

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

Submission Category: Visitor Guide

Organization: South Central Kansas Tourism Region

Who worked on this Project (internal/external): Melody L Spurney, Holly Lofton and multiple tourism region members internally

Integrated Components or Type: In-House

Project Description: This project is a collaboration of the members of the South Central Kansas Tourism Region. Content is determined by individual communities. Several options for listings are offered, and each member is responsible for the content that is included for their respective locations. The guide is intended to offer visitors and potential visitors a sampling of the attractions, businesses, and events that are offered in our region.

Summary: Previous versions of this brochure have been distributed statewide with good results. This updated version includes new members, attractions and events.

Web Link: https://issuu.com/visitnewtonks/docs/scktr_brochure_2020_for_web,
<https://www.visitsouthcentralks.com/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2020/08/SCKTR-brochure-2020-for-web.pdf

Comments: In submitting this entry, I do so on behalf of the South Central Kansas Tourism Region and its members. Thank you for your consideration.