

February 10, 2025

Senate Committee on Commerce  
Written Testimony in Support of SB 197  
Alan Carr, TIAK President

Chair Alley and members of the Committee:

Thank you for the opportunity today to submit written testimony on behalf of the Travel Industry Association of Kansas (TIAK) in support of SB 197.

The Travel Industry Association of Kansas (TIAK) is a member association comprised of tourism and travel professionals from across our State. The industry is an independent economic driver, which historically adds \$7.3 billion to the Kansas economy and sustains more than 94,000 jobs in the state.

Many Kansas communities, large and small, have benefited from the STAR Bonds program by developing new attractions which draw tourists to their communities. Projects such as the Kansas Speedway in Kansas City, Flint Hills Discovery Center in Manhattan and the Boot Hill Museum in Dodge City are all examples of successful destination tourism attractions that, when coupled with strong retail districts, have brought excitement, media coverage, NEW visitors and jobs to our Kansas communities as well as NEW revenue to the state and local economies. In addition, TIAK members appreciate the guardrails the legislature has added throughout the years to ensure the program remains focused on bringing destination attractions to Kansas.

Thank you for the opportunity to submit comments in support of SB 197.