

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

**Submission Category:** Community Awareness

**Organization:** Abilene Convention & Visitors Bureau

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

**Integrated Components or Type:**

**Project Description:** “Abilene, Abilene, best, friendliest, favorite, most historic, midwest destination of the year, town I’ve ever seen.” When it comes to community awareness, Abilene hit it out of the park in 2022! The community rallied voting support across multiple media channels and celebrated these accolades with press releases, over-the-street banners, yard signs, t-shirts, social media and digital campaigns. And to wrap it all up, they hosted the Kansas Media Event to showcase the community's attractions.

**Results:** Since the campaign's launch, Transient Guest Tax collections increased by double digits month over month, the CVB's Facebook Page grew by 30.5%, and its page reached more than 1,068,000 people! Its website, AbileneKansas.org, received more than 166,000 page views, with 95,090 unique visitors. Qualitatively, the visitors to the visitors center give their reason for visiting as they’ve seen Abilene a lot in the news or they wanted to visit the best historic small town.

**Summary:** “Abilene, Abilene, best, friendliest, favorite, most historic, midwest destination of the year, town I’ve ever seen”. In 2022, the Abilene CVB worked hard to create awareness about the five-star community.

**Web Link:** <http://www.AbileneKansas.org/TIAK-Community-Awareness>

**Additional:**

**Comments:** After navigating the COVID-19 pandemic, where Abilene’s largest tourism attraction – the federally-operated Eisenhower Presidential Library and Museum closed – the community rebounded in a big way. With limited Transient Guest Tax revenue to spend on marketing, staff worked hard to create a media buzz for the community. Winning one award in a year is a big deal but taking home all of these accolades is truly remarkable for a community its size. Recognizing Abilene with TIAC Marketing Award for Community Awareness would be the icing on the cake.