



2014 Marketing



Target Audience

- Geographic
- Demographic



Geographic

- Kansas
- Feeder Markets
 - NE, MO, IA, SD, OK, CO, AR
- New Markets
 - Chicago
 - Motorcycle
 - Gen Y (Millennials)
- International
 - UK
 - German speaking Europe



Demographic

- Primary Target
 - Young Boomers/Older Gen X
 - HHI \$110K+
- New Secondary Target
 - Gen Y (Millennials)



New Markets

- Urban population
 - Chicago
- Niche
 - Motorcycle
- Millennials
 - Opening the younger end of the demographics



Target – Kansas

- Challenge –
 - Kansans don't know what is here
 - They vacation elsewhere
 - What to do with relatives VFR
- Message
 - Discover the rest of Kansas



Target – Feeder Markets

- Challenge –
 - they think we look just like them
 - just passing through
- Message
 - What is unique about Kansas
 - You don't know what you are missing

A sunflower with a tag that says "There's No Place Like Kansas" is in the top left corner. The tag is yellow with a red border and a white string. The sunflower has bright yellow petals and a dark brown center. The background is a soft, out-of-focus landscape with rolling hills and a warm, golden light.

New Markets

- Challenge
 - Misconceptions about Kansas:
 - Dry, flat, boring
- Message
 - Kansas is a cool place to visit
 - Room to breathe, relax, catch your breath

Why Chicago

- Response at recent trade shows
- Ruf data
- Desire to test a new urban market
- Trackability



There's No Place Like
Kansas

Bikers = Bucks

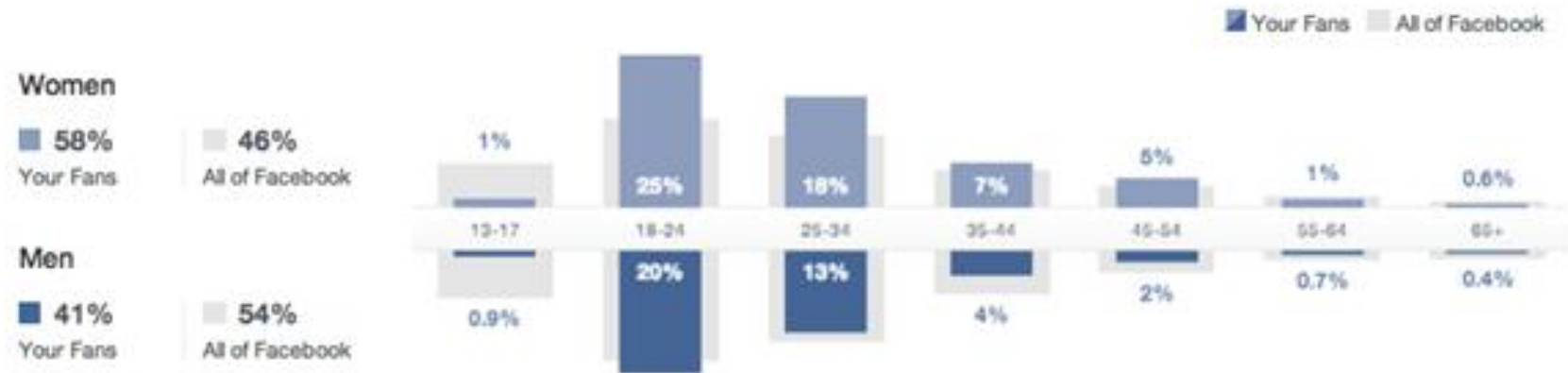


Millennials = Logan's Fan Base



Age & Gender

Compare demographics of people who like your Page with the demographics of Facebook's total population.



