

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Visitor Guide

Organization: Abilene Convention & Visitors Bureau

Who worked on this Project (internal/external): Internally - content; Externally - design and photographs

Integrated Components or Type: Outsourced

Project Description: Best Small Town to Visit – Smithsonian Magazine

Best Historic Small Town – USA Today

#1 True Western Town of the Year – TrueWest Magazine

These are all great accolades, but when potential visitors read about Abilene and requested additional information to plan their visit, they were disappointed with the outdated book of ads they received. After five years, and many challenges, Abilene now has a new visitors guide. This is a huge win for Abilene's tourism industry!

Summary: After five years, the Abilene Convention & Visitors Bureau finally has a new visitors guide! The guide is available both in print and online and is reflective of the community's new brand standards.

Web Link: www.AbileneKansas.org/visitorsguide and https://issuu.com/visitabilene/docs/2021-2022_abilene_visitors_guide

Additional: https://tiak.org/wp-content/uploads/gravity_forms/15-3ffd41d60cb6f65f8cd5fa37716d8c3a/2021/08/2021-2022-Abilene-Visitors-Guide.pdf

Comments: Best Small Town to Visit – Smithsonian Magazine

Best Historic Small Town – USA Today

#1 True Western Town of the Year – TrueWest Magazine

These are all great accolades, but when potential visitors read about Abilene and requested additional information to plan their visit, they were disappointed with what they received.

Abilene had not had a new visitors guide since 2016, and that guide was a reprint of an old guide. The former guide resembled a book of ads, and it was not attractive to a visitor, nor did it stand out in a distribution rack.

Fast forward, the Eisenhower Presidential Library and Museum began construction of new museum exhibits in 2018. With the museum closed, it was not appropriate to create a new guide until we could share new photos.

In the meantime, the Abilene Convention & Visitors Bureau partnered with New Boston Creative group to create a new website, AbileneKansas.org, new brand standards, and capture all-new professional photography.

The new exhibits at the Eisenhower Presidential Library and Museum opened in July 2019. The Abilene Convention & Visitors Bureau completed a temporary rack card to bridge the gap until a new visitors guide could be completed in 2020.

In 2020, COVID-19 caused a global pandemic, which devastated the tourism industry and halted all expenditures and special projects. Thus, until 2021, the Abilene Convention & Visitors Bureau had not had a new visitors guide for more than five years, and no guide developed by its current leadership, representative of current offerings, or consistent with new brand standards. The guide was also created at no cost to Abilene's hospitality industry or tourism attractions.

The completion of this project is a big win for Abilene and its tourism industry!