

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

Submission Category: Visitor Guide

Organization: Experience El Dorado

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

Integrated Components or Type: In-House

Project Description: Experience El Dorado (formerly the El Dorado Convention and Visitor's Bureau) began rebranding in 2021 with a new visitor's guide with an aim at attracting young visitor's and young families to experience El Dorado Lake and focus on weekend stays. The guide features vibrant colors and complimentary design to our social media and billboard designs.

Summary: Experience El Dorado's rebranded visitor's guide uses vibrant colors and a complimentary design to our billboard and social media marketing plan to attract young families and weekend visitors from south central Kansas.

Web Link: <https://www.experienceeldo.com/travel-guide>

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

Comments: N/A