

**Annual Marketing Budget:** Large Community CVB budget (over \$100,000)

**Submission Category:** Member Community Collaboration

**Organization:** Visit Topeka

**Contributors to the Project:** Visit Topeka, Explore Lawrence, Visit Emporia and Visit Manhattan

**Was it handled internally or externally:** Internally.

**Integrated Components or Type:**

**Project Description:** The METL Prairie Pour Tour is a partnership between Visit Manhattan, Visit Emporia, Visit Topeka, and Explore Lawrence. The purpose of the partnership is to promote craft breweries, distilleries, and wineries within the four municipalities. By pooling their resources, the organizations aim to create a destination experience that encourages travel to the entire region and highlights the unique flavors and artisanry offered by the community's brewers, distillers, and vintners.

**Project Results/Entry Analytics:** In the first five months of 2024, 1,106 participants signed up with 3,095 check-ins, building on the 2023 success of 818 sign-ups and 2,680 check-ins. The website welcomed 28,000 users in 2023 and 19,000 users in 2024 (up to August). The social media campaign achieved 4,417,023 impressions and 27,499 clicks in 2023, and 1,053,214 impressions and 13,271 clicks from March to June 2024.

**Web Link:** <https://prairiepourtour.com/>

**Summary:** The METL Prairie Pour Tour has been a successful partnership between Visit Topeka, Explore Lawrence, Visit Emporia, and Visit Manhattan, attracting over 1,100 participants and generating more than 3,000 check-ins within the first five months of 2024, building on the strong foundation established in 2023.

**Key Performance Indicators:** Pass Sign-Ups: 1,106 (up from 818 in 2023). Total Check-Ins: 3,095 (up from 2,680 in 2023). Website Traffic: 28,000 users in 2023, 19,000 users in 2024 (up to August 1). Social Media Impressions: 4,417,023 in 2023, 1,053,214 in 2024 (March to June). Social Media Link Clicks: 27,499 in 2023, 13,271 in 2024 (March to June).

**Comments:**

**Additional:**