

FOR IMMEDIATE RELEASE  
November 30, 2023



## Industry Recognizes Excellence in Kansas Tourism Marketing

TOPEKA, KS – The Travel Association of Kansas (TIAK) announced the winners of this year's Marketing Awards during the 2023 Kansas Tourism Conference in Dodge City in October.

The TIAK Marketing Awards are chosen annually to recognize excellence in destination marketing initiatives across the state. They are divided into six categories and broken out by the organization's marketing budget: Large (over \$100,000), Medium (\$20,000 – \$100,000), and Small (\$19,999 and under).

Congratulations to the following winners:

### Visitor Guide

Small Budget: *Northwest Kansas Travel Council*

Medium Budget: *Visit Emporia*

Large Budget: *Visit Topeka*

### Online Marketing

Small Budget: *Chase County Chamber of Commerce – Travel and Tourism website*

Medium Budget: *Abilene Convention & Visitors Bureau – Little Town of Mansions website design and photography*

Large Budget: *Visit Manhattan – online itineraries*

### Event

Small Budget: *Seneca Area Chamber & Downtown Impact – Wine about Winter downtown shopping event*

Medium Budget: *City of Great Bend CVB – Wall That Heals mobile education center*

Large Budget: *Visit Kansas City Kansas – Midwest Travel Network Conference*

### Print Marketing

Small Budget: *Mahaffie Stagecoach Stop & Farm – Mahaffie Grounds map*

Medium Budget: *Abilene Convention & Visitors Bureau – Cowboy Art Trail brochure*

Large Budget: *Visit Kansas City Kansas – Visit KCK Lookbook*

### Community Awareness

Small Budget: *Lindsborg Convention and Visitors Bureau – Wild Dala Search*

Medium Budget: *Abilene Convention & Visitors Bureau – World's Largest Belt Buckle project*

Large Budget: *Visit Kansas City Kansas – "Bet in KCK" campaign*

**About TIAK:** TIAK is a statewide membership organization whose mission is to speak with one voice for the travel and tourism industry in Kansas by supporting all components of the travel development field. Its goals are to influence government decisions, provide a forum for interaction among all industry sectors, and develop programs that positively reflect the impact of tourism on the state and local economies.

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