

A low-angle photograph of several bright yellow sunflowers with dark brown centers, growing against a deep blue night sky filled with stars. The sunflowers are in the foreground, with their green leaves and stems visible. The sky is a deep, dark blue, and the stars are small, bright white dots of varying sizes. The overall composition is vertical, with the sunflowers occupying the lower half and the starry sky occupying the upper half.

KANSAS TOURISM

KANSAS
TO THE STARS

Kansas Tourism Division Mission

To inspire travel to and throughout Kansas to maximize the positive impacts that tourism has on our state and local communities.

Kansas Tourism Division Vision

A better quality of life for all Kansans through a strong travel industry and economic prosperity, ensuring all travelers are welcomed, and are provided the resources they need to create awe-inspiring experiences.

Kansas Tourism Division Values

- Passionate
- Authentic
- Inclusive
- Innovative



ECONOMIC IMPACT & VISITOR SPENDING

Economic Impact In Context

Kansas

- 2024 - \$8.2 Billion
- 2023 - \$8.0 Billion

Mitchell County

- 2024 - \$10.3 Million
- 2023 - \$10.4 Million

*City Reports Available for \$6,750 – Sign up by June 30th



\$8.2B VISITOR SPENDING

The \$8.2 billion in visitor spending means that \$22.4 million was spent every day by visitors in Kansas, on average.



\$3.7B PERSONAL INCOME

The \$3.7 billion in total personal income generated by tourism is the equivalent of nearly \$3,200 per household in Kansas.



91,562 JOBS

The number of jobs sustained by tourism supports 4.5% of all jobs in Kansas.



\$843.0M STATE & LOCAL TAXES

Each household in Kansas would need to be taxed an additional \$726 to replace the visitor-generated taxes received by state and local governments in 2024.



TO THE
Saucy



TO THE
Rowdy



TO THE
Bold

to the Stars

THE KANSAS EXPERIENCE IS A SALUTE TO THE REAL

In Kansas, we love fast cars and slow-cooked brisket. We build machines that touch the sky but stay grounded in the things that matter most. We live out loud and embrace the solace of silence. We conquer rocks and celebrate on the rocks. We ride like the wind and live for the water.

KANSAS
TO THE STARS

Visit TravelKS.com to request a free travel guide and plan your Kansas experience. #ToTheStarsKS



KANSAS

[PLACES TO VISIT](#) [EVENTS](#) [THINGS TO DO](#) [PLACES TO STAY](#) [PLAN YOUR TRIP](#) [🔍](#) [❤️](#) [👤](#)

TO THE *stars*



Scroll

KANSAS
— TOURISM —

FREE CITY PAGE

KANSAS

[Planners](#) [International](#) [Travel Industry](#) [Trip Ideas](#) [Kansas Gear](#)

[PLACES TO VISIT](#) [EVENTS](#) [THINGS TO DO](#) [PLACES TO STAY](#) [PLAN YOUR TRIP](#)   14

TIPTON



FREE LISTINGS & EVENTS

♡ Share

Ringneck Ranch, Inc.®

→ VISIT WEBSITE



📍 655 Solomon Lane Tipton, KS 67485

✉ info@ringneckranch.net

☎ (785) 373-4835



KANSAS
TOURISM

FREE BLOG POSTS

STORIES FAMILY FRIENDLY ITINERARIES HISTORY + CULTURE FOOD + DRINK EVENTS ALL ITEMS



GET YOUR FILL OF LUSH NATURE AND RICH HISTORY IN THIS KANSAS CITY SUBURB

Picture this: It's dawn on the Kansas frontier, and passengers are boarding a stagecoach on the Santa Fe Trail. Mahaffie...



YOU CAN TASTE THE WORLD IN ONE SOUTHWEST KANSAS TOWN. HERE'S HOW.

Start the weekend with a roaring good time at Lee Richardson Zoo. Make new friends with a Bactrian camel in Wild Asia, a kangaroo...



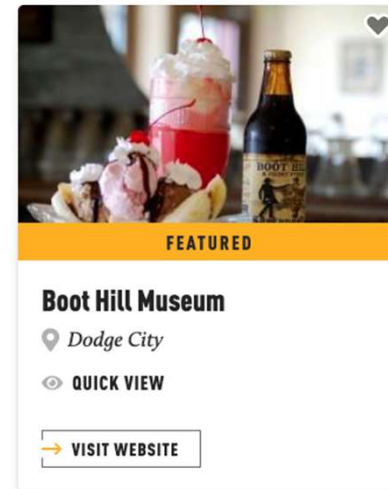
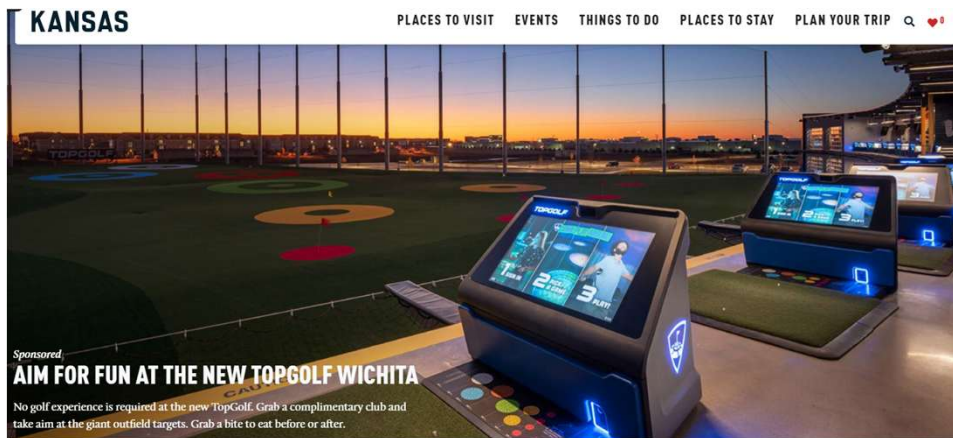
MAKE SUMMERTIME MEMORIES WITH SUNFLOWER SUMMER

Making memories with the kiddos doesn't have to cost an arm and a leg! Did you know that the Sunflower Summer app, developed...

KANSAS
TOURISM

WEBSITE ADVERTISING - DTN

- Header Image
- Premium Content
- Highlighted Listings
- Mobile Banner

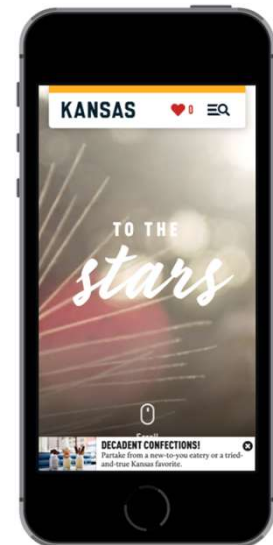


Sponsored

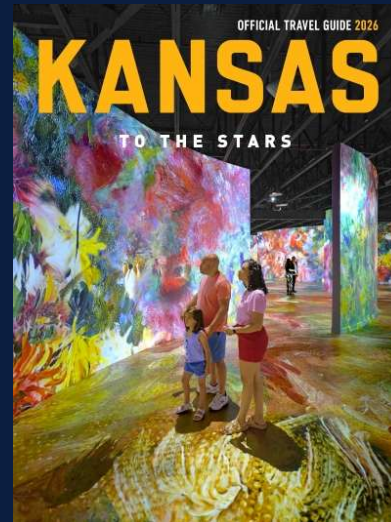


Kansas Has a Place for You

Yours for the pickin'! Stay in a treehouse, hotel, cabin, B&B, ranch, vacation rental, or lodge. →



KANSAS TRAVEL GUIDE

[illegible]

KANSAS! MAGAZINE

- Premier lifestyle subscription magazine
- 5 issues / year - \$25
- Calendar
- Advertising Opportunities



PUBLIC RELATIONS

- Sponsored Media
- FAMS
- Good Day Kansas & KWCH/WIBW Segments
- Conferences



TRAVEL INFORMATION CENTERS

2 State Owned TICs & Mobile VIC

28 Community Owned TICs

Marketing Opportunities



SIGNAGE PROGRAM



Supplemental Guide Signs



LOGO Signs



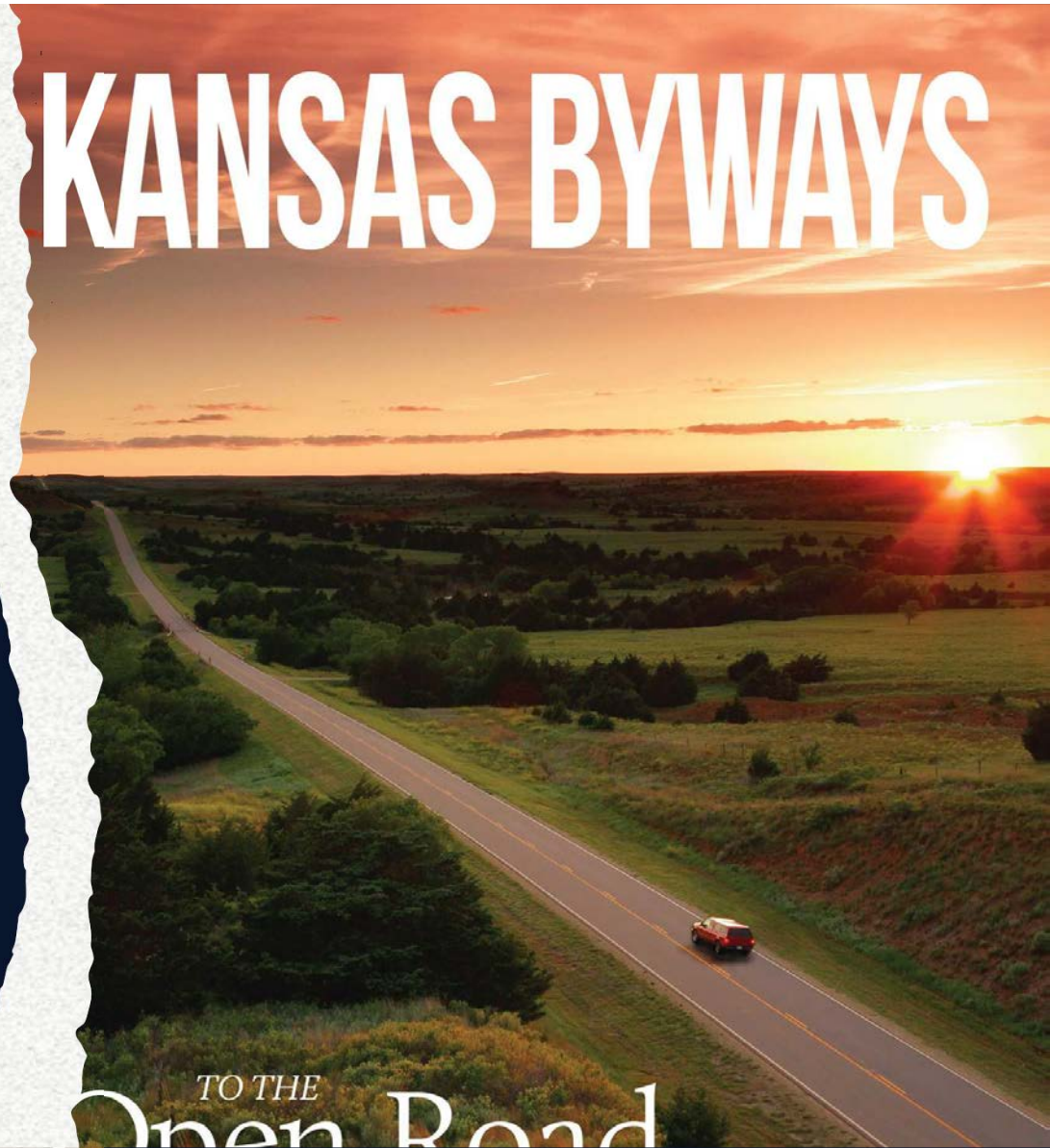
TODS – Tourist Oriented Directional Signs

