



**WALK  
BIKE  
ROLL  
KANSAS**



**VIRTUAL  
SERIES**

# Active Tourism

Community Vibrancy, Economic Development,  
and Sunflower State Adventures

Wednesday, June 28 2 PM

**Speakers:**

- Jordan Roemerman, *Kansas Tourism, Kansas Dept of Commerce*
- Craig Crossette, *City Manager, Sterling, KS*
- Lelan Dains, *Unbound Gravel, Visit Emporia*



Kannapolis State Park, Kansas. Photo Travis Brinck

# Webinar Housekeeping

- This meeting is being **recorded**
- Turn on closed captions from the menu bar with the CC icon. Click and drag captions to preferred location on screen.
- Submit questions via the **Q & A function or chat**
- We'll send a follow-up email within the next week with **link to recording and Q & A transcript**
- For more information on the Kansas Active Transportation Enhancement (KATE), access to webinar recordings and other resources, and to sign-up for future sessions, visit:  
<https://www.ksdot.gov/KansasATP.asp>
- You can also register for the AT Summit on the KATE page or at [www.walkbikerollks.com](http://www.walkbikerollks.com)



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## Kansas Active Transportation

The state's first Active Transportation Plan since 1995 explores the needs of people who walk, cycle, use mobility assistance devices, scoot, and more. In addition to the Plan, several toolkits and resources that complement the Plan and advance the needs of active transportation in local communities are available.

**Kansas Active Transportation Plan**  
Plan Appendices:  
[Equipment Summaries](#)  
[Policy Memo](#)  
[Crash Analysis Summary](#)  
[Statewide Economic Impact Analysis Summary](#)

**Kansas Active Transportation Plan (ATP) Toolkits**  
[Active Transportation Planning Toolkit for Small- and Medium-Sized Communities](#)  
[Active Tourism](#)  
[Pedestrian and Bicycle Accommodations on Bridges – COMING SOON!](#)

**Walk, Bike, Roll Kansas Virtual Series and Summit – Mark Your Calendars!**  
Virtual Series #1 – May 24th at 2pm: Meet KATE: Supporting Active Transportation at the State and Local Level. [Slides](#), [Q&A](#), [Recording](#).  
Virtual Series #2 – June 28th at 2pm: Active Tourism [Register Here](#)  
Virtual Series #3 – July 29th at 2pm: Active Transportation Demonstration Projects 101  
Virtual Series #4 – August 23rd at 2pm: Active Transportation Planning Toolkit  
[In-Person Summit - September 20-22, McPherson Community Building](#)  
Virtual Series #5 – October 25th at 2pm: Increasing Safety for Pedestrians  
Virtual Series #6 – December 13th at 2pm: Mobility and Access for All

**Other Kansas Active Transportation Plan Resources:**  
[Active Transportation Benefit Cost Tool & User Guide](#)  
[Funding Your Plan](#)  
Active Transportation [Stories Map](#) - How Kansans Get Around Their Communities  
[Active Transportation Plan and Policy Registry & map](#)  
[KDOT Crosswalk Guide](#)

**WALK BIKE ROLL KANSAS ACTIVE TRANSPORTATION SUMMIT**

**Register now!**  
Walk, Bike, Roll Kansas Active Transportation Summit  
\*\*\*\*\*  
**September 20-22**  
McPherson, KS  
\*\*\*\*\*  
[Click for more information](#)

# Walk Bike Roll Virtual Series

Today is the first in a monthly Walk Bike Roll Kansas virtual series. Stay tuned for information on future events covering topics such as active tourism, demonstration projects, safety, accessibility, and more!

**2:00 PM, 4th Wednesdays (usually!)**



July 26 <sup>th</sup>	Active Transportation Demonstration Projects 101
August 23 <sup>rd</sup>	Active Transportation Planning Toolkit
<b>September 20-22<sup>nd</sup></b>	<b>In-Person Active Transportation Summit, McPherson</b>
October 25 <sup>th</sup>	Increasing Safety for Pedestrians
December 13 <sup>th</sup>	Mobility and Access for All

# KDOT Staff Introductions

Matt Messina,  
Chief of Multimodal Transportation

Jenny Kramer,  
Active Transportation Manager



# KDOT Toolkit

# Active Tourism Toolkit

June 2022

Bike rider at Base Camp in Humboldt, K.S. Photo: Credit Beth Barlow



[https://www.ksdot.gov/Assets/wwwksdotorg/  
KansasATP/documents/Active\\_Tourism\\_Toolkit.pdf](https://www.ksdot.gov/Assets/wwwksdotorg/KansasATP/documents/Active_Tourism_Toolkit.pdf)

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The **Kansas Active Tourism Toolkit** is a companion to the **Kansas Active Transportation Plan (ATP)**. The Kansas Department of Transportation (KDOT) ATP supports leveraging investments in walking, bicycling, and mobility infrastructure for transportation, recreation, and tourism purposes. This toolkit assists active tourism planning by:

- Describing benefits, key elements, target markets, and partners.
- Discussing how to identify and capitalize on community active tourism assets.
- Outlining methods of promotion and measuring success.
- Providing notable active tourism examples from across the country.

This toolkit can be used as a reference when developing active tourism initiatives in your Kansas community.

## Active Tourism Partners

Many state and local organizations have goals related to transportation, land development, and community growth that can be reached by improving active tourism and active transportation. Opportunities to meet those goals will be stronger when organizations join forces. Potential candidates include:

- Municipal governments—public works and economic development
- Local chambers of commerce
- County governments
- Local businesses
- State and local foundations
- Non-profit agencies
- Advocacy or technical groups, such as Kansas Main Street and Kansas Historical Society
- Parks and recreation departments and associations
- Kansas Department of Transportation
- Kansas Department of Commerce (Includes Kansas Main Street)
- Kansas Department of Health and Environment (KDHE)
- Kansas Department of Wildlife and Parks (KDWP)

Development of successful partnerships will involve agreement on roles, level of commitment, consistency with established marketing plans, communications practices, protocols, and metrics for evaluating success.<sup>4</sup>

<sup>4</sup>"Creating Successful Partnerships in the Travel and Tourism Industry." Destinations International, destinationsinternational.org/creating-successful-partnerships-travel-and-tourism-industry. Accessed January 12, 2022.

<sup>5</sup>ESRI. "Earl Tapestry Segmentation: Cozy Country Living." ArcGIS, doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm#GUID-8E48A05-99C4-4BC1-AA10-FE7A0B8E32B8. Accessed January 12, 2022.

<sup>6</sup>ESRI. "Earl Tapestry Segmentation: Upscale Avenue." ArcGIS, doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm#GUID-7CABA8E-FAF1-4ECC-B4D3-AE1F51D7A800. Accessed January 12, 2022.

<sup>7</sup>"The Rise of Active Tourism and Fit Getaway." peakPro, www.peak.com/pro/bands/the-rise-of-active-tourism-and-fit-getaways. Accessed January 12, 2022.

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## Who's Interested - Target Market

Consumer data from ESRI Community Analyst, which describes demographics, money spent on recreation and equipment, recreational participation in the last 12 months, and other information by market segment, suggests most of today's Kansans are interested in active tourism. ESRI findings also indicate many Kansans (and those living outside the state but nearby) are within the "Cozy Country Living" and "Upscale Avenue" market segments:

- **Cozy Country Living market** "spend[s] less time online [and]...enjoy outdoor activities, such as fishing, hunting, camping, boating, and bird watching."<sup>5</sup>
- **Upscale Avenue market** are "serious shoppers...active in fitness pursuits such as bicycling, jogging, yoga, and hiking."<sup>6</sup>

Family-oriented experiences focused on nature, relaxation, health, and wellness may be of interest to both the Cozy Country Living and Upscale Avenue markets. Activities centered on exploration, which is a key component of adventure travel, should also be appealing. Adventure tourists are known to:

- Use social media and talk with friends when conducting research on travel options,
- Post to social media when traveling, and
- View "relaxation, exploring new places, spending time with family, and learning about different cultures as most important to their travel experiences."<sup>7</sup>

The adventure tourism market is anticipated to grow in North America over the coming years. During July 2021, Allied Market Research released its summary of projected adventure tourism market growth. Factoring in COVID-19 impacts and comparing 2020 and 2025, their findings indicate growth:

- In land, water, and air-based activities with most increases happening with land and water activities.
- Among solo, friends/groups, couple, and family markets with the greatest increase among couples and families.
- Amid all age ranges but quickest among people who are 30-41 years old.

