

Manhattan to host Heartland Byways Conference

Manhattan will be the site of the 2014 Heartland Byways Conference, April 14-16, 2014. The conference will be held at the Four Points Sheraton. The meeting is expected to attract more than 60 representatives of scenic and historic byways from Kansas and other states including Nebraska, Colorado, Iowa, Oklahoma, Wyoming, Florida, Delaware and the District of Columbia.

The meeting is designed for byway leaders looking to enhance tourism opportunities in their regions. The keynote speaker will be Sheila Scarborough, a writer and speaker specializing in tourism, travel and social media. Topics featured during the conference will focus on byway organization, finances, corridor management and visitor experiences. The conference will also showcase two of Kansas' 11 byways – the Flint Hills National Scenic Byway stretching between Council Grove and Matfield Green and the Native Stone Scenic Byway between Dover and Alma.

"We're really excited to host the Heartland Byways Conference once again," said Linda Craghead, Assistant Secretary for Parks and Tourism with the Kansas Department of Wildlife, Parks and Tourism. "Our byways serve as natural, social, cultural and economic resources for visitors, the people of Kansas and the communities along the byways. The meeting will give byway and tourism officials many opportunities to network, share best practices and develop plans for the future."

The pre-conference registration fee (before April 14) is \$150 per person and covers all materials, meals and breaks. It does not include lodging or travel expenses. To register, visit www.TravelKS.com/heartlandbywaysconference or contact Kelli Hilliard at (785) 296-4922 or Kelli.Hilliard@TravelKS.com. The registration fee at the conference is \$250.

The Kansas Byways Program was formed to identify and designate scenic and historic roadways for the enjoyment of Kansas travelers. The program is jointly managed by the Kansas Department of Transportation, the Kansas Department of Wildlife, Parks and Tourism, the Kansas State Historical Society and the Federal Highway Administration. It is a cooperative effort among private citizens, local groups, local governments and state government agencies.

For details, contact Kelli Hilliard at (785) 296-4922 or Kelli.Hilliard@TravelKS.com