KANSAS BYWAYS

- 13 Byways
 - 4 Historic
 - 9 Scenic
- New Guide Now Available Thru the Extranet

KANSAS BYWAYS

TO THE
Open Road



KANSAS AGRITOURISM

2004 Kansas Agritourism Promotion Act

- Limited liability coverage
- Marketing by Kansas Tourism
- Over 400 registered businesses



What is **AGRITOURISM**?



Work closely with all Kansas tourism DMO's, regional organizations, niche markets, tourism-related organizations.

About Kansas Agritourism

The Kansas Agritourism Promotion Act was signed into law in 2004. The purpose of the act is to promote rural tourism and rural economic development in Kansas.

Benefits of the legislation include:

- ❑ The creation of a registration process through the state
- ❑ A layer of limited liability protection

Registering as a Kansas Agritourism Business does not supersede any required local permits or ordinances. Kansas Tourism is a registering agent only for the Kansas Agritourism Promotion Act K.S.A. 32-1432 through K.S.A. 32-1438a.



Traditional Ag + Tourism = AGRITOURISM

What is considered agritourism?

The Act deems agritourism activities as any activity which allows members of the public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including, but not limited to, farming activities, ranching activities, or historic, cultural, or natural attractions.

How much does registration cost?

There is no cost to businesses for registering their business with the state.

How long is registration valid for?

Businesses must renew every 5 years.



Types of Agritourism in Kansas

- ❑ Pumpkin Patches
- ❑ Christmas Tree Farms
- ❑ Apiaries
- ❑ U-Pick Operations
- ❑ Farm & Ranch Attractions
- ❑ Vineyards / Wineries
- ❑ Hunting / Hunting Lodges



- ❑ Sunflower Fields
- ❑ Farm-To-Table
- ❑ Horticulture
- ❑ Livestock Operations
(Cattle, Goats, Horses, Buffalos, Alpacas, Llamas, Sheep, Pigs)



Requirements for Registering

- ❑ Must offer an agricultural activity or educational experience
- ❑ Must actively market those agricultural activities or educational experiences on a website and/or social media platform

Benefits of Registering

1. Limited Liability Protection
2. Free Marketing
3. Education, Resource & Networking Opportunities

Limited Liability Protection

- ❑ Limits the liability for injury or death to participants in registered agritourism activities.
- ❑ Provides only limited liability against claims from injuries resulting from “inherent risks of a registered agritourism activity.”
- ❑ The Act does not provide complete protection against all liability. Therefore, business owners are **STRONGLY ENCOURAGED** to obtain their own liability insurance through an insurance provider of their choice.



Marketing

- TravelKS
- Social Media
- Blogs
- FAM Trips
- Broadcast Media Outlets
- Kansas Travel Guide
- Recipe Cards

SUNFLOWER HONEY BREAD

Ingredients

2/3 cup warm milk
1 Tbsp honey
2 tsp sugar
1/2 tsp salt
1/2 Tbsp active dry yeast
1 Tbsp oil
1 egg
2 cups all-purpose flour
1/3 cup sunflower seeds
2 Tbsp melted butter

Directions

1. Preheat oven to 375°F.
2. Combine honey, milk, sugar, salt, yeast, oil, and egg in a bowl. Sift in flour and sunflower seeds, and mix until the dough starts to pull away from the sides of the bowl.
3. Place the dough into a lightly greased bowl, cover, and let rise for 2 hours, or until doubled in size.
4. Once doubled in size, place the dough in a lightly greased 8 x 4-inch loaf pan. Cover and let rise again until doubled, about 30-40 minutes.
5. Brush the top of the loaf with melted butter and sprinkle sunflower seeds on top. Bake the loaf for 35 to 40 minutes. Allow to cool completely on a cooling rack before slicing or serving.

