

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

Submission Category: Visitor Guide

Organization: Visit Kansas City Kansas

Who worked on this Project (internal/external): Staff provided content, Metro Media sold advertising

Integrated Components or Type: Outsourced

Project Description: 2021 Kansas City Kansas Visitors Guide: The goal is to develop an engaging and user-friendly magazine-style guide that showcases our lodging, attractions, dining, shopping and events in Kansas City, KS. The guide is designed to provide information as well as inspire travel from beginning to end.

Summary: An engaging and user-friendly magazine-style guide that showcases all there is to do and see in Kansas City, KS.

Web Link: <https://chambervu.com/kck21/>

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/2021-Visitors-Guide.pdf

Comments: N/A