

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

Submission Category: Event

Organization: Visit Kansas City Kansas

Contributors to the Project: Alan Carr, Mindy Lallier, Camber McDonald, Ritz Dasgupta, Steve Walls, Rebekah Bryer, Caprea Moten, Tim Williams

Was it handled internally or externally: Both

Integrated Components or Type: KCK Taco Trail Bus Tour

Project Description: The Taco Trail Bus Tour in Kansas City, Kansas, launched in June 2024, offers a curated journey through the KCK Taco Trail. Partnering with Red Machine Party Bus, the tour features themed visits to local taquerias, blending culinary delights with cultural stories. With monthly themes, VIBR, and the Taco Trail Mascot, the tour has captured significant media and social media attention, offering participants points and prizes through the Taco Trail Pass.

Project Results/Entry Analytics: The Taco Trail Bus Tour in Kansas City, Kansas, launched in June 2024, has been a resounding success. All initial dates sold out, prompting additional dates. By July's end, 200 people had joined, with 11 more tours set through October. Showcasing KCK's culinary diversity and cultural heritage, each tour features a VIBR and the Taco Trail Mascot. Social media saw 683,277 plays and 70,007 reach, with traditional media reach at 921,468, including multiple articles, underscoring the tour's impact.

Web Link:

https://visitkansascityks.sharepoint.com/:f:/s/Team/EjXSiP7qszNCq8rGWARWBukBQ2yuJRS64p_yxh_a2MBuUQ?e=pZJnBx

Summary: The Taco Trail Bus Tour is a curated and mouthwatering journey through the KCK Taco Trail, celebrating Kansas City Kansas' vibrant culinary and cultural heritage.

Key Performance Indicators: The Taco Trail Bus Tour in Kansas City, Kansas, launched in June 2024, has achieved outstanding performance, far exceeding initial goals and demonstrating significant effectiveness. The rapid sell-out of all original tour dates led to adding multiple new dates each month. By the end of July, 200 participants had experienced the tour, with 11 more scheduled through mid-October. The tour's success is further highlighted by including a Visitor Information Booth Representative (VIBR) and the Taco Trail Mascot at each event, adding value for participants. Social media metrics have been impressive, with 683,277 plays and a reach of 70,007 from tracked posts, and further engagement expected from organic posts. Traditional media reach has been substantial, totaling 921,468, with multiple articles by the KC Star, features in Kansas City Magazine, and extensive coverage by The Pitch. These results underscore the tour's effectiveness in promoting the diverse culinary scene and cultural heritage of the KCK Taco Trail, significantly boosting the profile of Kansas City, Kansas.

Comments: Event Highlights:

Unique Culinary Experience: The Taco Trail Bus Tour offered a one-of-a-kind adventure through the KCK Taco Trail aboard the vibrant Red Machine Party Bus.

Diverse Culinary Themes: The Taco Trail Bus Tour featured multiple monthly tiers, with distinct themes like "Carnitas" and "Al Pastor," highlighting various stops on the popular KCK Taco Trail. This dynamic approach provided guests with a fresh and exciting culinary experience every time.

Cultural Showcase: The tour offered an immersive journey into Kansas City, Kansas' cultural and historical fabric, connecting participants with local traditions and stories at each taco stop.

High Demand and Expansion: The tour's overwhelming popularity led to adding multiple new dates each month, with all initial slots sold out and future dates rapidly approaching full capacity. This expansion highlights the tour's broad appeal and effective marketing strategy.

Extensive Media Coverage: The tour garnered notable traditional media coverage, with a reach of 921,468, including three articles by the KC Star, one feature in Kansas City Magazine (with a second pending), and coverage in The Pitch magazine and its newsletter. This broad media exposure amplified the tour's reach and visibility.

Social Media Engagement: The event generated impressive social media metrics, with 683,277 plays and a reach of 70,007 from in-house and tagged posts. Additional organic posts are expected to enhance these figures further.

Community Engagement: By offering a fresh and engaging way to experience Kansas City Kansas, the Taco Trail Bus Tour fostered community pride and generated excitement among local food enthusiasts and visitors alike.

Strong Community Impact: The Taco Trail Bus Tour successfully engaged local residents and visitors, celebrating Kansas City Kansas' culinary scene and boosting community pride while enhancing the city's visibility as a premier destination.

Additional: