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TOURISM MARKETING ACTIVITIES & RESULTS
SEPTEMBER 1995

TRAVEL WRITERS MARKETING	Month	YTD
Articles Published on Kansas	20	753
Dollar Value	$133,153	$712,776
Articles Directly Assisted by Division	4	76
Dollar Value	$36,406	$276,375
Press Information Mailed Out	15	331
Journalists Visiting Kansas	0	8
Assistance Provided to Journalists	10	105
Sales Calls Division Initiated	4	36

GROUP TOUR MARKETING	Month	YTD
Operators Adding Stops in Kansas	0	0
Dollar Value (estimated)		
Group Tour Operators Visiting Kansas	0	43
Group Tour Information Mailed Out	9	477
Direct Mail Campaign	0	500
Mailings	0	78
Information Requests from Operators		
From Tour Planner Form	0	55
From Direct Mail Campaign	0	15
Sales Calls Division Initiated	0	20

FILM PRODUCTION MARKETING	Month	YTD
Projects Filmed in Kansas	2	18
# of Days on Location in Kansas	7	48.5
Film Producers Visiting Kansas	2	16
Requests from Producers		
For Location Assistance	41	275
For Production Guide	32	1,173
For Photographs	8	92
State-wide Searches for Locations	1	9
File Photos Sent	35	340
Sales Calls Division Initiated	9	37
Camera-Ready Seminars/Speeches	0	14

TOURISM HIGHWAY SIGNAGE	Month	YTD
Signage Applications Received	1	11
Signage Applications Approved	-	4
Tourism Signs Installed by KDOT	0	0

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	2,639	38,040
State Office	1,884	21,391
Reader Response Cards	2,212	39,012
Total Information Requests	**6,735**	**98,443**
Request Origination by % of Total		
Out-of-state	87%	
Kansas	10%	
International	3%	

KANSAS SECRETS TRAVEL INCENTIVE	Month	YTD
Number of Traveling Parties	623	3,539
Average Expenditure Per Party	$138	$149
Total Travel Expenditures	$85,974	$527,311
% of Parties Adding Time in KS	55%	63%
% of Parties Indicating Improved Image	84%	83%
% of Parties Rating Travel Guide 8-10 (on a scale of 1-10)	66%	72%
Participant Origination by % of Total		
Out-of-state	94%	
Kansas	6%	
International	0%	

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers	42,633	346,497
% Change from Last Year	5%	5%
Total Person-Days Traveling in KS	96,091	794,535
Dollar Value of Travels (based on $70/person-day)	$4.45mil	$32.5 mil
Visitor Origination By % of Total		
Out-of-state	86%	
Kansas	12%	
International	2%	

KANSAS! MAGAZINE	
Total Subscribers	40,660
% Change from Last Month	4.94%
KANSAS TOO! Subscribers	3,071
% Change from Last Month	.02%
Outlets Selling Magazine/Calendar	75
% Change from Last Month	11.5%