There's No Place Like
Kansas



There's No Place Like
Kansas
TravelKS.com

Meet Glen

There's No Place Like
Kansas






The Campaign

- Refreshed creative with emotional hook.
- Continue with the theme:

There's No Place Like Kansas

Tactics

- 
- TV
 - Print
 - Radio (reviewing)
 - Digital
 - PPC
 - Eblasts
 - Social
 - Website
 - Blog
 - Video
 - Publications
 - Travel Guide
 - Outdoor Guide
 - Kansas! Magazine
 - Direct Mail
 - Billboards (pointing to TICs)
 - TICs
 - Trade Shows
 - Public Relations



2014 Marketing Opportunities

KANSAS TOURISM





Monthly Themes

- Email campaign
- Social media campaign

TravelKS.com Thematic E-Blast Monthly Themes

<i>MONTH</i>	<i>PRIMARY THEME</i>	<i>IDEAL FOR</i>	<i>DEPLOYMENT DATE</i>	<i>DEADLINE</i>
<i>January</i>	Sharing Arts & Culture with your Sweetheart (Arts & Culture)	Art Districts, Art Galleries/Museums, Wineries, Chocolate Shops, Gourmet Dining Options	January 15	January 2
<i>February</i>	Mission: Exploration (Nature & Edutainment)	Bird watching, Wildlife Refuges, Parks/Lakes/Rivers, Science Centers, Children's Museums, Discovery Centers	February 15	February 3
<i>March</i>	Outdoor-Related Road Trips & Trails (Outdoor – Non-consumptive)	Hiking/Biking/Equestrian Trails, Motorcycle-Related Attractions, Byways	March 15	March 3
<i>April</i>	Countdown to Summer (Outdoor – Non-consumptive)	Watersports, Camping, Gardens, Arboretums, Golf	April 15	April 1
<i>May</i>	Artful Celebration (Arts & Culture)	Arts & Music Festivals, Art Walks, Shopping Districts	May 15	May 1
<i>June</i>	Where the West Began (Western History)	Cowtowns & Old West Attractions, Freedom's Frontier/Civil War sites, Forts, Native American Heritage Attractions	June 15	June 2
<i>July</i>	Back to our Roots (Agritourism Edutainment, Non-Western History)	Agritourism Farm & Ranch Experiences, Non-Western History Attractions	July 15	July 1
<i>August</i>	Quick Family Getaways (Edutainment, Nature)	Nature Centers, Zoos, Trails	August 15	August 1
<i>September</i>	Fall for Kansas (Nature, Agritourism)	Fall Foliage Tours, Bird Migration, Wineries, Com Mazes/Pumpkin Patches	September 15	September 1
<i>October</i>	Football, Friends, Family (Arts & Culture, Shopping, Dining)	Microbreweries, Shopping Districts, College Town Attractions	October 15	October 1
<i>November</i>	Celebrate! (Arts & Culture, Shopping, Dining)	Kansas Gifts, Holiday-Related Attractions, Shopping, Restaurants	November 15	November 3
<i>December</i>	Planning Made Easy (Travel Guides)	DMOs	December 15	December 1



Pushing Content

- Content is king
- You can add more copy to your listing
- Video

K





TV Partners

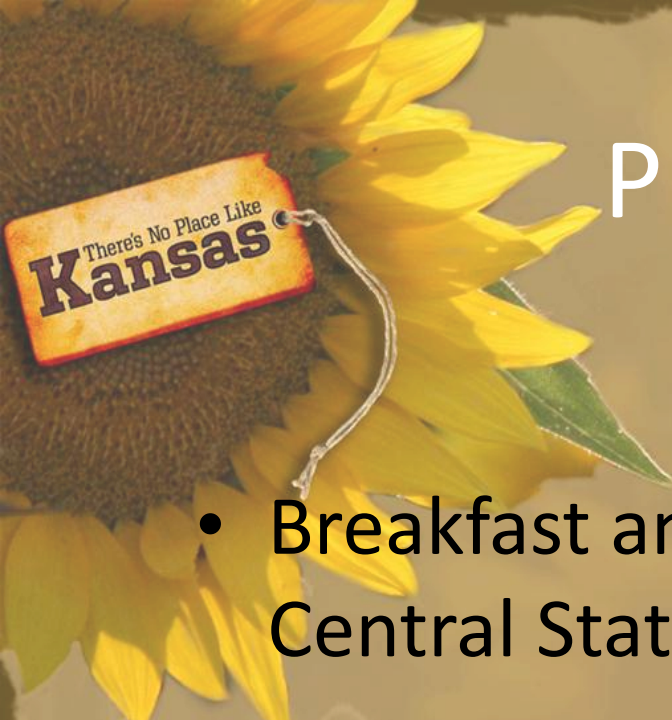
- Kansas City
- Lawrence
- Topeka
- Manhattan
- Salina
- Wichita
- Hutchinson
- Dodge City

Thank you!

