



Northwest Kansas Travel Council, Inc.
P.O. Box 85
Bird City, KS 67731

www.northwestkansas.org

Northwest Kansas Travel Council

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.

- To **attract additional travelers** to visit more communities and attractions in northwest Kansas.

The purpose of the Northwest Kansas Travel Council is:

- 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. 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.
- The council maintains the Northwest Kansas website (www.northwestkansas.org) promoting the region and attractions. Community members have a profile page with links to their community's website and social media.
- Members participate in social media promotions and may post on the Northwest Kansas Travel Council Facebook and Instagram pages.

- 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.
- The Ultimate Guide is produced yearly which includes a listing of all communities and attractions located within the region. It is distributed at the travel. 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.
- Regional coalitions (we are the northwest region) partner with Kansas Tourism and are represented and promoted on the TravelKS.com website. State tourism representative attend the council meeting and offer tourism support to our members.