According to the U.S. Census American Community Survey (ACS) 2015-2019, Kansas has 1.1 million households and about 2/3 are families (married, single female family household, or single male family household). The median age is 36.7. Further, the ACS estimates the number of Kansas households will grow almost 10% between 2021 and 2027. Adjacent states (Colorado, Missouri, Nebraska, and Oklahoma) add over 17.5 million people to the potential market who are of similar age to, or slightly older than Kansas residents. Similar to Kansas, most of their households are families and the number of households are anticipated to grow over the next few years.

Kansas communities should make active tourism investments that attract these potential customers. Investments in bicycle/pedestrian trails, sidewalks, bicycle accommodations (parking), connections between destinations and routes, streetscapes, parks, lake and river amenities, history, and culture will be important to attracting the market. Findings from **Promoting Safe Bicycle Travel Opportunities for Bicycle Tourism and Economic Development** indicate "[w]hile it may sound too good to be true, dozens of studies released between 2010-2020 show the profound impact that bicycling can have on local and state economies. From \$400 Million annually in Oregon to \$533 Million annually in Colorado to \$83 Billion annually in the U.S. economy as a whole."<sup>8</sup>

Visitors survey results from Kansas State Parks show people are most interested in activities that provide camping, family time, and opportunities to observe wildlife and nature.<sup>9</sup> From a marketing perspective, consider targeting investments to present day and future adventure, destination, and event tourists plus casual visitors.

<sup>8</sup>Market Research. "Adventure Tourism Market by Type (Hard, Soft, and Others), Activity (Land-based Activity, Water-based Activity, and Air-based Activity), Type of Traveler (Solo, Friends/Group, Couple, and Family), Age Group (Below 30 Years, 30-41 Years, 42-49 Years, and 50 Years & Above), and Sales Channel (Travel Agents and Direct): Global Analysis and Industry Forecast." Market Research, www.marketresearch.com/Allied-Market-Research-4029/Adventure-Tourism-Type-Hard-Soft-12863227/. Accessed January 12, 2022.

<sup>9</sup>Tulamee County Transportation Council (TCTC), "Promoting Safe Bicycle Travel Opportunities." https://www.tulameecountytransportation.com/bicycle-tourism-plan-2018-2020. Accessed January 12, 2022.



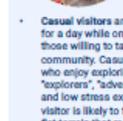
- Adventure tourists from a broad range of economic backgrounds who are very likely to bring their own bicycles and equipment on trips. They will typically spend a night in town (either at a campsite or in a hotel) after spending the day exploring what it has to offer. If communities have well-connected infrastructure, casual visitors may spend a different night in each town, enjoying the sights, spending money, and more.



- Destination tourists oriented to a basecamp model. Their trips begin and end at an established campsite, hotel, bed and breakfast, or other vacation rental offering shelter, supplies, and communications for people who want to take an adventure lasting several days and including deep exploration opportunities. Communities support basecamps by offering good restaurants, natural exploration via hike/bike trails, tours (self-guided and guided), and other features. Destination tourists also enjoy a basecamp that is its own destination. BaseCamp Humboldt in Humboldt, Kansas, is an example.



- Event tourists attracted to happenings that draw groups of people or crowds for a determined time period. The events they attend are typically arranged by a director, coordinator, or promoter. Races, such as UNBOUND Gravel in Emporia, Kansas, are examples. Lodging options are important to event tourists. Keep in mind that they are very likely to spend money where the event is happening and in the communities beyond it.



- Casual visitors are those who rent a bicycle or scooter for a day while on vacation. They may also include those willing to take guided tours in and around your community. Casual visitors are individuals and families who enjoy exploring but do not consider themselves "explorers," "adventurers," or "cyclists." They enjoy safe and low stress experiences. For example, a casual visitor is likely to take an easy bicycle tour on mostly flat terrain that makes lots of stops, swings by parks so families with kids can allow them to play, and provides short-cuts mid-ride.



Top Credits (Top to Bottom): Beta Access Kansas, Beth Barlow, UNBOUND Gravel, Janet Trenchley

<sup>9</sup>Wichita State University, "Kansas State Parks: Economic Contributions to Regional and State Economies." W. Frank Barton School of Business and the Center for Economic Development and Business Research, ksoutdoors.com/content/download/54370/50491/6/files/ks-state-parks-impact-study.pdf. Accessed January 12, 2022.

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## BaseCamp Humboldt (Humboldt, KS)

Looking for your next destination? Well, look no further than the small town of Humboldt, Kansas. Beth (Works) Barlow and the Works Family are collaborating with friends and neighbors to add life to Humboldt, revamping several downtown buildings, and filling them with successful businesses. Their biggest success may be the newest project: BaseCamp Humboldt. It is an excellent example of how to integrate bicycling and bike tourism into smaller communities. BaseCamp includes a twenty-one-acre campground overlooking a quarry. It also offers small cabins for glamping, camping sites, a shower house, connecting trails throughout, and a cyclist challenge course all connected to the 61-mile Southwind Rail-Trail and to downtown.

Located right off the Southwind Rail-Trail, a \$1.3 million KDOT cost-share grant will help fund a bicycle/pedestrian path from downtown Humboldt to a BaseCamp rails-to-trails head and its parking lot. A \$119,000 KDWP grant will fund showers at the bike course. BaseCamp's private funding has come from a local investor. City officials and staff, the chamber of commerce, and an entrepreneurial team called A Bolder Humboldt, which includes Beth and others, are among BaseCamp's partners. The Pitch and Midwest Living recently featured BaseCamp in their magazines and triggered an influx of visitors to Humboldt. BaseCamp will also be on the cover of Kansas Tourism and is now featured in New York Times' "52 Places for a Changed World" 2022. The chamber of commerce handles downtown-focused marketing via social media and Southeast Kansas Living magazine.

Beth says the success of their efforts can be seen in more tourism, increased downtown business support and activity, and greater community pride. Further, improvements resonate with current residents and draw new homeowners, families, and residents to move in. The marketing mottoes "Humboldt Has It" and "A Bolder Humboldt" serve the community well. Beth advises other communities interested in similar efforts to consider some of the keys to Humboldt's success:

- Clear and well-implemented branding from the beginning of the project;
- Initial trail and active tourism infrastructure (campsites, lodging, in-town bicycling parking);
- Philanthropic community members willing to help fund and work on projects;
- Involvement of local industries; and
- Funding.

The Pitch. Retrieved from www.thepitch.com/ready-to-escape-the-world-by-humboldt-kansas-really/

Midwest Living. Retrieved from www.midwestliving.com/news/kansas/humboldt-kansas-revival/

52 Places for a Changed World. Retrieved from www.nytimes.com/interactive/2022/01/05/travel/52-places-for-a-changed-world.html

Interview with Beth (Barlow) Works, Marketing Manager, B&W Trailer Hitchco, on November 22, 2021.

