

German tour operator Gabriela Wieckhorst of Menzel First Reiseburo at a reception at the Seeheim Seminar

#### WOERTZ ATTENDS INTERNATIONAL TRAVEL SHOWS

As a component of our multi-state international marketing effort and USTTA Regional Development Marketing Grant Program, Sonya Woertz attended the 1995 Pow Wow Europe trade show in Paris, France and USTTA Seeheim Marketing Seminar in Germany. Kathleen Marks, Director of Oklahoma Tourism also attended the Germany show. Registration and participation fees were sponsored through the USTTA grant funds.

Interest in the Santa Fe Trail as a destination was extremely high with over 32 companies visiting the Santa Fe Trail booth at Pow Wow Europe to discuss travel opportunities and request additional information. The seminar offered the opportunity to present the trail as a destination to over 250 tour operators/travel agents. Additionally, both Woertz and Marks staffed booths during a five hour travel show where over 200 diverse state, community, and attraction brochures were distributed.

# HENLEY ELECTED TO INTERNATIONAL BOARD

Vicky Henley, manager of the Kansas Film Commission, was elected to the Association of Film Commissioners International (AFCI) board of directors at their annual conference this last September.

About 150 film commissioners from all over the globe attended the conference, called Cineposium, this year held on board the Queen Mary in Long Beach, California. Doreen Seely and Vicky Henley represented Kansas.

#### Kansas Tourism Stronger Than Ever (cont. from page 1)

Farms in Big Springs and the Overland Wagon Trip in the Flint Hills."

These trends, coupled with the high number of inquiries (41%) that turn into visits to the Sunflower State spell good things for Kansas' tourism outlook.

"Because our promotional efforts are so effective and cost efficient, and with these new travel trends emerging, I believe Kansas will enjoy an impressive increase in the number of people visiting the state," Kruse says.

#### Here's what visitors to Kansas are saying:

"We thoroughly enjoyed ourselves and just wished we had more time to spend in your wonderful state." — Moyok, NC

"To the people of Kansas, you have the friendliest and most interesting state I have ever been in. Whatever you are doing, keep it up. Job well done." — Iva, SC

"Keep up the very excellent work
- it may just rub off on other states
in the region." — Wroy, CO

#### KANSAS IS SUBJECT OF CABLE TV SHOW

Kansas and the Santa Fe Trail will be the sole topic of an upcoming episode of *Gallagher's Travels*, a half-hour cable television show originating in Washington, D.C. The program is also seen in Minneapolis, Baltimore and other east coast markets by approximately one million viewers.

Show host Mary Gallagher and producer Carl Price spent six days in Kansas in early November, traveling the Santa Fe Trail and visiting several off-trail communities. Their itinerary included 43 stops at different Kansas lodging facilities, restaurants and attractions.

Gallagher had never been to Kansas and was impressed by what she saw. "There's so much history here," she said, "and the hospitality we've received from everyone has been outstanding."

She said that she had enough material to perhaps do two half-hour shows about Kansas, but had not made a final decision about doing a second show. The Kansas episode of *Gallagher's Travels* is scheduled to air sometime after the first of the year.

#### SUMMARY OF THE MOST CRITICAL RECOMMENDATIONS SELECTED BY THE DELEGATES TO THE WHITE HOUSE CONFERENCE ON TRAVEL AND TOURISM

The most critical recommendations are in italics.

## Goal One - Demonstrate the economic power of the Travel and Tourism Industry.

Objective One - Articulate the economic significance of the industry to economic, social and political segments that will result in greater awareness of travel and tourism as a generator of quality jobs, tax revenues for federal, state and local governments, and the number one service export in our national economy.

Beginning in 1996, state travel offices and local convention and visitors bureaus should work together to expand their communications with constituent populations on the significance of the travel and tourism industry to national and local economies.

Objective Two - Develop a reliable economic analysis of the \$417 billiona-a-year travel and tourism industry by adopting uniform public and private sector data collection and reporting methods and better representation of the industry in government accounting systems.

By December 1998, the US Department of Commerce should accurately account for the expansion of travel and tourism-related businesses in the new North American Standard Industrial Classification System as a revision to the Standard Industrial Classification (SIC).

Objective Three - Increase awareness of travel and tourism's contribution to job creation and enhance career and employment opportunities and worker skills through improved public and private sector coordination of educational training initiatives.

By the year 2000, the Travel Industry Association of America (TIA) should convene a consortium of industry, government, and school system leaders and consult with the

National Employer Leadership Council and National School to Work office to develop a specific strategic plan for curricula and development of tourism-related programs including K-12, apprenticeships, retraining, and higher education in 1,000 schools.

### Goal Two - Ensure an American travel experience that is second to none.

Objective Four - Preserve our natural, historic and cultural resources for future generations and expand urban and rural economic development opportunities through a national strategy for fostering environmental and cultural travel and tourism.

By January 1998, the National Council of State Travel Directors should convene a series of Regional Natural and Cultural Tourism Summits to identify conservation and management strategies to meet the unique needs of each region of the country.

Objective Five - Mobilize the industry to respond to concerns about traveler safety and security, through community partnerships and disaster preparedness programs.

By January 1997, TIA, working with key associations of the industry, should consult with the telecommunications industry on extending toll-free multilingual visitor information services to include emergency assistance to all parts of the country.

Objective Six - Increase use of new and emerging technologies that will enhance the visitor experience and dramatically change the way the travel and tourism industry does business.

Beginning in January 1996, federal inspection agencies should leverage technology to enhance facilitation of travel to and within the U.S.

Objective Seven - Ensure appropriate funding for the U.S. transportation and national resource tourism infrastructure needed to keep

pace with increasing demand and changing travel patterns.

By September 1996, Congress should adequately fund current and future transportation needs through the use of the transportation trust funds.

### Goal Three - Promote and facilitate travel to the U.S. as the international destination of choice.

Objective Eight - Improve visitors' experiences with gaining access to and arriving in the United States by reducing barriers to entry, continuing and expanding the Visa Waiver Pilot Program, and improving customer services at international ports of entry.

By September 30, 1996, Congress should enact legislation to make the Visa Pilot Program permanent.

Objective Nine - Create Visit USA, Inc., a private-sector managed, federal sanctioned entity to promote the United States as the premier destination in the world, stemming the tide against fragmented industry efforts and lost global market shares.

By September 1996, Congress should enact legislation to create a structural framework and funding strategy for a new national tourism office. This organization should be chartered by the federal government but managed by the private sector. Its purpose should be to improve U.S. competitiveness in international markets through the promotion of travel to and within the United States.

### Goal Four - Create a structural framework to implement this national tourism strategy

Form a public/private partnership that will drive the efforts of the industry, Congress, federal agencies involved in tourism development, and state and municipal travel and tourism organizations to achieve the collective goals of the travel and tourism industry established by the White House Conference on Travel and Tourism.