*Did you
know?*

Sunflower fields are among the 425+ Registered Agritourism locations you can visit in Kansas!

Education, Resources & Networking



- ❑ Kansas State University
 - Department of Hospitality Management
 - Department of Communications and Agricultural Education
- ❑ Kansas Farm Bureau
 - Educational Meetings
- ❑ Kansas Small Business Development Center
- ❑ From the Land of Kansas
 - Producer Events
 - Specialty Crop Block Grants

How To Be Eligible?

There are two requirements to receiving limited liability protection under the Act.

1. A current registration status with the Kansas Tourism Agritourism Program
2. Post appropriate signage



What Else Can Businesses Do?

- Use Waivers
- Avoid Negligence
- Be a good steward, know the condition of land, animals, buildings and equipment
- Make sure participants and operators know what the activity is and who is participating in it
- Insurance
- Consult your Attorney

How To Apply?



BARN ADAPTION & RESTORATION NEEDS GRANT

Designed to assist in the revitalization of old barns & create new agritourism operations.

FY25: \$100,000

- One Round – Closes July 31st
- Maximum of \$25k
- 50/50 Match



TOURISM MARKETING GRANT

Designed to assist with first time tourism marketing and promotion activities.

FY26: \$100,000

- Open Now & Closes August 30th
- Apply up to \$10k
- 60/40 Match



ATTRACTION DEVELOPMENT GRANTS

Provides assistance in the development of new or the enhancement of existing tourism attractions

FY26: \$1 million

- One Round
- 60/40 Match
- Opens in Late Fall



SUNFLOWER SUMMER

Sunflower Summer offers a chance for Kansas families to explore the Sunflower State for free.

- Over 230 Participating Attractions
- Add coupons now



PARTNERSHIP OPPORTUNITIES

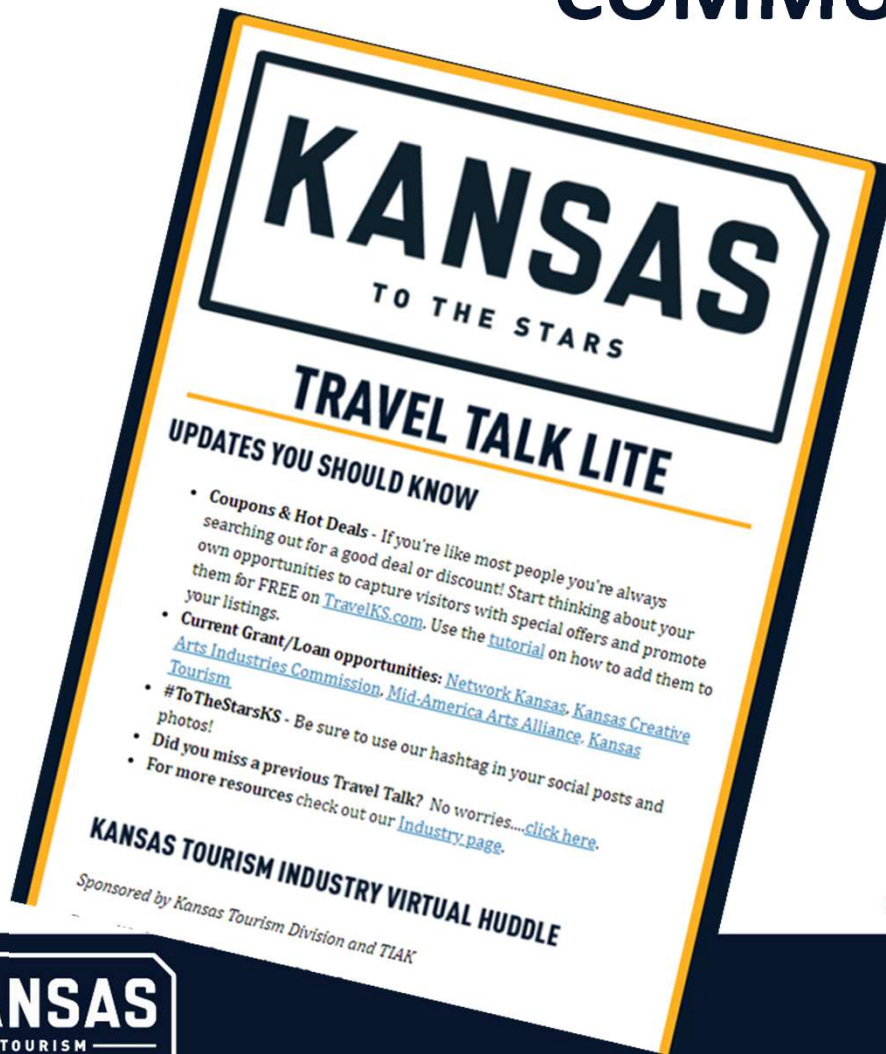
Co-Op Marketing, Programs,
Resources & More

