

## SOURCES OF DATA

This appendix presents the sources of data used in this report. Only the most current year is presented.

### *1994 Advertising Effectiveness Study*

During 1994 the Kansas Travel and Tourism Division implemented an advertising campaign, as it has in previous years, to inform people in Kansas' travel markets about the state's attractions, facilities, and events and to influence them to visit the state. Major components of this campaign were selected for evaluation. Study results are reported in terms of economic analysis, travel characteristics, travel packet, and visitor profile. This study was conducted by Nicholson-Reid Research Group, Lenexa, Kansas.

### *Economic Impact of Travel on Kansas, Its Counties & Tourism Regions 1993*

This report contains the economic impact of traveler expenditures on Kansas and its 105 counties and six regions. Kansas Travel & Tourism Division commissioned U.S. Travel Data Center, Washington D.C. to conduct this study.

### *1994 Kansas Travel Overview*

This reports contains 1994 volume and market share, for both business and leisure travel, for Kansas and the surrounding states. A demographic profile and trip characteristics for both business and leisure travel and the top origin markets to Kansas are included in the study. This study was conducted by D.K. Shifflet & Associates, McLean, Virginia.

### *1994 Economic Impact Study of Leisure Travelers and Group Tour Takers*

This study examines the economic impact of the tour traveler market on Kansas and on the United States. In addition, this study contains an analysis of expenditures by leisure travelers and group tour travelers in Kansas. This study was conducted by Davidson-Peterson Associates, Inc., York, Maine.

### *1994 Kansas Secrets Market Research Study*

This study presents the findings to the questionnaire that was included on the validation form. Study results are reported in terms of economic analysis, visitor profile, and Kansas Travel Guide Book. This report was conducted by Nicholson-Reid Research Group, Lenexa, Kansas.

*The above reports are available from the Division for the cost of \$5.00 for each report.*