

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

Submission Category: Visitor Guide

Organization: Visit Emporia

Who worked on this Project: Visit Emporia & IM Design

Was it handled internally or externally: Externally

Integrated Components or Type:

Project Description: The 2023 Visit Emporia Community Guide is a joint collaboration between Visit Emporia, the Chamber of Commerce, and IM Design Group. We used featured stories to bring attention to key attractions and build a better connection with readers. The guide is of

Project Results: Our guides are available at our Visitor Center, in our award-winning guide stands located throughout town, given to participants at our world-class events, and distributed to tourism attractions and retailers locally and throughout the region. To date, mo

Summary: The 2023 Emporia Community Guide, which is offered in both English and Spanish, highlights the importance of reaching new audiences and working collaboratively to deliver a better product to potential visitors.

Web Link: <https://visitemporia.com/guide/>

Additional:

Comments: