



Northwest Kansas Travel Council, Inc.  
P.O. 248  
Hill City, KS 67642

[www.northwestkansas.org](http://www.northwestkansas.org)

## NWKTC FACT SHEET

The Northwest Kansas Travel Council is a non-profit organization formed to serve, support and promote tourism in Northwest Kansas. It is comprised of businesses, attractions, chambers of commerce, convention & visitor bureaus and economic development organizations in the 18-county region of northwest Kansas. The region stretches from Smith, Osborne, and Russell Counties on the east to the Colorado border on the west; and from Wallace, Logan, Gove, Trego, Ellis, and Russell Counties on the south to the Nebraska border on the north. The Travel Council has been in existence since 1992 and has had a very positive impact on bringing additional tourism as well as economic development to our region of Kansas.

### The purpose of the Northwest Kansas Travel Council is:

- To **attract additional travelers** to visit more communities and attractions in northwest Kansas.
- To **provide local leadership** opportunities for developing and carrying out a plan for the orderly and effective promotion of tourism and recreation.
- To **encourage cooperative efforts** in marketing our communities and attractions, thereby improving the economic opportunities of the people in northwest Kansas. Cooperative marketing enables each member community to get more value out of their marketing dollars. In other words, our individual marketing dollars go much further when combined together and make a larger impact.
- Additionally, as a regional organization, we encourage and support those individuals and communities making a difference in the travel industry by **planning, promoting and expanding tourism opportunities within our region.**

### Your benefits as a member include:

- Your brochure or other promotional material is distributed at all travel shows attended by the council. Shows attended include Kansas City, Denver, and Omaha. Members are encouraged to also attend to promote Northwest Kansas as well as their individual communities. Members that work the shows state that they make good contacts for their community. They feel that it is well worth their time and investment to work at least one of the shows.
- Opportunity to represent your community in the Northwest Kansas Tent at the Kansas State Fair.
- The council maintains the Northwest Kansas website ([www.northwestkansas.org](http://www.northwestkansas.org)) with current information about the region and links to area communities.

- The council meets monthly in various communities to become familiar with each community's attractions and history. This allows the council to better serve and promote your attractions, businesses and community.
- Lobbying on your behalf with legislators regarding issues common to the tourism industry.
- Guest speakers and educational programming are provided throughout the year.
- The Ultimate Guide is produced annually which includes a listing of all communities and attractions located within the region. It is distributed at the travel shows in Denver, Kansas City, and Omaha as well as the Kansas State Fair. In addition, depending on each individual year, it may be distributed at other shows throughout the region, such as the 2016 Pheasant Fest in Kansas City. It is also displayed at CVBs and Travel Information Centers. 12,000 copies of the guide are printed each year in August. In addition, the Ultimate Guide can be viewed on the Northwest Kansas website in digital format.
- An opportunity to meet and work with other individuals involved in the tourism industry.
- Participation in the monthly Huddle calls with **TIAK** and Kansas Tourism-this information is also shared at our meetings.
- We have an active **Marketing Committee** working to keep involvement of the membership in social media and website promotional activities. This group is also looking at ways to update our website to keep content updated with current events and meeting dates. *Your voice counts* in helping us get word out to the world about our many visitor, travel writer, and FAM Tour opportunities in our region.
- Tourism is Economic Development: We have representatives from the **Department of Commerce** attending our meetings to keep us informed on regional community development opportunities.

#### **Recent Accomplishments:**

- The **Ultimate Guide to Northwest Kansas** was the winner of the 2011 and 2020 Marketing Award at the Kansas Tourism Conference for the best marketing product in its category.
- Completion of a **DVD** that detailed the Native American history of the Arikaree Breaks in Cheyenne County, as well as Sherman County and Decatur County.
- NW Kansas representation at a record number of **Travel & Tourism Shows** in the Midwest.
- Promotion of Kansas Tourism **Scenic By-Ways** program-special signage and tours.
- Participation in the **Big Kansas Road Trip** – Our region hosted the event May 2-5, 2019. We work with the Kansas Sampler Foundation and support their initiatives.