## 1994 Advertising Effectiveness Study Cont.

- 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%).
- Sixty-eight percent of the inquirers who responded to the 1994 advertising campaign received their Kansas travel packets earlier than expected. And another 27 percent said about when they expected.

## Kansas Secrets Program

Kansas Travel and Tourism Division implemented an incentive program, Kansas Secrets in 1992. The Kansas Secrets program rewards travelers with a Coleman cooler for visiting a Kansas attraction, staying in a participating Kansas lodging or eating at a participating Kansas restaurant. In 1994, 7,221 visitors participated in the program.

Below is a profile of the visitors who participated in the program in 1994:

- Eighty-two percent of the visitors rated the Kansas Travel Guide Book excellent.
- Over two-thirds (67%) of the visitors said the ads in the Kansas Travel Guide Book were very useful in planning their trip to Kansas.
- Eighty-two percent of visitors stated their overall impression of Kansas improved as a result of participating in the Kansas Secrets Program.
- Visitors on average spent three nights in Kansas.
- Seventy percent of the visitors who participated in the program were from the following 10 states:

1.	Missouri	15%	6.	California	5%
2.	Colorado	12%	7.	Kansas	5%
3.	Texas	8%	8.	Ohio	5%
4.	Oklahoma	8%	9.	Florida	3%
5.	Illinois	6%	10.	Indiana	3%

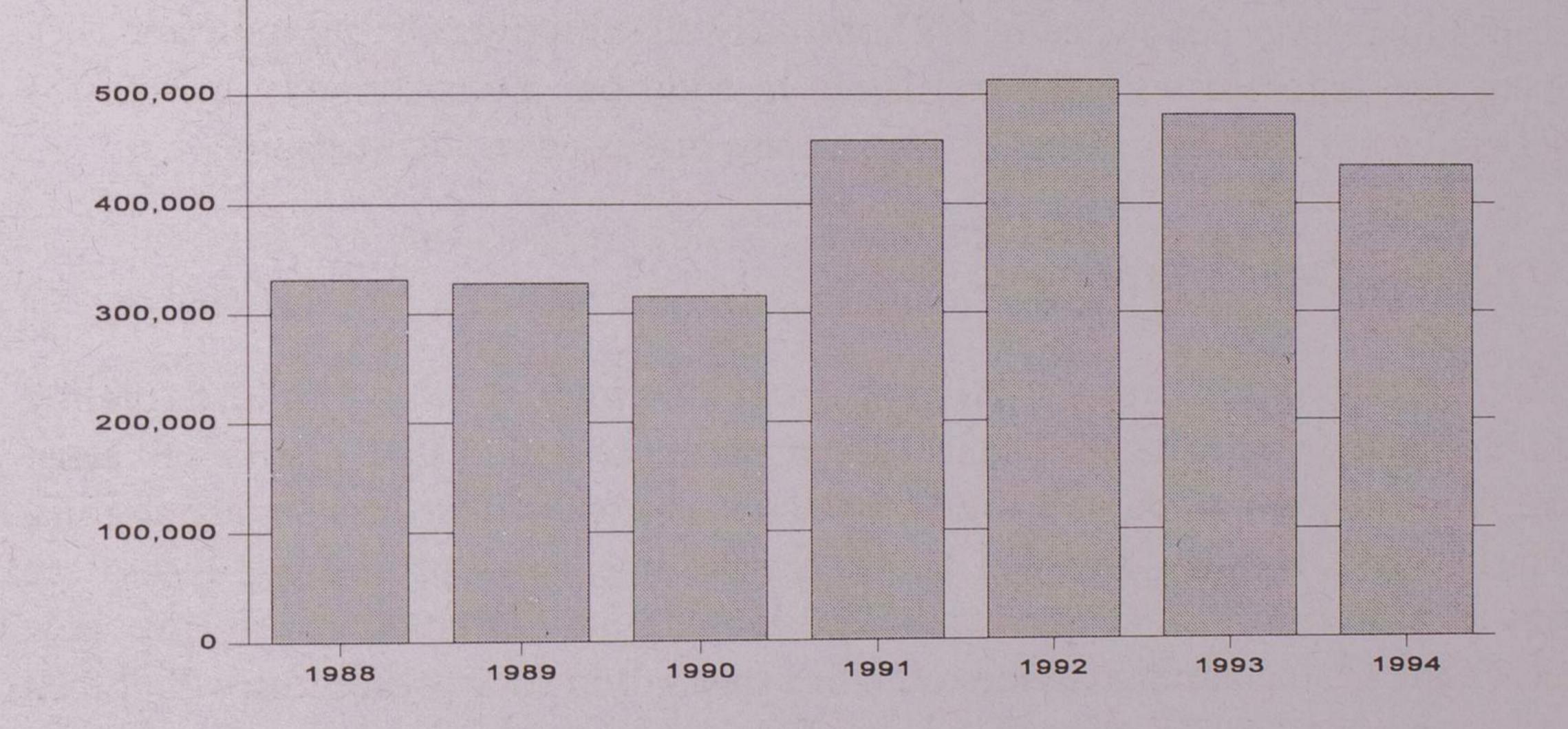
Source: Kansas Travel & Tourism Development Division

## Travel Information Centers

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During 1994, 435,891 visitors stopped at one of the three interstate Travel Information Centers (TICs). As indicated in the chart below, in 1994 the total number of visitors decreased by 10% from 1993.

	Total Number	
Year	of Visitors	% Ch
1994	435,017	-9.7
1993	481,891	-6.2
1992	513,557	12.1
1991	458,323	45.1
1990	315,822	-3.6
1989	327,717	-1.0
1988	331,179	
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Kansas and nine other states accounted for 66% of visitors who stopped at one of the three interstate Travel Information Centers.

1.	Kansas	12.4%	6.	Illinois	3.6%
2.	Colorado	10.4%	7.	California	3.0%
3.	Missouri	10.1%	8.	Ohio	2.6%
4.	Oklahoma	9.8%	9.	Iowa	2.3%
5	Tevas	9 7%	10.	Indiana	2.3%

Source: Kansas Travel & Tourism Development Division