

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Visitor Guide

Organization: Merriam Visitors Bureau

Who worked on this Project (internal/external): Staff internally

Integrated Components or Type: In-House

Project Description: Explore Merriam presents the 2020 Community & Visitor Guide! This 32-page publication is printed annually and distributed to travel centers across the Midwest, offered online, and by request. The 2020 guide features include: a guest submission by a well-known travel influencer (Family Weekend in Merriam); a music-themed feature to highlight Merriam's newest music festival, Merriam Drive Live; a wildlife and nature photography collection presented by a beloved Merriam resident and much more!

Summary: Next door neighbor to Kansas City, the Merriam Visitors Bureau publishes an annual visitors guide packed full of great content. From historic sites to delicious bites, the guide is the perfect resource to accompany your visit to Merriam. Explore the Merriam Visitors guide online at www.exploremerriam.com/guide or request a printed copy by mail at 913.403.8999.

Web Link: <https://www.omagdigital.com/publication/?m=54059&l=1>

Additional:

Comments: