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FOR IMMEDIATE RELEASE

**Leaders of the Kansas Tourism Industry &
the Kansas State Legislature announce the Formation of the**

Kansas Tourism Initiative (KTI)

at 2006 Kansas Tourism Conference in Dodge City

October 24, 2006 ... Dodge City, Kans., ... Kansas tourism industry leaders, along with Kansas Senator Nick Jordan, District 10 (R-Shawnee), presented the Kansas Tourism Initiative (KTI) to attendees at the recent Kansas Tourism Conference in Dodge City. The initiative will serve as the driving force behind developing and promoting the tourism industry in Kansas on all levels.

KTI Taskforce and Core Committee members will research and manage the preparation of a comprehensive plan that will envision the full potential of the Kansas tourism industry statewide. KTI, and the resulting plan, will establish and measure benchmarks for return on investment, workforce development, elevated tax revenues and other statewide economic impacts.

“We believe KTI will redefine the traditional image of the Kansas tourism industry,” said Senator Nick Jordan. “Tourism dollars impact virtually every segment of the state’s economy. KTI will encourage collaboration between the public and private sectors to fund and promote the Kansas tourism industry and ultimately improve the quality of life for all Kansans.”

KTI will encompass all of the diverse components, sectors and geographical regions of the state of Kansas. It will operate as an empowered cooperative effort setting strategies and goals, allocating resources, and evaluating plans and programs with the intent of creating a mechanism to maximize the economic benefits of the Kansas tourism industry

A 27-member KTI Taskforce Committee representing lodging, transportation, restaurants, state parks and wildlife, as well as individual attractions and cities will spearhead the initiative. The taskforce will be led by a seven-member Core Committee including Kansas State Senator Nick Jordan.

Kruzic Communications, Inc., a public relations and marketing firm specializing in the tourism and hospitality industry, has been charged with coordinating and implementing KTI efforts. Cathy Kruzic, president of Kruzic Communications, Inc. is a former Kansas state travel director.

For more information on KTI, call 785-233-9465 or visit www.tiak.org.

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The Kansas Tourism Initiative (KTI) has been created to research and manage the preparation of a comprehensive plan that will envision the full potential of the Kansas tourism industry statewide, including tourism product, message, and return on investment. KTI will encompass all diverse components, sectors, and geographical regions.