

Marketing Budget: Small Community marketing budget (\$19,999 and under)

Submission Category: Community Awareness

Organization: Northwest Kansas Travel Council

Who worked on this Project (internal/external): Janet Kuhn Both

Integrated Components or Type:

Project Description: The Ultimate Guide to Northwest Kansas is designed to present the 18-county region as the premier destination for hunting, fishing and other outdoor activities. The guide is also intended to guide visitors to the many fascinating attractions in the region. Ad sales in the guide make it possible for Northwest Kansas Travel Council represent the region at three trade shows. Those who staff the travel council's booth use the guide as a discussion aid to promote Northwest Kansas.

Summary: Northwest Kansas has a professional guide that we are proud to distribute at trade shows and other Tourist Information Centers.

Web Link: <http://online.fliphtml5.com/ggllly/hjfh/#p=1>

Additional:

Comments: The Northwest Kansas Travel Council members are proud to distribute this professional guide to visitors. This is our 20th year to produce the Ultimate Guide to Northwest Kansas and it has grown from 8 pages to a 42 page publication.