

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

**Submission Category:** Visitor Guide

**Organization:** Manhattan Convention & Visitor's Bureau

**Who worked on this Project (internal/external):** Jackalope, and CVB Staff external

**Integrated Components or Type:** Outsourced

**Project Description:** The new Visitor's Guide took on a more picturesque approach to Manhattan. All advertisements and business directories were relocated to the back pages. The focus was less on the verbiage, allowing the photos of Manhattan to share our many offerings/attractions.

**Project Goals:** The goal of the new Visitor's Guide was to take on a more visual approach to promoting Manhattan and our attractions.

**Problem to Overcome:** There wasn't a specific problem we were attempting to address or overcome; it was simply time to revamp our message. We wanted to take on an innovative approach to our print advertising catering to the technological world in which we live. Many people aren't taking the time to read long descriptive paragraphs; rather they look for their information to be condensed and visual. This is exactly what we aimed to cater to in our new Visitor's Guide.

**Background:** The project was not an overnight idea and required a lot of work and editing and drafting before it was signed off by our bureau. Using the external partnership allowed us to take a step back and see our advertising shortcomings as a visitor would. Moving the business directory and ads to the back of the Visitor's Guide allow for a better customer journey.

**Community Resources:** Our community resources are our partners. By including our partners to advertise and tell their story - it allows us to showcase our community well.

**Results:** The results of the new Visitor's Guide design and layout have been extremely positive. The feedback we have received has been very positive, with visitors commenting on our change. It aids in enticing the visitor to visit! Our biggest challenge is we print 100,000 for the year. Our goal is to distribute all Guides prior to the year ending.

**Web Link:** [http://issuu.com/sunflower\\_publishing/docs/manhattan\\_cvb\\_2018?e=1125847/58836551](http://issuu.com/sunflower_publishing/docs/manhattan_cvb_2018?e=1125847/58836551)