

Overall Organization Budget: Large Community overall budget (over \$500,000)

Submission Category: Visitor Guide

Organization: Visit Topeka

Who worked on this Project (internal/external): Designed by Kelsey Papps, copy by staff, photography by staff and visitors (UGC) Completely internally

Integrated Components or Type: In-House

Project Description: There were several unique elements to this year's Visit Topeka guide. In addition to using even more user-generated content than last year, Visit Topeka collaborated with the Topeka Capital-Journal and local artists to produce the guide's cover. An artist at the TCJ created the 100 days of Topeka drawing, which ran as a special wrap on the Sunday of National Travel and Tourism Week. That piece was converted to a coloring contest and the winner was featured on the cover.

Project Goals: Create a piece that will be picked up by potential visitors in the target distribution markets that will then inform, encourage further discovery and ultimately lead to visitation. Content specific to each target persona will be prominently featured to reinforce other messaging and UGC will be prominently featured as visitor endorsement of the attractions and fun available in Topeka. Readers will have a strong sense of #TopCity.

Problem to Overcome: The Visitor Guide is the most detailed resource we produce. It should help inspire visitation by showcasing the best of our community to each of our target persona groups. We know that those who request a visitor guide from our website are the most likely to visit so we want to surprise and delight them when they receive it.

Background: Visit Topeka uses its annual visitor guide as an opportunity to showcase the community. We change the content and design annually to feature the new and exciting changes within our community as well. The most-visited content on our website is researched during the project planning process and the designer uses social media channels to source user-generated content for the extensive photography, and secures the rights to every photo.

Community Resources: Visit Topeka sells ads to partners for the guide and works with attraction partners to showcase any news or additions for the year.

Results: We print more than 65,000 guides and distribute them throughout our target area. We've received 7,803 requests for the guide since January and are on pace with last year for distribution in hotels and travel centers. We have received feedback from several visitors -- and attraction partners -- about guide content leading them to a site or to a local business for a specific purchase. In one such instance, the shopper drove from Kansas City to Topeka for pottery and ended up staying overnight.

Web Link: <https://www.visittopeka.com/plan/visitors-guide/digital-visitors-guide/>