



News Release

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Lake Shawnee named one of ArrivaLIST's Most Visited Kansas Places by travelers in 2018

TOPEKA, KAN. – Lake Shawnee has been named one of ArrivaLIST's 11 Most Visited Places by travelers in 2018. The Kansas Department of Wildlife, Parks and Tourism has teamed with data analytics partner ArrivaLIST to celebrate Kansas' top 2018 travel destinations. The announcement was made today during Destination Statehouse, the Travel Industry Association of Kansas' legislative day at the State Capitol. KDWPT PR and Travel Development Manager Kelli Hilliard will formally present the award for Lake Shawnee to John Knight, Shawnee County Parks + Recreation director, during the Feb. 11 Board of County Commissioners meeting.

This marks the second time in three years that Lake Shawnee has been recognized as a top travel destination. In 2017, travel site Expedia named Lake Shawnee the Best Place to Visit in Kansas.

"We are honored to once again receive recognition that affirms what an enjoyable and significant recreational area we have at Lake Shawnee," said Knight. "With boating and fishing, gardens, festivals, sports tournaments, golf and the Lake Shawnee Trail, there is a lot to add to both residents' and visitors' quality of life."

The ArrivaLIST Awards will honor the most-visited locations in the following categories:

1. Attractions
2. Zoos, Parks & Natural Attractions
3. Farm & Ranch Experiences
4. Breweries, Distilleries & Wineries
5. Large & Luxury Hotels
6. Casinos

Arrivalist is a Visitation Intelligence company that provides marketers with powerful tools to evaluate the travel habits of a visitor in order to effectively measure creative messaging, targeting, and budgets to determine return on investment.

"Arrivalist's unique data-location technology provides the most precise visitation tracking information in the travel industry," according to Cree Lawson, CEO, Arrivalist.

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“Historically, out-of-state visitor information relied on self-reporting, providing KDWPT with a fraction of the data necessary to accurately understand visitation behavior,” said Colby Terry, fiscal manager, KDWPT. “Arrivalist uses concrete data to report actual, real-time foot traffic, and only captures unique visitors at each attraction once per trip for the most precise visitation behavior analysis.”

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Shawnee County Parks + Recreation includes nearly 60 miles of trails, 2,625 acres of parks and 320 annual days of sporting activities. In addition, the department offers recreation programs, educational programs and golf. A combination of tax dollars, user fees and private donations enables Shawnee County Parks and Recreation to offer parks, sporting and aquatic facilities with state-of-the-art features, and beautiful, nationally recognized gardens.

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