

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

**Submission Category:** Visitor Guide

**Organization:** Visit Topeka

**Who worked on this Project (internal/external):** Internally

**Integrated Components or Type:** In-House

**Project Description:** This guide tells the story of Topeka, Kansas through comprehensive lists, colorful anecdotes & visual storytelling. The Guide provides travelers with not only lodging, dining & shopping options but authentic Topeka experiences. Readers will learn about everything from Topeka's history as a crossroads of freedom to the best place to find local craft beer. A labor of love, the Guide was a top priority during the 2020 planning period and was accomplished despite pandemic setbacks.

**Summary:** This guide tells the story of Topeka, Kansas through comprehensive lists, colorful anecdotes & visual storytelling, and has been distributed to over 43,000 people.

**Web Link:** [https://issuu.com/visittopeka/docs/visitors\\_guide\\_2021\\_-\\_final](https://issuu.com/visittopeka/docs/visitors_guide_2021_-_final)

**Additional:** N/A

**Comments:** N/A