Thrive Allen County. Retrieved from thriveallencounty.org/files/SWRF2014-04.pdf

Humboldt Kansas. Retrieved from www.humboldtks.com/

## What's Available to Enjoy?

### Capitalizing on Existing Assets and Developing New Ones

Because active tourism is strongly experiential, it is important to consider and define who people should visit your community or destination. Express what they can enjoy by:

- **Defining your "claim to fame."** Think about it from the visitor's perspective; defining what might motivate them to visit, brainstorming the types of memories they could create, and outlining why they would tell others about it and thereby draw more people to your community. Focus on a theme. Then consider anchoring it with special features and explore how active transportation complements them. Consider unique stories and gifted storytellers, amazing people, notable locations, community assets (natural spaces, celebrations, buildings, art), and other offerings.
- **Designing an active tourism experience.** Develop an engaging active tourism "package" or series of packages that unfolds for visitors over time rather than making the visit about a single event and point in time. Provide opportunities for interesting encounters. Help tourists explore your "claim to fame" in ways that correspond to what resonates with and is of interest to them. Find and/or develop programming and events that elevate your offering and ensure visitors know there are opportunities to share their experiences and reactions with you.
- **Investing in improvements.** A robust, context sensitive, active tourism experience will make use of active transportation investments of various types.<sup>10</sup> For additional information on planning and implementing active transportation infrastructure visit the KDOT Active Transportation website. Examples include:
  - Human-powered forms of transportation, such as bicycling, walking, skating, and canoeing.
  - Use of mobility devices (scooters and wheelchairs).
  - Safe and enjoyable transportation routes, involving sidewalks; shade, pedestrian-level lighting, landscaping, and seating; separated bicycle/pedestrian paths; lanes for scooters and/or other small-wheeled mobility

options; and traffic-calming devices installed where appropriate.

- Multimodal transportation networks that help people efficiently travel to multiple destinations.
- Amenities and destinations within close proximity to one another.
- End of trip facilities, such as bicycle and scooter parking.
- **Working with champions and partners.** Municipalities and local organizations may lead active tourism efforts while partnering with larger agencies and other entities. Champions could involve anyone from local residents to elected officials, regional organizations, and beyond. Champions and partners should collaborate with you to:
  - Brainstorm active tourism needs and options.
  - Pursue and/or secure funding.
  - Assist with programming and marketing.
  - Build capacity and leverage resources available to help more than one community at a time.
  - Coordinate branding and trail-town development efforts along linear routes or trails.
  - Develop a detailed implementation strategy.
  - Measure outcomes with the newly developed Kansas Active Transportation Economic Impact Evaluation Toolkit.
  - Determine improvements and timing.
- **Fostering business support for active tourism.** Active tourism efforts will be more successful and impactful if businesses and chambers of commerce at the local and/or regional level help develop the approach to it, champion efforts, and promote them. Conversations and activities should involve:
  - Developing an understanding of the active tourism industry and its customers' interests.
  - Outlining what is currently available and missing in the local and/or regional market.
  - Identifying how community assets could be leveraged for business growth

<sup>10</sup>BC Healthy Communities. "Active Transportation." Plan H, planh.ca/take-action/healthy-environments/build-environments/page/active-transportation. Accessed January 12, 2022.

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and start-ups and then targeting funding to their development.

- Organizing tourism trainings with assistance from experienced organizations, such as the United States Tour Operators Association ([ustoa.com](http://ustoa.com)) and the American Hotel and Lodging Educational Institute ([www.ahlei.org](http://www.ahlei.org)).
- Leveraging guidance from The League of American Bicyclists' Bicycle Friendly Business Program to create more welcoming environments for customers, workers, and community members who bike.
- Engaging Kansas Main Street and the Kansas Department of Commerce to help enhance the business environment and sense of place within your community's traditional commercial area.
- Defining and utilizing easy ways to promote offerings and new endeavors.



## Kansas Main Street

Kansas Main Street is a self-help, technical assistance program that targets revitalization and preservation of downtown districts in mostly rural communities through the development of a comprehensive strategy based on the four points of Organization, Design, Promotion, and Economic Restructuring. From 1985 to 2012, more than \$600 million in redevelopment took place in participating Kansas communities. This included the opening or expansion of 3,800 small businesses, creating more than 8,600 new jobs. With the return of the state program in 2020, 25 previously participating communities and new programs once again have the resources and tools they need to breathe new life into their communities and historic commercial districts.

Communities interested in becoming a designated member of the downtown revitalization program must apply and, once designated, receive:

- Comprehensive technical assistance in all areas of the Main Street Approach designed to further economic development downtown.
- Training in strategic planning, program capacity building, and organizational management for the Main Street organization.
- Individualized training for Main Street managers, boards, and other Main Street participants.

- Attendance to statewide, Main Street-specific, quarterly trainings and professional development opportunities for participant communities.
- Access to design services on an as-needed basis to help downtown property owners undertake effective rehabilitation, restoration, adaptive re-use, and infill projects, as well as the reimagining of public spaces within the district.
- Access to state and national grant funds (when available).
- Membership to the Main Street America network.
- At least one paid registration to participate in the annual Main Street America national conference.



[www.kansascommerce.gov/program/community-programs/main-street/](http://www.kansascommerce.gov/program/community-programs/main-street/) [www.mainstreet.org/home](http://www.mainstreet.org/home)

## Promoting the Experience

A scalable, multi-pronged approach is needed to promote your active tourism experiences. It should also apply targeting tactics to ensure marketing efforts reach key audiences in the ways that resonate with them most. A manageable promotions effort should involve:

- Attracting customers' attention.** Use market data and key person interviews (formal and informal) to understand what your customers like, why they enjoy it, and how they tell others about it. Allow your findings to inform the development of compelling messages and promotional materials for your general customers as well as identified target audiences. For example, if you learn that your customers enjoy sharing stories about vacations and great places via social media, develop stories about active tourism in your community and/or for key destinations nearby. Then share them through social media such as Facebook and Instagram, where customers gather to express their own stories. Package the stories into multiple formats (blog posts, social media, videos, and television commercials) and develop a schedule for frequent deployment.
- Branding and marketing.** Ensure your community and/or active tourism destination has a clearly identifiable brand. It should consist of a meaningful set of colors (primary and secondary), fonts, images, logo, and promise statement or tag line.

Winneshiek Iowa  
#MyFavoriteIowaMoments  
Winneshiek Iowa  
#TheProudFamily  
2024 Tweets

### Trout Run

The Trout Run Trail is a scenic themed trail that is open year-round in around Decora, Iowa (population 1,109). The Trout Run Trail crosses five streams and offers non-motorized access to trout streams. Visitors enjoy fishing, biking, walking, running, cross-country skiing, camping, visiting local parks, picnicking, and viewing art along the 11-mile route.

Source: [www.mycountyparks.com/County/Winneshiek/Park/Trout-Run-Trail.aspx](http://www.mycountyparks.com/County/Winneshiek/Park/Trout-Run-Trail.aspx)

Apply the brand identity to the marketing materials developed for your active tourism experience(s). Initial items might include fliers, brochures, posters, social media with hashtags, email marketing, videos, and a website or web pages. Additional materials could consist of banners, informational and wayfinding signs, clothing, key chains, water bottles, virtual and/or augmented reality applications, and other items. To ensure consistent brand application, develop a simple branding guide demonstrating appropriate and inappropriate use of the brand when applied to marketing materials.

- Theming, wayfinding, and events.** For specific projects, consider theming. As an example, you could theme trails after historic happenings, people, wildlife, natural features, activities, and other things, to help promote your experience or destination. As an example, Decora, Iowa, has the Trout Run and Prairie Farmer Trail. You could also upload your themed routes to an online mapping service with GPS and promote it, so visitors can plan their experience around them. Further, you could add branded wayfinding signs to trail routes and help promote their name(s) and/or theme plus orient visitors toward local businesses and/or

Figure 1. Trout Run Trail Map - Decora, Iowa



Source: [parks.decoraia.org/trail-maps](http://parks.decoraia.org/trail-maps)



## Becoming a Bicycle Friendly Business

A Bicycle Friendly Business (BFB) is one that understands people on bicycles are an important part of their customer base and provides additional support or services to bicycling customers. Programs that designate businesses as Bike-Friendly or Trail-Friendly can be found across the country, from the national League of American Bicyclists program to the statewide Travel Oregon program to the more localized programs on the Missisquoi Valley Rail Trail or PA Route 6.

At their core, all Bike-Friendly or Trail-Friendly Business programs require that front-line staff are trained to be friendly and welcoming to customers who arrive on or with a bike (or other active transportation methods like scooters) and are able to answer basic questions like the location of the closest bike shop.

