

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): Internally

Integrated Components or Type: In-House

Project Description: The 2021 Merriam Visitors Guide went to press even during a pandemic. Design work begins on this annual publication in October, so we felt compelled to complete the project, but reduce the number of printed copies. We also allowed former 2020 advertisers a free replacement ad given the previous year's guide was not distributed as widely due to COVID. The 2021 guide received a whole new look with fresh content, interactive challenges, locals' favorites and kids' games.

Summary: Explore Merriam, Kansas, with the 2021 Merriam Community & Visitor Guide. Chock full of stunning imagery, guest features, and local favorites, this is the official travel guide to explore the City of Merriam's attractions, events, lodging and amenities, and is the go-to publication for visitors and residents alike.

Web Link: <https://www.exploremerriam.com/Request-a-Visitors-Guide>

Additional: N/A

Comments: N/A