

# To the Stars

## KANSAS

### **A BOLD INVITATION TO RECLAIM YOUR VACATION AND TO DO IT IN KANSAS.**

This year, Kansas Day will be a celebration of everything that makes Kansas a unique vacation destination.

To start the year, we're making Kansas Day a key component of our marketing strategy.

On January 29th, we'll kickoff a Kansas Day celebration that sets the tone for the year, stoking state pride, then speaking with swagger as we challenge contemporary travel trends, call out common vacation frustrations, and boldly invite people to travel in Kansas.

You, your organization, and your community all embody the Kansas spirit. Please join us in celebrating Kansas Day by sharing a special video that Kansas Tourism will release on January 29 at 7AM on Facebook and Instagram.

#### *Campaign:*

Americans have been vacating their homes for rest and relaxation since the 1880s, but somewhere along the way... we've lost track of the simplicity in travel. We've become so busy posting highlight reels, we forget to take the time to rest and recharge.

Starting Kansas Day, January 29, we invite you to join the movement. Let's get back to the heart of what a vacation is meant to be: A suspension of our daily schedules, filled with rest, recreation, and exploration. And now, we're inviting all to reclaim your vacation in Kansas.

#### *The Ask:*

Our one ask for this 2024 campaign is to reshare the Kansas Day video as soon as possible.

As you reshare the video, we encourage you to reflect on what vacations may look like in your community. We encourage you to be creative with your accompanying copy, but if you've hit writer's block here are a few ideas to get you started. Don't forget to tailor it for your needs!

#### *Suggested Copy for Resharing:*

COMMUNITIES - Reclaim your vacation in Kansas! Here are 3 things to do in **X Community** this year. \_\_\_\_\_ Share your adventure with us at #VacationInKansas #ToTheStarsKS

ORGANIZATIONS/ASSOCIATIONS - The time to reclaim vacation is now. The place to do it is Kansas. Our **Museum Association** invites you to complete our **Museum Bucket List**. How many can you get to in one season? #VacationInKansas #ToTheStarsKS

BUSINESSES/ATTRACTIONS - Reclaim vacation in Kansas! **Zip your way through summer break in our award-winning adventure park. Complete all 10 zipline runs and win a t-shirt and sticker set.** #VacationInKansas #ToTheStarsKS

INDIVIDUAL - I'm done with the stress of THAT trip. This summer we're going to take back our vacation, we're going to Kansas! What was your favorite Kansas destination as a kid? #VacationInKansas #ToTheStarsKS