

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

**Submission Category:** Visitor Guide

**Organization:** Visit Kansas City, KS

**Who worked on this Project (internal/external):** Visit Kansas City, KS and Metro Media (Publisher) Both

**Integrated Components or Type:** Outsourced

**Project Description:** 2019 Kansas City, Kansas Visitors Guide

**Project Goals:** The goal is to develop an engaging and user-friendly magazine style guide that showcases our lodging, attractions, dining, shopping and events in Kansas City, KS. We wanted to grab the reader's attention by producing a piece that was not only informational but also inspirational from beginning to end. The guide's cover is designed to convey that Kansas City, KS is welcoming, diverse in people and attractions and is a fun, exciting destination with so much to see and do.

**Problem to Overcome:** Every year we strive to improve our guide hoping to connect with our visitors, intrigue and influence their travel decisions. The Visitor Guide should overcome any questions visitors might have regarding what there is to do and see in Kansas City.

**Background:** The Kansas City, KS Visitor Guide is the official guide used for the purpose of promoting all there is to see and do in the city. We also use this piece to fulfill visitor's requests as well as advertising leads. The guide is distributed to Travel Information Centers in Kansas as well as Kansas City area visitor centers. It is also distributed to hotels and attractions along I-70, I-35, in Kansas, NE, and KC metro area through brochure distribution companies such as CTM and Certified. The pi

**Community Resources:** Although we hire a professional photographer to take many of the photos used in the guide, many of the models are friends and family from our community. In this year's guide, we also leveraged the use of social media by contacting some of our Instagram followers for permission to publish their images as well.

**Results:** This year's guide was designed with the reader in mind. The 74-page magazine features storytelling images and content written to inspire trip ideas. The comprehensive listings give visitors an overall idea of what they can do in Kansas City, KS. We also implemented some new things including a regions and neighborhoods section with friendly faces focusing on locals, trips & itineraries, fun highlight sections and Instagram photos from some of our fans. The guide is accessible online.

**Web Link:** [https://view.flipdocs.com/?ID=10004308\\_406467#1](https://view.flipdocs.com/?ID=10004308_406467#1)

**Additional:** [https://tiak.org/wp-content/uploads/gravity\\_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/2019-VG.pdf](https://tiak.org/wp-content/uploads/gravity_forms/15-61c67be98f6a04d7f060990523ca1815/2019/08/2019-VG.pdf)

**Comments:**