Businesses that are recognized as Bike-Friendly or Trail-Friendly might include eating establishments, lodging, camping, visitor or welcome centers, tour operators, bike shops, retail, attractions, gas stations, groceries, and more; and are generally required to provide a few of the following amenities and services:

- Bike cleaning station
- Bike floor pump and tools for repair and/or bike mechanic available to hire
- Bike maps and area information
- Complementary lock for bikes while at the business
- Designated bike parking area in close proximity (bike rack, secure courtyard)
- Electronic charging available for devices
- Free water bottle refill
- Long-term vehicle parking for visitors taking multi-day bicycling trips
- Public restroom
- Shipping available for customer purchases
- WiFi

In addition, lodging properties should allow guests to bring their bicycles into their room, or provide space in a secure and dry location like a locked storage room; and camping properties should accommodate bicyclists who arrive by bike without a reservation.

Kansas does not currently have a program that designates BFBs. However, programs can be designed and implemented at the local level by looking to out-of-state programs for more detail.

MVRT: <https://www.mvtrail.org/trail-friendly-businesses>

PA Route 6: <https://www.paroute6.com/bfb-program>

Travel Oregon: <https://industry.traveloregon.com/bfb>

activities close to the route. Events could also be themed and temporary signs produced and strategically placed to complement them.

- Communications strategies.** Continuing to apply your market research findings, develop pitches and collateral materials that remain sensitive to your audiences' needs and preferences will be important. Market segmentation data from ESRI Community Analyst (shown in the chart and map on page 12) shows many Kansas consumers relax through outdoor activities when they can find the time. Others like vacations focused on driving to destinations. To reach them, utilize audience-specific marketing and leverage cross-promotional opportunities. In so doing you will be able to market your own outdoor experiences and those of nearby communities. Also, pursue opportunities to build new types of partnerships, remaining open to both traditional and non-traditional connections that could advance the active tourism experience in your area.
- Getting the most bang for the buck.** One of the best ways to stretch funding for promotions is to pair your resources with those from partners, such as restaurants, hotels, chambers of commerce, and others. Making sure to review marketing research findings from data analysis and conversations with target audiences, develop specific marketing tools and deploy them over a purposeful timeframe. Focus marketing campaigns on your target audiences and the types of things they are known to like, use, and support. In addition, recognize that the local news media should play a key role in communications deployment. Reach out to them, sharing active transportation stories, happenings, and opportunities. The effort will save marketing dollars and help you reach larger audiences more effectively.



People Hiking Out on Prairie Farmer Trail. Photo Credit: Prairie Trailers

Consumers can be organized into groups by their common characteristics. The groups are known as Market Segments. The top market segments in Kansas to consider for active tourism communications include:

- In Style:** Located in northeast Kansas (KDOT District 1), In Style "[a]ctively support the arts, theater, concerts, and museums." In Style spend more than the average American household on housing, food, apparel and services, transportation, health care, entertainment and recreation, education, pensions and social security, and other items. They also spend more money on athletic shoes for walking and running than other athletic shoe types, such as cross-training and aerobics. In addition, In Style jog, bike (road), and hike more than the typical US family.
- Prairie Living:** Found in north central, northwest, and southwest Kansas (KDOT Districts 2, 3, and 6), Prairie Living like "[l]eisure activities include fishing, hunting, boating, camping, and [going to]...concerts." Prairie Living spend a bit more than the average US family on transportation and healthcare. District 2 and 3 Prairie Living walk more as a passive recreational activity than the typical American and buy running and walking shoes when it comes to athletic footwear. District 6 Prairie Living purchase the same kinds of athletic shoes, using them for walking and mountain biking, but a little less so than the national average.
- Heartland Communities:** They "support their local community, residents participate in public activities [and]...[m]otorcycling, hunting, and fishing are popular; walking is the main form of exercise." Heartland Communities live in southeast Kansas (KDOT District 4) and spend less than the average US household on housing, food, apparel and services, transportation, health care, entertainment and recreation, education, pensions and social security, and other items. Heartland Communities spend more on walking and running shoes than other types of athletic shoes but use them for activities less than the typical American household.
- Traditional Living:** Living in south central Kansas (KDOT District 5), Traditional Living "[e]njoy outdoor activities such as fishing and taking trips to the zoo." Their spending habits are more conservative than Heartland Communities. Like the other markets, Traditional Living spend more on walking and running shoes than other kinds of athletic footwear. They use them for walking activities slightly more than the average US family.

# Guest Speakers

Jordan Roemerman

*Kansas Tourism*

*Kansas Department of Commerce*

Craig Crossette

*City Manager*

*Sterling, KS*

Lelan Dains

*Unbound Gravel*

*Visit Emporia*





**ACTIVE TOURISM**

# WHO WE ARE

## MISSION

- The mission of Kansas Tourism is to inspire travel to and throughout Kansas to maximize the positive impacts that tourism has on our state and local communities.

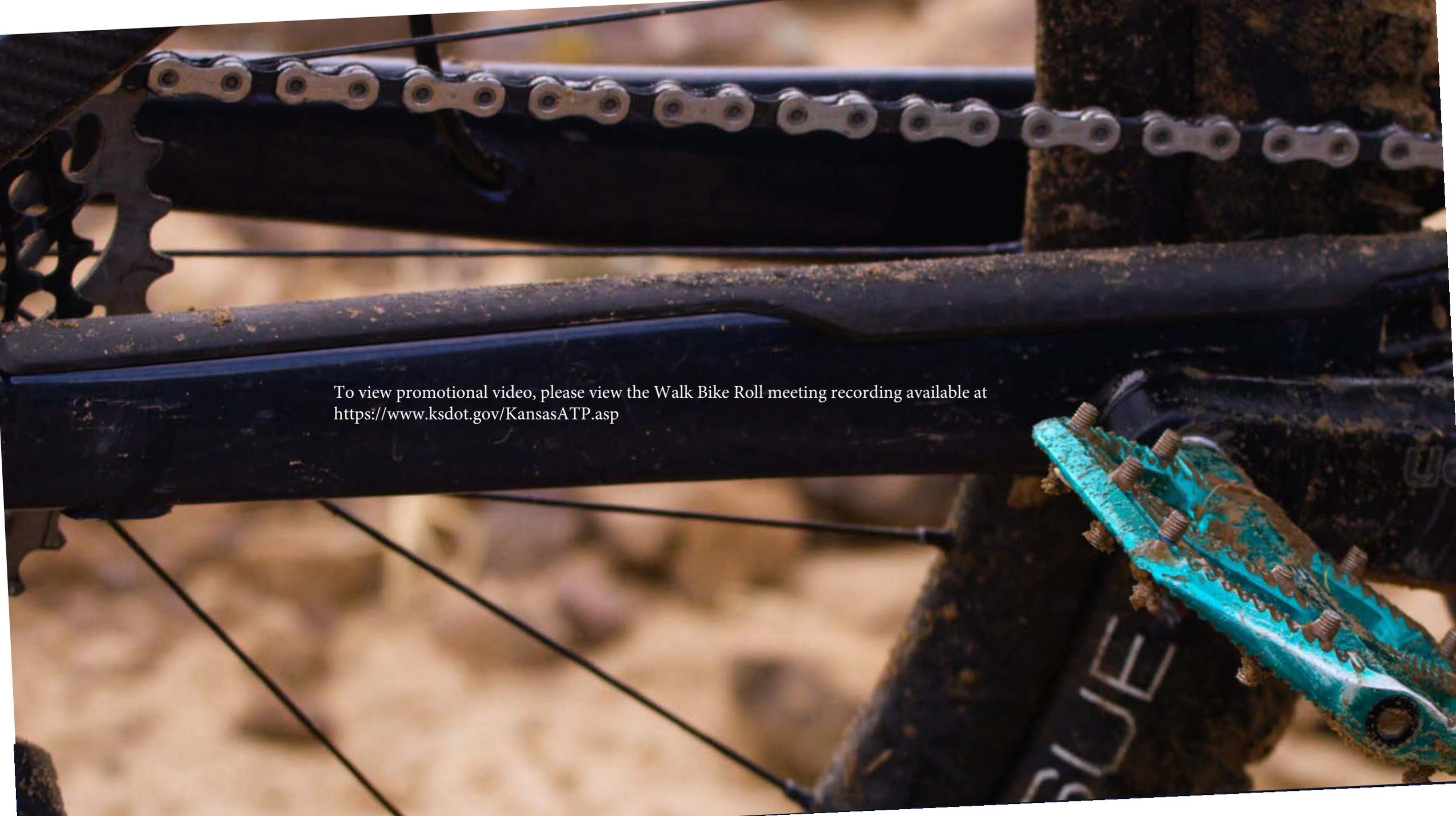
## VISION

- We will create a better quality of life for all Kansans through a strong travel industry and economy, ensuring all travelers feel welcome and are provided the resources to create awe-inspiring experiences.