Updated: October 15, 2024



- Online format - make updates and be timely in adding additional opportunities
- Allows for easy access to important links
- Highlights 'Free' opportunities for partners to take advantage of.

COMMUNICATION



INDUSTRY FACEBOOK GROUP



VIRTUAL HUDDLES

Live Virtual Zoom Monthly Meetings
2nd Wednesday of the Month – 1pm

Recorded Version:
TravelKS.com Industry Section
YouTube

WELCOME

Kansas Tourism Industry Huddle

2:06

Monthly Virtual Huddle September 23

1 0

REGIONAL PROMOTION



KANSAS

Kansas is divided up into 6 travel regions: Northeast, Northwest, Southeast, Southwest, North Central, and South Central. Explore what each region of Kansas has to offer in the interactive map below.

St Francis

Goodland

Colby

Oakley

WaKeeney

Hays

Scott City

Garden City

Dodge City

Greensburg

Liberal

NORTHWEST

Marysville

Manhattan

Junction City

Salina

Abilene

Council Grove

Lindsborg

McPherson

Hutchinson

Wichita

Medicine Lodge

NORTH CENTRAL

Atchison

Kansas City

Topeka

Lawrence

Ottawa

Emporia

Humboldt

Fort Scott

Pittsburg

Parsons

Coffeyville

NORTHEAST

Southwest

South Central

Southeast

FOR THE CURIOUS
NORTHWEST

FOR THE SPIRITED
NORTHEAST

FOR THE CENTERED
NORTH CENTRAL

FOR THE SEEKERS
SOUTH CENTRAL

FOR THE LEGENDARY
SOUTHWEST

FOR THE FREE
SOUTHEAST



ABOUT US

EVENTS

MARKETING + PR

PROGRAMS + RESOURCES

RESEARCH + REPORTS 

Planners

International

Travel Industry

Trip Ideas

Kansas Gear

KANSAS TRAVEL *Industry*



PARTNERSHIP ORGANIZATIONS

We get by with a little help from our friends! Kansas Tourism is proud to partner with these organizations to promote travel and economic growth in Kansas.

- Department of Commerce
- Department of Transportation
- Department of Wildlife & Parks
- Gravel Kansas
- Kansas Trails, Inc
- Kansas Museums Association
- Kansas Outfitters & Landowners Association
- Kansas Sampler Foundation
- Kansas State Historical Society
- Post Rock Limestone Coalition
- Meet Kansas
- SportsKS
- Travel Industry Association of Kansas (TIAK)



**KANSAS
TOURISM
CONFERENCE**

October 20-21, 2026
Wichita, KS

QUESTIONS?



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