A sunflower is positioned in the upper left corner of the slide. Attached to its stem is a small, rectangular, light-colored tag with a dark border. The tag features the text "There's No Place Like Kansas" in a stylized font, with "Kansas" being significantly larger and bolder than the rest of the text. The background of the slide is a soft, out-of-focus image of a field of sunflowers under a warm, golden light.

Public Relations

- We need to know what's going on!
- Pertinent PR = media leads sent to you
- Kansas Journals = story tips to journalists



PR Happenings

- Breakfast and hospitality suite for SATW Central State Chapter in March 2014 in Tulsa
- Denver media event in late spring
- Late night media receptions for other SATW Chapter meetings to include Western and Eastern Chapters
- TBEX - (travel bloggers exchange) partner sponsor with SATW for June 2014 meeting





Media Monitoring

- Monitoring ALL media
- Traditional clips posted to account
- And business mentioned if they have an account

- & Tourism Week Activities
- Agritourism Registration
- Event Impact Calculator Form

Quick Search

Search for Keywords: [Go](#)

- Recently Viewed**
- Dodge City Convention & Visitors Bureau
 - Terry Cook
 - Connie Hall
 - Geary County Convention & Visitors Bureau
 - Cris Collier

Bookmarks

No Bookmarks found

Invoice Balance: \$0.00
 Search Keywords:

Assigned Users
No assigned users!

Assigned Tags

- 2013 Kansas Outdoors Advertiser
- 2013 TV Partner
- Cabin Fever
- CTIC
- DMO
- KPA Event Participant
- NTTW Participant

Child Accounts

Phone/Fax Numbers

Primary: (620) 225-8186
 Tollfree: (800) 653-9378

Alternate:
 Fax: (620) 225-8268

Address Information

Physical Address	Billing Address	Shipping Address
400 W Wyatt Earp Blvd PO Box 1474 Dodge City, KS 67801 UNITED STATES	PO Box 1474 400 W Wyatt Earp Blvd Dodge City, KS 67801 UNITED STATES	400 W Wyatt Earp Blvd Dodge City, KS 67801 UNITED STATES

Additional Fields

Tracking/History

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[Web Site](#)
[Coupon Hits](#)
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[Fams/Site Inspections](#)

Filter: 01/01/2013 to 12/31/2013

Article Date						
05/15/2013		Fun on the Frontier		Magazine		Group Travel Leader
02/11/2013		Homerun for Dodge City	Haugh, Jennifer	Magazine	30000	KCH (Kansas Magazine)
02/11/2013		Kansas Lucky Roll	Michael C Snell, Sally M Snell	Magazine	30000	KCH (Kansas Magazine)
05/15/2013		Modern Archeology			30000	KCH (Kansas Magazine)

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International

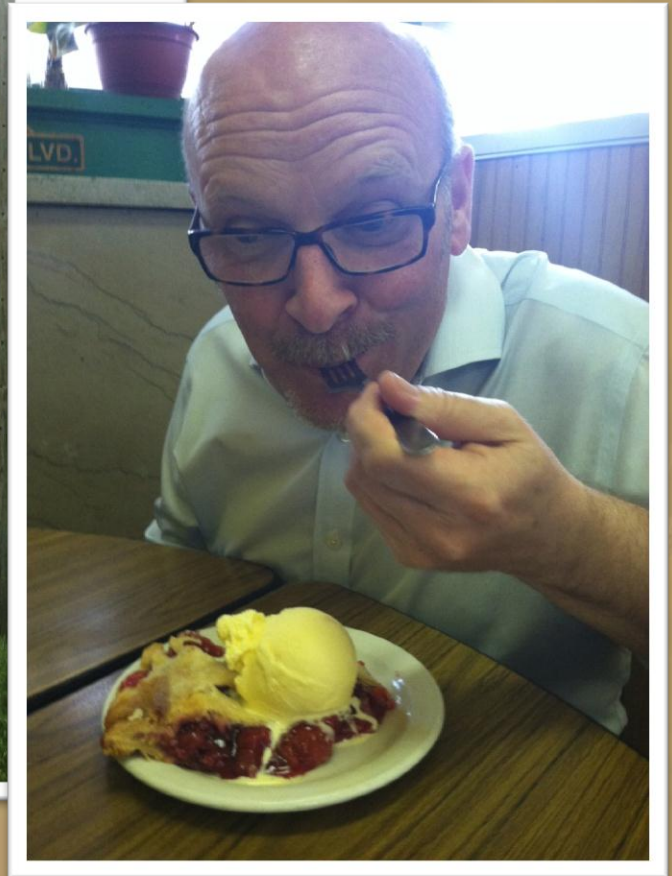
- International Pow Wow, Chicago - April 5-9
Scheduling journalists for post IPW press trips
- New Kansas/Oklahoma wholesale product development for Irish, German, British, Scottish, Italian, Dutch, and French travelers.



UK & Ireland

- Marketing Mission, Fall 2014 - details to be determined - sponsorships available.

Matt Bates - UK



There's No Place Like
Kansas

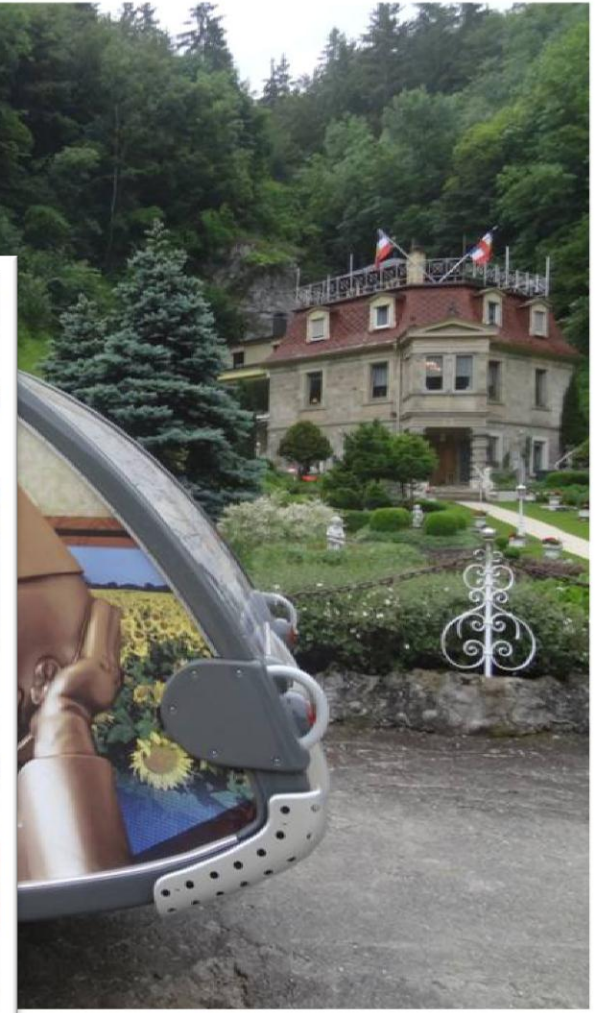


Germany



- AMERICANA & German Marketing Mission. Aug 30-Sep 11, 2015. All details to be determined - sponsorships available.
- Kansas/Oklahoma Route 66 brochure in German

Germany





Publications



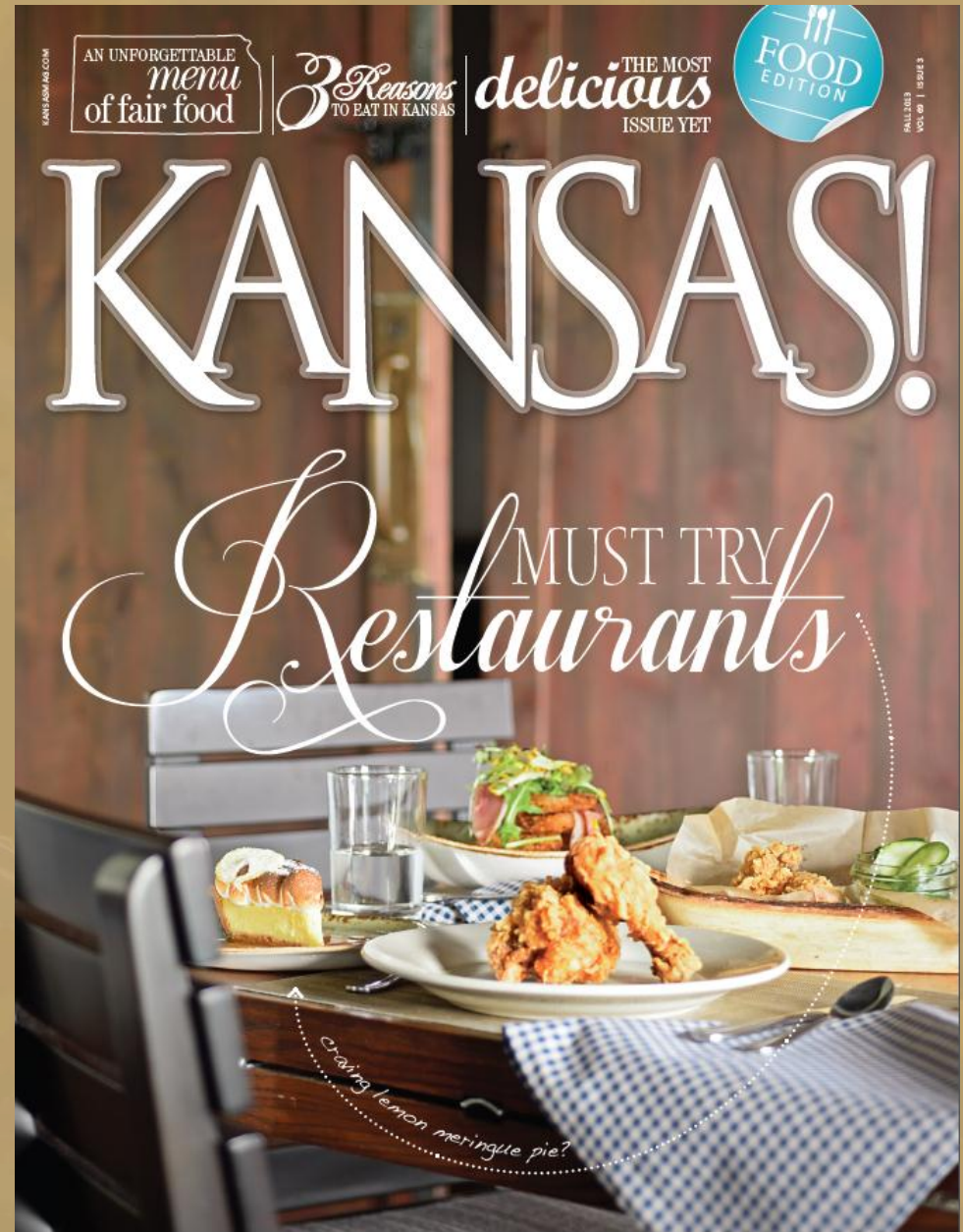
There's No Place Like
Kansas

- KTA distribution
- 350,000 in 2014
- Here mid-November
- Order window will open in January



Topeka Turnpike Service Area





- Just under 30,000 subscribers
- Working on digital version



- New in 2014
- 100,000
- Available in January
- Ads still on sale



TravelKS.com

- City search – available soon
- Mobile site now has “near me”
- Review listings on a regular basis

There's no place like **Kansas**

Book Your Stay
Check In Check Out Find a Room

Click Here To Request A Travel Guide!

explore Kansas...

Plan Your Trip | Calendar of Events | Things To Do | Dining | Lodging | Shopping | International Visitors

▲ Spotlight

Digital Travel Guide
Click here to view the digital version of the 2013 Travel Guide [Read More](#)

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TravelTalk

Please read it!