

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

Submission Category: Online Media

Organization: Visit Manhattan

Who worked on this Project: Staff of Visit Manhattan and Manhattan Area Chamber of Commerce

Was it handled internally or externally: internally

Integrated Components or Type: website

Project Description: Visit Manhattan itineraries are an innovative online resource designed to provide comprehensive itineraries for visitors exploring our college town community. With a rich blend of cultural attractions, recreational opportunities, and local flavors, these online itineraries offer a ready to go plan for our out-of-town guests.

Project Results: From our website analytics, these online itineraries have been viewed just over 14,000 times.

Summary: Online Manhattan itineraries help you plan the perfect trip on a variety of themes in the Little Apple!

Web Link: <https://www.manhattancvb.org/itineraries/>

Additional:

Comments: