

Marketing Budget: Large Community marketing budget (over \$100,000)

Submission Category: Visitor Guide

Organization: Hays Convention and Visitors Bureau

Who worked on this Project (internal/external): Entire Hays CVB staff Internally

Integrated Components or Type: In-House

Project Description: Hays Visitor Guide: The goal of the Hays Visitor Guide is to inform visitors of all Hays has to offer using clean design and beautiful photography. Wild West history and German heritage are highlighted, as well as a list of annual events. A comprehensive restaurant list provides contact information and touts restaurant recognitions. An attractions map folds out of the back panel to help visitors find their way around our community.

Summary: The Hays Visitor Guide tells the story of Hays and conveys to visitors the wide variety of activities and attractions available to them.

Web Link: http://www.visithays.com/DocumentCenter/View/2754/Visitors-Guide-Brochure-2019_BOOK1

Additional:

Comments: The Hays CVB keeps the Hays Visitors Guide stocked in over 50 locations around our community. These guides are included in thousands of CVB welcome packets, including those for Fort Hays State University student and family fairs. It is also distributed statewide and in neighboring states in various tiers of hotels and attractions. Note: Link is also at bottom of www.VisitHays.com.