

## Kansas Tourism Website & Marketing Criteria

The mission of Kansas Tourism (KST) is to encourage and promote the traveling public to visit Kansas by publicizing information as to the recreational, historic and natural advantages of the state and its facilities for transient travel and to contract with organizations for the purpose of promoting tourism within the state. In effort to accomplish this mission we encourage those Kansas entities with a tourism focus to participate in the marketing activities initiated by KST. Participation in any print, broadcast or digital media must first meet the criteria for listings or events on TravelKS.com. All content must be for a Kansas entity and of high integrity. Kansas Tourism reserves the right to reject any website, website listing, advertisement or coupon based on text or graphic elements.

### TravelKS.com

TravelKS.com is the official Kansas Tourism website. It is managed and maintained by KST staff and their contractors. If you are a Destination Marketing Organization (DMO) or an individual tourism-related entity in Kansas, you can request access to add and edit listings, events and coupons posted on this website. To request information on creating an account, please e-mail [Andrea Johnson](mailto:Andrea.Johnson@kansas.gov) at KST and provide your name, organization, address, organization's email address, website and daytime phone number.

KST staff and contractors use TravelKS.com in all planning of itineraries, marketing materials, press inquiries, EVERYTHING! You must have a presence on TravelKS.com to be further promoted by our department.

### Listings

Kansas attractions, lodging, dining and shopping establishments and traveler services are encouraged to have a listing on TravelKS.com. TravelKS.com listings are free. KST staff reviews each listing before it is allowed on TravelKS.com. Please allow up to ten business days for listing approval.

Examples of listings include:

- **Arts & Entertainment** - Art Galleries, Art Museums, Music, Night Life, Performing Arts, Roadside Attractions, Casinos, Sightseeing Tours
- **Science & Agriculture** – Farm/Ranch Experiences, Science Centers & Museums
- **History & Heritage** – Ethnic/Cultural Sites, Historic Forts/Trails, History Museums, Old West, Landmarks, Sightseeing Tours
- **Nature** – Lakes & Rivers, Parks & Trails, Bird Watching, Gardens, Nature Centers, Zoos & Animal Parks
- **Sports & Recreation** – Cycling, Equestrian, Fishing, Golf, Disc Golf, Hiking, Hunting, Motor Sports, Recreational Sports, Amusement & Water Parks, College & Professional Sports, Shooting Sports
- **Dining** – Destination Dining, Local Favorites, Wineries/Breweries, Fine Dining, Casual Dining
- **Lodging** – B&B, Cabins, Campsite/RV, Hotels/Motels, Lodges, Retreat Centers, Ranch Experiences, Vacation Rentals
- **Shopping** – Antiques, Kansas Products, Malls & Centers, Specialty Shops