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Travel and Tourism Week is Great Time to Plan a Trip

May 3-11 marks National Travel and Tourism Week across the U.S, and there's no better time to make plans to join the 32 million people who enjoy traveling and visiting in Kansas each year.

"Kansas offers so many unique experiences, and not just for visitors," said Linda Craghead, Assistant Secretary for Parks and Tourism with the Kansas Department of Wildlife, Parks and Tourism. "We encourage all Kansans to get out and explore their beautiful state. When we meet someone who's 'just passing through,' we can be ambassadors for all there is to see and do here."

A great way to start planning a trip is to download new Yellow Brick Road Trip Planners at TravelKS.com. These sample itineraries are packed with attractions, events and experiences to help visitors chart plans for exploring specific regions of the Sunflower State, such as the southern central plains and northern western plains. Itineraries covering eight geographic regions are in the works. Or, travelers can create custom itineraries using the handy "Plan Your Trip" link or by ordering a colorful 136-page Official Kansas Travel Guide from the site.

Road trip passions will be stirred by new, inspiring television ads airing on many TV stations around the state. They feature music by Clearwater native Logan Mize, now a Nashville recording artist. His original song, "Sunflowers" provides the background to moving imagery of Kansas landscapes and destinations. The spots are also being shown in select cities in Nebraska, Missouri and Oklahoma.

Mize will share personal Kansas stories at his concerts, on social media and his website; make short videos featuring his favorite places to visit; appear at Kansas tourism events and include a the Official Kansas Travel Guide with all online music sales.

And, watch for print ads featuring beautiful images of Kansas experiences, such as horseback riding through the Flint Hills and kayaking along the Kansas River Water Trail. The ads will appear in upcoming issues of magazines such as Family Circle, Good Housekeeping, Midwest Living and O Magazine.

Learn more about Logan Mize and Kansas tourism at www.travelks.com/noplacelikekansas-presskit/, or call 785-296-2009. Find Kansas on Facebook at www.facebook.com/TravelKS and on Twitter at @TravelKS.