

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

Submission Category: Visitor Guide

Organization: Visit Wichita

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

Integrated Components or Type: In-House

Project Description: Visit Wichita's 2022 Spring/Summer Visitor Guide inspires travel to the destination. In 2022, QR codes were added to create further exploration and engagement on the website by helping visitors to find even more travel inspiration and ideas. In this era of digital and instant gratification, digital and social media ads promote the guide and expand the distribution. Online requests and digital downloads have seen steady increases.

Results: In 2022, website sessions increased 36% over 2021 with referral traffic seeing an 82% increase. Visitors and groups love the visitor guide so much that one group for the National Theatre on Ice 2022 competition used the guide in their July performance.

Summary: Visit Wichita's 2022 Spring/Summer Visitor Guide inspires travelers from all across the country to explore the Heart of the Country, benefiting our tourism partners – hotels, attractions, restaurants, retail shops and more.

Web Link: <https://www.visitwichita.com/visitor-info/visitors-guide/digital-guide/>

Additional:

Comments: