

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

Submission Category: Event

Organization: Visit Kansas City Kansas

Who worked on this Project: Steve Walls, Alan Carr, Mindy Lallier, Camber McDonald, Alexandria Granados, Midwest Travel Network, etc..

Was it handled internally or externally: Both

Integrated Components or Type: Annual Conference

Project Description: The Midwest Travel Network Conference is a growing industry conference that brings together travel bloggers and DMOs from the Midwest. Visit Kansas City Kansas hosted the 2023 event in June, with the goal of generating media coverage for KCK. The Visit KCK team offered tours and events to showcase KCK and tourism partners. The result was strong social media buzz for KCK, with more than 700 social media posts and nearly 400,000 impressions in just the first two months since the event.

Project Results: The event was a resounding success with record attendance of 140 attendees, including 58 travel bloggers representing 20 different states. Visit KCK showcased a variety of tourism sites on 14 different tours and showcasing story ideas and photo opportunities. In just the first two months since the event, an InfluencerKit report that tracks 28 of the 58 blogger attendee, recorded more than 700 social posts that have generated 398,909 impressions, 37,568 video views and 40,351 engagements.

Summary: The 2023 Midwest Tavel NetworkConference in Kansas City, Kansas, attracted record attendance of travel bloggers and DMOs and resulted in strong social media buzz for KCK, with more than 700 social media posts and nearly 400,000 impressions in just the first two months since the event.

Web Link: https://visitkansascityks.sharepoint.com/:f:/s/Team/EiOQn-lwTdVLhy-UWHp3UDsB3uUmv_NGhTXa5BdLYQO1VA?e=NJcRRU

Comments: Event Highlights:

- Attraction and Entertainment Showcases: Organized tours and excursions to prominent attractions, including visits to the Wyandotte County Museum, Kaw Point Park, Kansas Speedway, Sporting KC stadium (Children's Mercy Park) & Monarch Baseball stadium (Legends Field), and more, allowing attendees to experience the best of Kansas City, Kansas.
- Expert Speaker Sessions: Curated a lineup of acclaimed speakers and industry experts who shared insights, trends, and best practices relevant to the Midwest travel industry.
- Bloggers and Influencers Engagement: Hosted exclusive interactions between bloggers, influencers, and tourism representatives to promote the destination through various online platforms.
- Networking Events: Arranged networking receptions, dinners, and social gatherings to foster meaningful connections among attendees.
- Interactive Workshops: Organized interactive workshops and breakout sessions on topics such as digital marketing, sustainable tourism, and destination branding.
- Media Coverage: Secured media partnerships and press coverage to amplify the event's reach and promote Kansas City, Kansas as a premier Midwest destination.