## VALUES

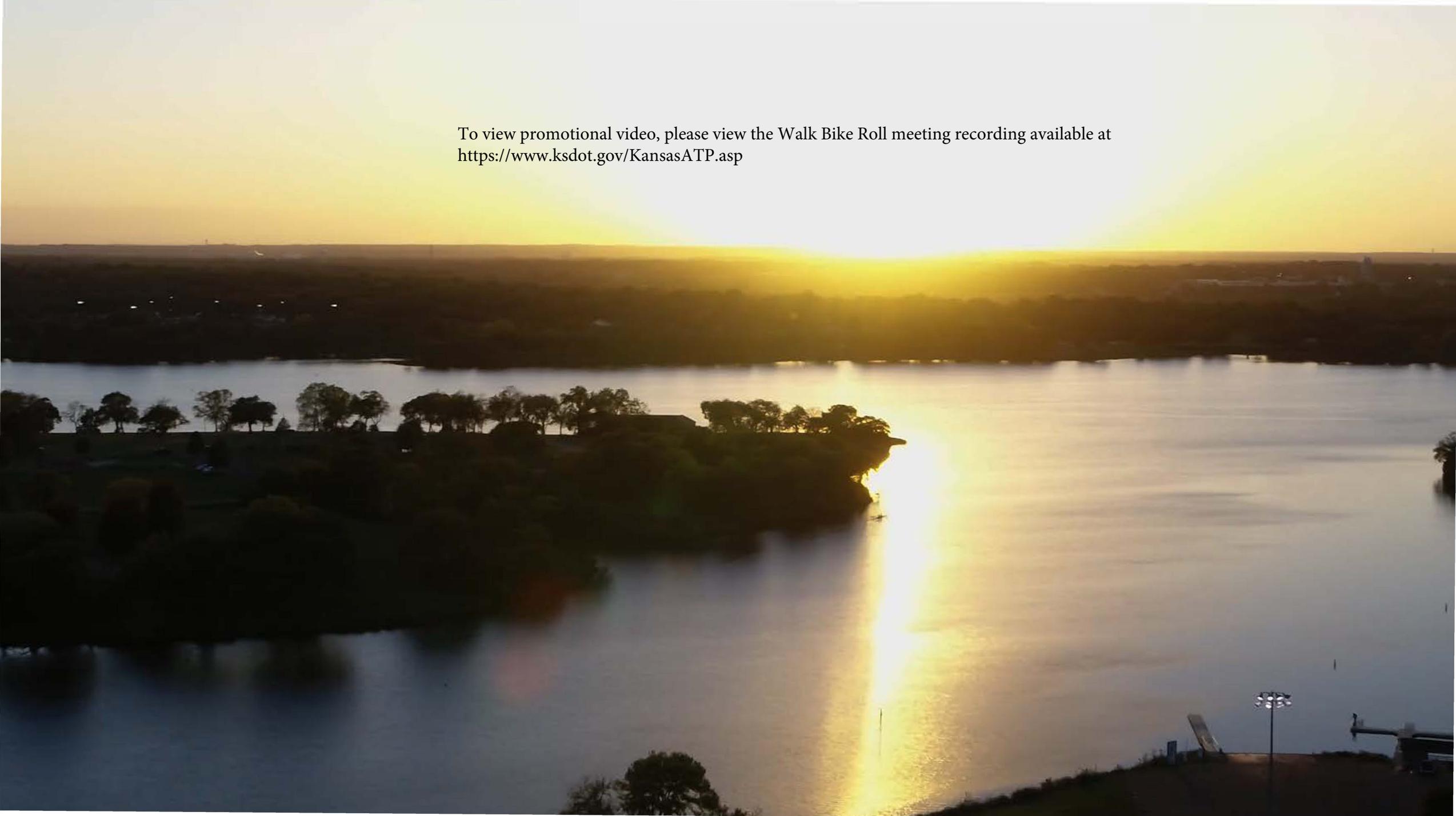
- Passionate- We enthusiastically take ownership of our role in the Kansas tourism industry.
- Authentic- We communicate genuinely and effectively with our customers, partners, and each other.
- Inclusive- We support all aspects and places of tourism in Kansas, and find ways to welcome all visitors.
- Innovative- We are open to new ideas, progressive in our thinking, and strategic in our actions.

# ACTIVE TOURISM

A close-up photograph of a bicycle's drivetrain. A silver chain is stretched across the frame, connecting to a black cassette on the right. A teal-colored pedal is attached to the bottom bracket, showing some mud splatters. The background is a blurred, light-colored ground. The text is centered in the lower half of the image.

To view promotional video, please view the Walk Bike Roll meeting recording available at <https://www.ksdot.gov/KansasATP.asp>

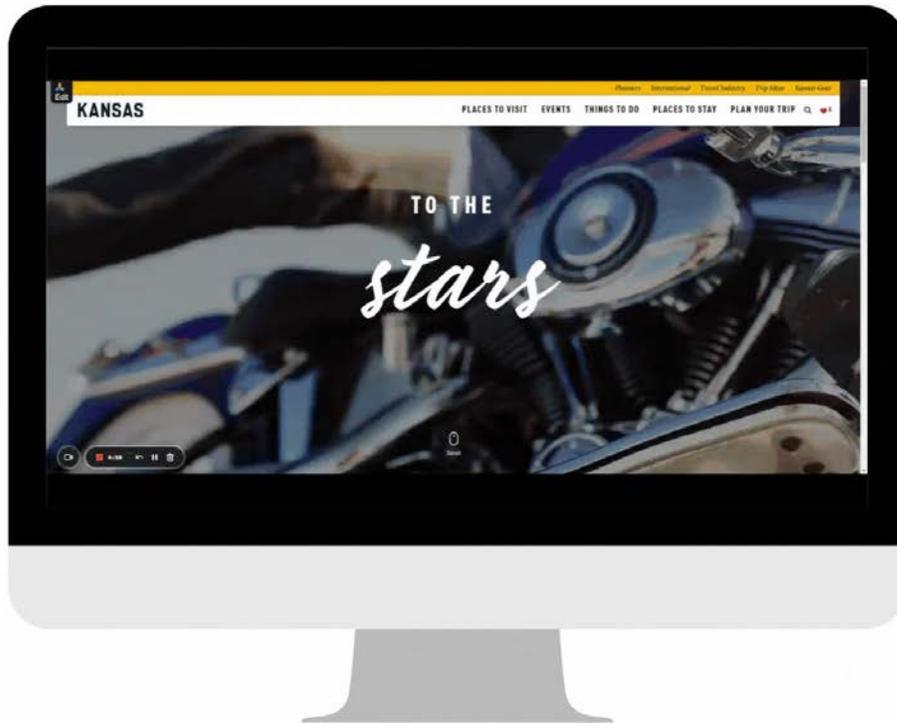
To view promotional video, please view the Walk Bike Roll meeting recording available at <https://www.ksdot.gov/KansasATP.asp>



# PLATFORMS

# TravelKS.com

*The official website of Kansas Tourism*



## 2.68 million

Total pageviews in 2022  
(the most highly trafficked year in site history)

## 1.6 million

Total pageviews in 2023  
(on pace to beat last year's historic traffic)

# TravelKS.com

*The official website of Kansas Tourism*

38,734

Views of Top 25 'Sports and Outdoors' pages relevant to Active Tourism in 2022

93,028

Views of Top 25 'Parks and Nature' pages relevant to Active Tourism in 2022

87,999

Views of Top 30 blogs relevant to Active Tourism in 2022

219,716

Views on top pages related to active tourism alone in 2022

# TRAVEL GUIDE

*Kansas' Official Travel guide*



# 350,000

Copies Distributed

- Direct consumer requests
- Distribution at trade shows
- Polybag with Midwest Living
- Distribution with CTM, Certified Folder & Central Brochure Distribution

# TRAVEL INFO CENTERS

2 State Owned TICs – Greet over 200,000 visitors  
26 Community Owned TICs



**FREE OPPORTUNITY – Community Brochure Program**



## TIPS

IF IT'S WORTH DOING, IT'S WORTH PROMOTING.

## TIPS

IF WE DON'T KNOW ABOUT IT, WE CAN'T PROMOTE IT.

## TIPS

DON'T GET OVERWHELMED. FOCUS ON MAKING IMPROVEMENTS ONE AT A TIME.

# TIPS

IF YOU HAVE QUESTIONS, NEED TO BRAINSTORM, OR WANT TO EDIT  
INFORMATION IN OUR MARKETING PLATFORMS...  
**EMAIL ME! MY INBOX IS ALWAYS OPEN!**



# JORDAN ROEMERMAN

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*Marketing Manager*

Phone: 785-338-6066

Email: [jordan.roemerman@ks.gov](mailto:jordan.roemerman@ks.gov)





# Active Tourism

STERLING, KS

CRAIG R CROSSETTE, CITY MANAGER

#LIFEWELLRUN

# Sterling, KS

HOME OF STERLING COLLEGE

POPULATION 2400

CENTRAL KANSAS



Active Lifestyle Opportunities =

Positive Healthcare outcomes  
Community connectedness  
Economic Vitality

# Promotion



# Sterling Lake Campground

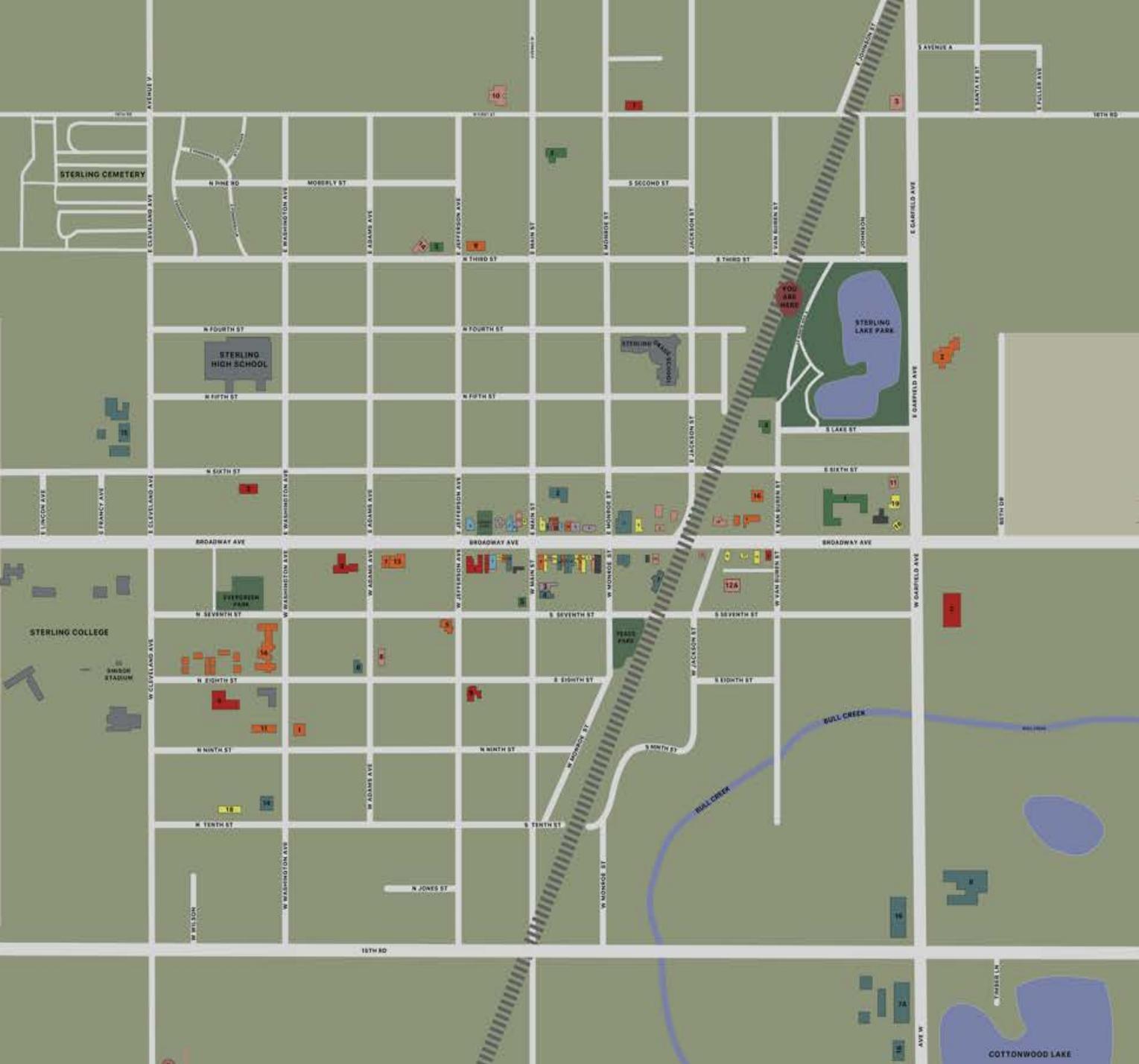
- ▶ Bike Across Kansas
- ▶ Trans America Trail
- ▶ Camping Amenities
- ▶ Park Amenities
- ▶ Information Kiosk



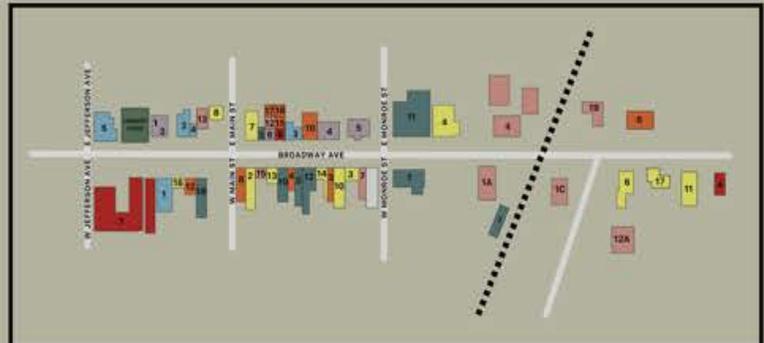
# THE CITY OF STERLING • KANSAS

- FOOD & SHOPPING**
  1. CASEY'S
  2. ALL CAKED UP
  3. CLIVE'S STRAIN COFFEE AND BAKERY
  4. DILLON'S GROCERY STORE
  5. DOLLAR GENERAL
  6. DOS AMIGOS
  7. DOUBLE SHOT LIQUOR
  8. GAMING'S PIZZA
  9. SONIC
  10. STERLING CAFE
  11. STERLING BOWL
  12. SUBWAY
  13. SUGAR CHOC ROUTIQUE
  14. THE FLOWER SHOP ON BROADWAY
  15. TABLE COFFEE ROASTERS
  16. FNT DAIRYLAND
  17. HANGER BOUTIQUE
  18. TENTH STREET ORCHARD
  19. STERLING AMERICAN LEGION
- HEALTH & BEAUTY**
  1. ADVANCED PHYSICAL THERAPY
  2. ANN VETERINARY CLINIC
  3. DC TIME BARBER SHOP
  4. BELLA VITA SALON
  5. BRIZER-SILIN FUNERAL HOME
  6. CORDELL CHIROPRACTIC
  7. HINDSHAW DOUGLASS DDS
  8. RYATT LIFE SCIENCE
  9. AB'S BARBERSHOP
  10. STERLING PHARMACY
  11. STERLING CHIROPRACTIC
  12. SHINE SALON
  13. STERLING MEDICAL CENTER
  14. STERLING VILLAGE
  15. STUDIO M SALON
  16. STERLING EMS
  17. HEALING MECHANIC
  18. PIVOTAL POINT FAMILY THERAPY LLC
- HOME & AUTO**
  1. CENTRAL PRAIRIE MAIN OFFICE
  2. COACH LITE CAR WASH
  3. FERRELL GAS
  4. HOME LUMBER & SUPPLY
  5. HOOD CONSTRUCTION
  6. JEREMY'S PAINT & BODY SHOP
  7. ALEXI KEY AND SECURITY
  8. MAA PROPERTY MANAGEMENT
  9. OUTLAW SHOP, REPAIR
  10. PEACE VALLEY CONSTRUCTION
  11. PRESCRIPTION DIESEL
  12. BENNETT INSULATION AND STORAGE
  13. STERLING STORAGE UNITS
  14. WALTON PLUMBING
  15. SILVER THREADS
- BUSINESS & INDUSTRY**
  1. BUSH, BUSH, & SHAMELO LAW OFFICE
  2. CENTURYLINK
  3. EMPORIUM
  4. GENZADA LAB
  5. IMADINEIT
  6. JACAM
  7. JACAM CATALYST
  - 7A. JACAM CHEMICALS
  8. KMW
  9. OBSERVANT MEDIA
  10. RANDALL C. HENRY LAW OFFICE
  11. STERLING SERVICES
  12. STUDIO DR
  13. SUPERIOR SAND
  14. MTC
  15. UNITED INDUSTRIES
  16. LAKESSIDE STORAGE
  17. LUKE DESIGN AND BUILD
  18. STERLING BULLETIN
  19. NOVY OIL
- CITY OFFICES**
  1. FIRE DEPARTMENT
  2. POLICE DEPARTMENT
  3. POST OFFICE
  4. STERLING CITY HALL
  5. STERLING FREE PUBLIC LIBRARY

- HOUSING**
  1. COUNTRY INN HOTEL
  2. 3001 STREET COTTAGE BED AND BREAKFAST
  3. PUBLIC HOUSING AUTHORITY
  4. STERLING LAKE HOUSE BED AND BREAKFAST
  5. 7TH STREET CHALLET
- BANK & INSURANCE**
  1. BANK OF THE PLAINS
  2. ALDEN STATE AGENCY LLC
  3. FARM BUREAU INSURANCE
  4. FIRST BANK
  5. FIRST GROUP INSURANCE
  6. MISHLER ACCOUNTING
- RELIGION**
  1. GALLERY BAPTIST CHURCH
  2. ENCOUNTER STERLING
  3. ENCOUNTER CHURCH
  4. STERLING CHURCH OF CHRIST
  5. STERLING REFORMED PRESBYTERIAN CHURCH
  6. THE LIGHT POST
  7. UNITED METHODIST CHURCH
  8. UNITED PRESBYTERIAN CHURCH OF STERLING
  9. JOM AMERICA



## THE DOWNTOWN CORRIDOR

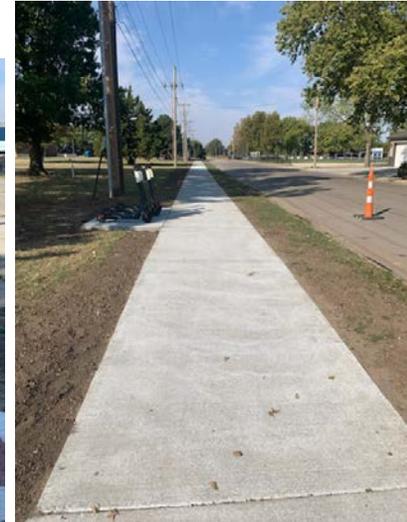


# Transportation Alternative Project (KDOT)

- ▶ Continuous ½ mile walking path.
- ▶ Connects College and primary pedestrian thoroughfare with the Jr./Sr. Highschool and newest housing development (350 families)
- ▶ How to: Need, Impact Study, Bike/Ped Plan, and Stakeholder Support.



# Warrior Way Trail (Sunflower Foundation)



# Funding Sources

- ▶ KDOT: Transportation Alternatives Program(\$300,000)
- ▶ Sunflower Foundation: Trails (\$55,000)
- ▶ KDHE: Healthy Living (\$3,000)
- ▶ Kansas Department of Wildlife Parks and Tourism: CFAP (\$40,000)
- ▶ KDOC: HEAL (\$75,000)
- ▶ KDOC: Attraction Devp Grants (\$80,000)
- ▶ Community Partnerships (Active Sterling Committee) (small awards)



# Destination Ecosystem

Businesses, Amenities, and Exhibits



Contact:

Craig R Crossette, City Manager  
[ccrossette@sterling-Kansas.com](mailto:ccrossette@sterling-Kansas.com)

620-278-3423

# GRAVEL

## KANSAS



## PURPOSE

- Develop a unified system of *iconic* gravel cycling routes throughout KS
- Kansas to be recognized as the premiere gravel cycling destination in the world



## Connecting People to Place

- Routes must connect people to place through stories.
- Geography, History, Attractions, etc.



What are your communities stories?

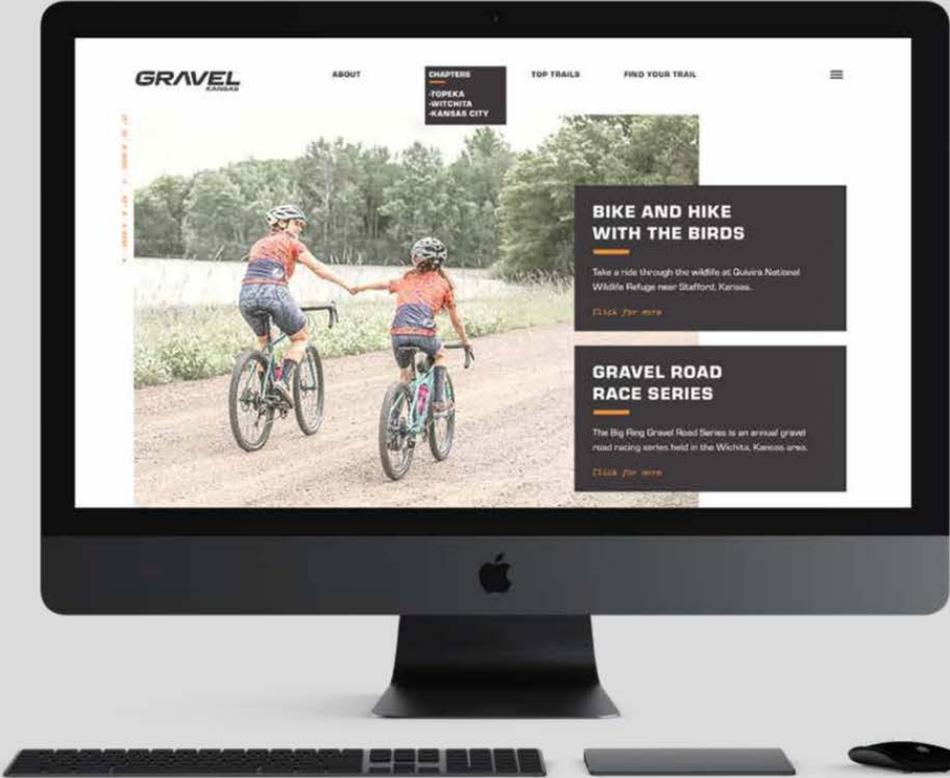
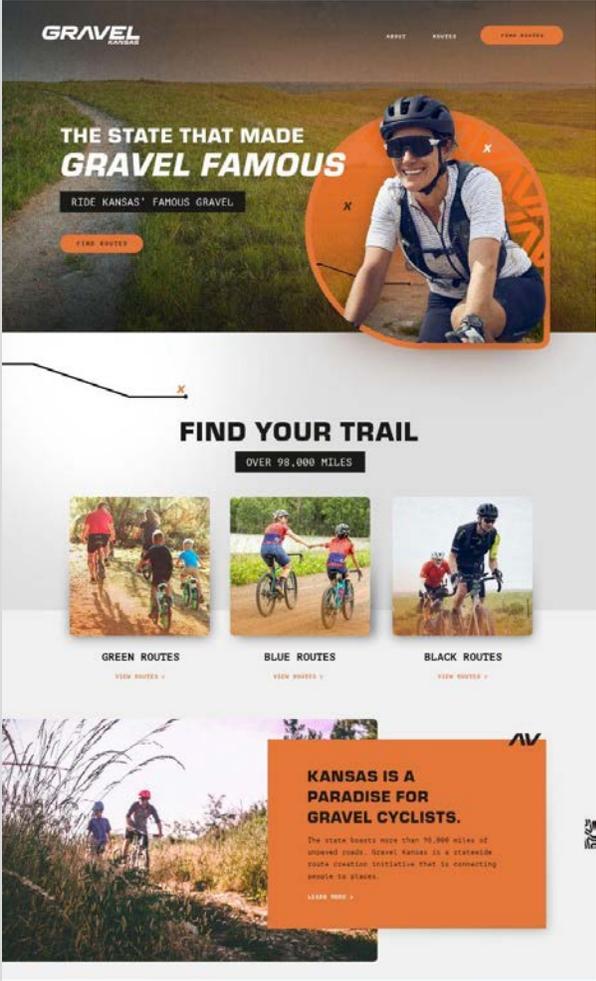


