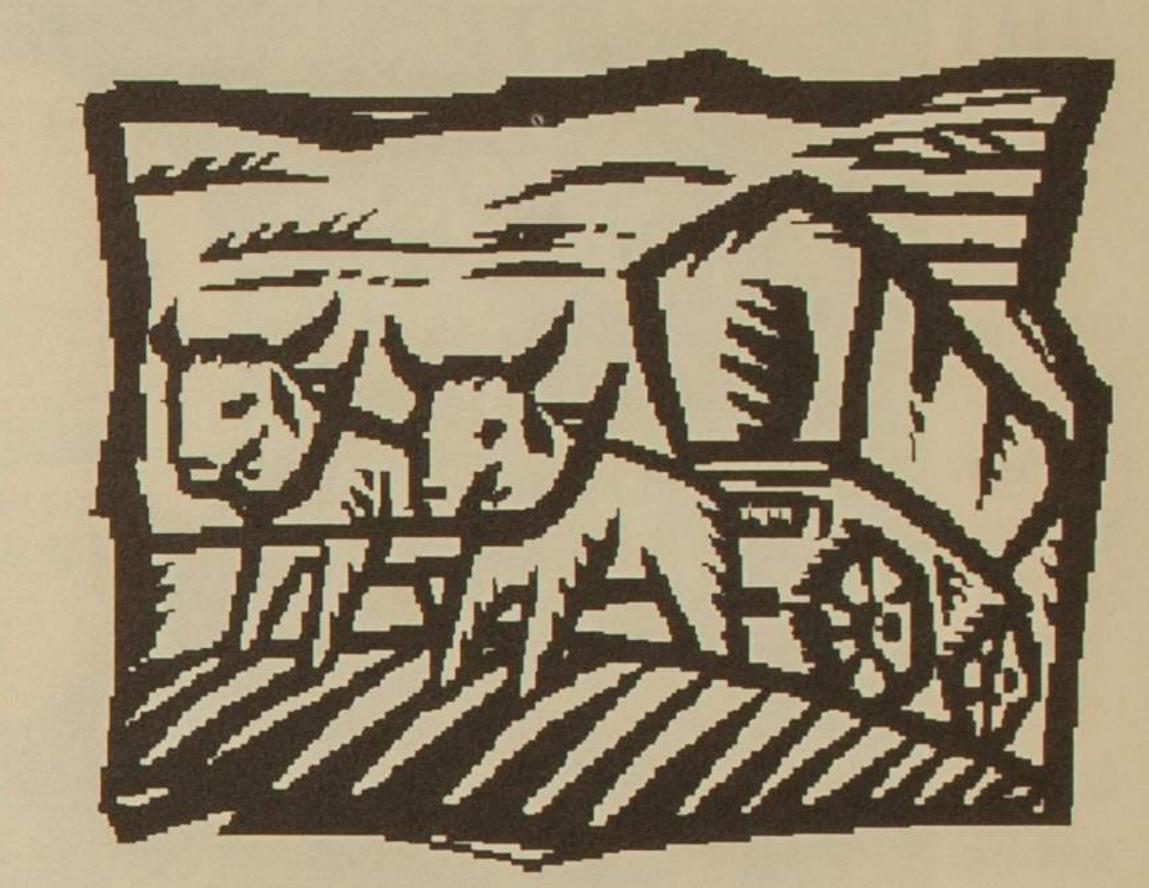
New TIC supervisors will be scheduling appointments around the state to get acquainted with industry leaders. If they can be of assistance to you or your community, please do not hesitate to call on them. In South Haven - (316) 892-5283; in Kansas City - (913) 299-2253; and in Goodland - (913) 899-6695.

#### KANSAS HOSTS TRAVEL JOURNALISTS

The Travel and Tourism Development Division coordinated and/or escorted several journalists on site visits of Kansas in late September and October. One journalist, Eva Kiebach, visited the state with a photojournalist to write and photograph a multi-state Santa Fe Trail story for the German publication *American Journal*. Both journalists have sold additional stories to three European travel publications that will be published during Spring, 1996.

Syndicated travel columnist, John Corris, joined the SFT German press trip for the Missouri and Kansas portion. John's stories will be featured in his east coast column within the next few months. Additionally, John has indicated that he may return to Kansas in late Spring, 1996 to visit other communities and attractions that are not located on the Santa Fe Trail.

Kansas journalist Beth Reiber visited several communities to research a travel program that she is writing for a future computer program being developed by a major travel publication. Beth writes for *Frommer's Travel Guides* and other nationally and internationally recognized travel publications. For the upcoming publication, Beth is researching travel information that includes bed & breakfasts, historic inns, historic restaurants, statewide attractions, festivals and other information. Beth spent a week traveling Kansas on her own and will complete the program in December.



# SANTA FE TRAIL 175 YEARS

## PROMOTIONAL OUTLETS SOUGHT

As part of the division's | strategic long-range plan, we will | no longer sell memento items from | the state travel office as of | November 1st. This includes | clothing items, books, lapel pins, | paperweights, etc. While we will | have some of these items available | at our travel information centers | in small quantities, we would like | to compile a comprehensive list of | businesses that might carry the | small promotional items in bulk | quantities to refer to our past | customers and future requests.

If you know of an lestablishment in your community lor nearby, please call Mary Jo | Swietek, (913) 296-3479, who will lin turn contact the business for lfurther details. Thanks to you all lfor your help.

## SANTA FE TRAIL INTERESTS GERMAN TRAVELERS

During the month of October, the Travel and Tourism Development Division hosted three members of the German travel media and nine German tour operators on the Santa Fe Trail. The groups visited Kansas as a component of the multi-state, international marketing effort the states of Kansas, Missouri, New Mexico and Oklahoma are currently conducting. The effort is partially funded through the USTTA Regional Development Marketing Grant Program.

The travel journalists and operators were welcomed by the Missouri Tourism Division and given a brief tour of trail-related attractions in the Kansas City, Missouri metro area. From Missouri, Sonya Woertz and Jerry Jones joined the group and escorted them on a tour that included stops in Olathe, Council Grove, Maxwell Wildlife Refuge, Great Bend, Larned, Dodge City, Ulysses and Elkhart. Stops included local museums, wildlife sites, historic trail attractions, lodging and dining sites. From Elkhart the groups continued through Oklahoma into New Mexico.

Results from the tours include stories in three German travel publications with a combined circulation of over 986,000. Additionally, one journalist is a freelance writer that will continue to sell trail stories to other German and European publications. For the tour operators, two have indicated that they will be developing a 1996 Santa Fe Trail program. The remaining operators were extremely pleased with their experience, and the division expects to see business over the next few years.

Axel Kalb, of American Ranch Holidays, is one of two operators who will begin developing a program in the immediate future - and will also be featuring ranch activities and western heritage sites that are located off the trail in Kansas. In addition to participating in the Santa Fe Trail tours, Mr. Kalb has also met with the division staff over the past few years during the annual Travel Industry Association International Pow Wow.