

Overall Organization Budget: Medium Community overall budget (\$100,001 - \$499,999)

Submission Category: Visitor Guide

Organization: Emporia Convention & Visitors Bureau

Who worked on this Project (internal/external): The CVB staff and IM Design Group staff Project was a joint effort, CVB staff internally and IM Design Group externally

Integrated Components or Type: Outsourced

Project Description: The Emporia Visitors Guide is the official marketing tool to promote visitor traffic and to inform travelers of all the reasons why Emporia is the place to visit. The guide focuses on the major reasons why Emporia is such a great destination through photos that capture people having fun and enjoying themselves. Thorough coverage of lodging, dining, recreation, night life, and cultural options make the guide complete, available in print at hundreds of locations around Kansas, Emporia and online.

Project Goals: The goals for the Visitor Guide are to increase visitor traffic to Emporia and to inform readers of multiple reasons to visit and stay in Emporia.

Problem to Overcome: We hope the cover of the Emporia Visitors Guide is such that it grabs the attention of travelers inspiring curiosity and the need to look inside to then create the desire to come to Emporia.

Background: The Emporia Visitors Guide has always been a joint effort of CVB staff and assistance from graphic designers, photographers, and professionals to present Emporia is the best way.

Community Resources: Community resources include, independent photographers, local advertisers, representation and cooperation by local entities to assist the CVB in showcasing Emporia.

Results: The Emporia Visitors Guide is a well-respected guide by locals for their visiting friends and family. Visitors often report how attractive and helpful the guide is and regarded as a "keeper."

Web Link: https://issuu.com/emporiacvb/docs/emporia_visitors_guide_2018

Comments: 25,000 copies of the Emporia Visitors Guide are printed each year.