## What does a route look like?

- Start / Finish with basic amenities:
  - Gas station, place to park, cafe, lodging a bonus.
- Consistency
  - Green 10-20 miles
  - Blue 30-50 miles
  - Black 60-80 miles
- Must be on open public roads. Can contain bits of pavement to connect sections.
- Looking for 2-3 routes to start for a community.

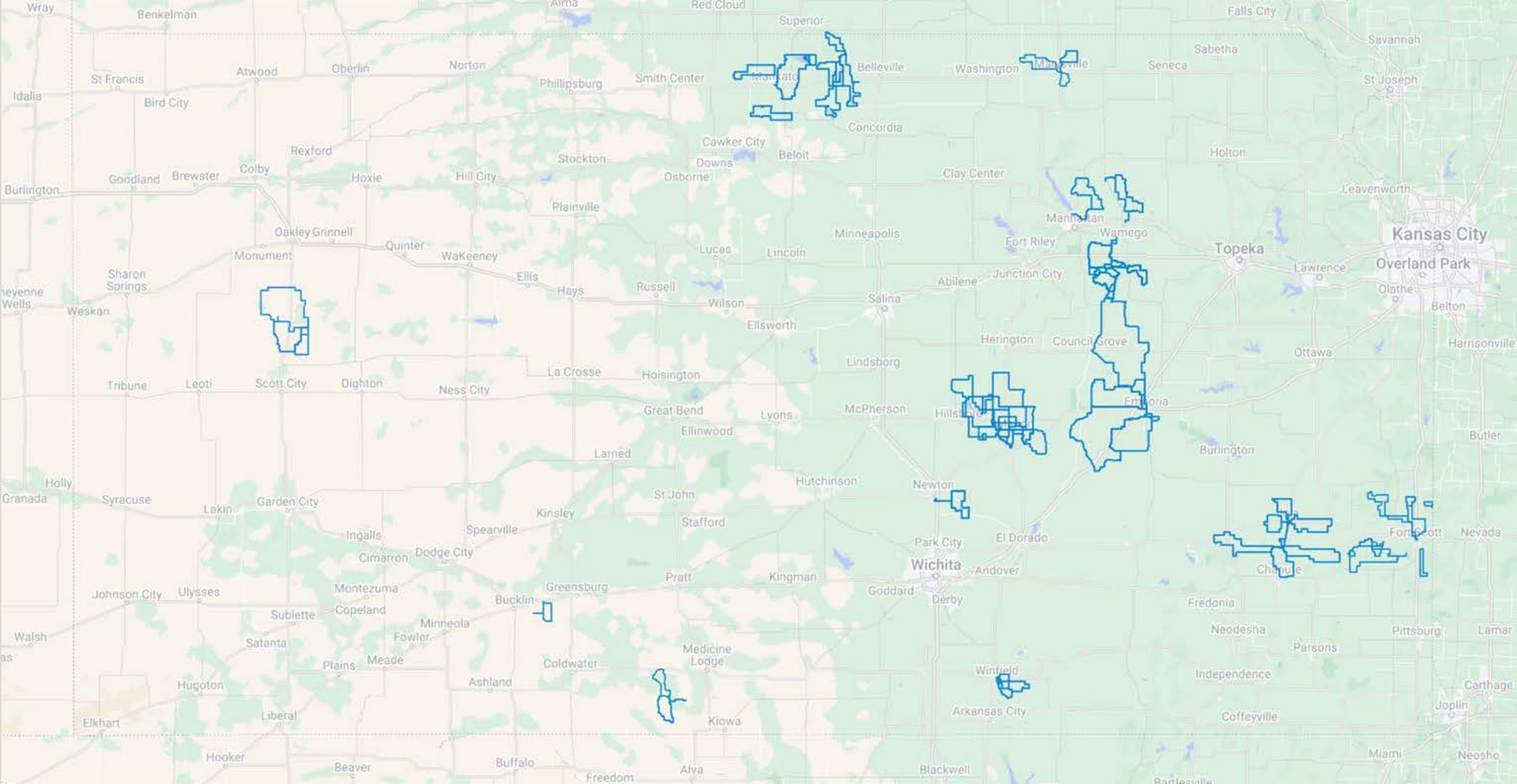
# GRAVEL KANSAS

Where are we today?



# GRAVEL

KANSAS





What do we need  
from you?

Iconic routes that connect people to place  
through our wonderful stories!

LeLan Dains  
lelan@visitemporia.com  
620-757-3264



# LELAN DAINS

DIRECTOR

Visit  
**EMPORIA**



620.757.3264



lelan@visitemporia.com



visitemporia.com



-Hablo Español



Lindsborg, KS

# Q&A Session



Mark your  
Calendars!

[www.walkbikerollks.com](http://www.walkbikerollks.com)



# Walk Bike Roll Kansas

Active Transportation Summit

**September 20–22, 2023**

**McPherson, Kansas**

Join us for a three-day, in-person event for transportation professionals, advocates, and community members from across the state. You will deepen your understanding of the [Kansas Active Transportation Plan](#) and build valuable partnerships as you learn how to improve walking, biking,

# Statewide Bike Map: <https://www.ksdot.gov/bureaus/burRail/bike/ksbicyclemap.asp>



**Contact Information:**

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[Jenny.Kramer@ks.gov](mailto:Jenny.Kramer@ks.gov)

Matt Messina, Multimodal Transportation Bureau Chief  
[matthew.messina@ks.gov](mailto:matthew.messina@ks.gov)

<https://www.ksdot.gov/KansasATP.asp>



**WALK  
BIKE  
ROLL  
KANSAS**

**VIRTUAL  
SERIES**



Save the Date: September 20-22, 2023

# Thank you!

Virtual Walk Bike Roll Virtual Series

Next Session: July 26 at 2PM

### *Active Transportation Demonstration Projects*

- Jared Tremblay, Flint Hills MPO
- Gregory Newmark, Kansas State University

<https://www.ksdot.gov/KansasATP.asp>

Walk Bike Roll Active Transportation Summit

September 20-22, 2023 [www.walkbikerollks.com](http://www.walkbikerollks.com)



Kansas Active Transportation Enhancement