

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

Submission Category: Digital and Online Media

Organization: Lindsborg Convention and Visitors Bureau

Contributors to the Project: Visit Lindsborg Staff

Was it handled internally or externally: Internally

Integrated Components or Type: Digital Ads

Project Description: Visit Lindsborg placed ads for the late spring and early summer travel season in the lobby of the Dwight D. Eisenhower National Airport (ICT) in Wichita. Ads promoted Lindsborg awareness as well as favorite events. This project was made possible through negotiations from Clear Channel for reduced pricing and with a large collective effort from the business community in the way of funding. The CVB was responsible for \$1000 of this \$4000 project, the remainder being provided by local business.

Project Results/Entry Analytics: This campaign ran 44,570 ads in the baggage claim area of the Wichita airport lobby, or 454 times per reporting day, and continues to garner new visits to Lindsborg, both for events and every-day visits.

Web Link:

https://www.visitlindsborg.com/media/PDF/ICT%20Ad%20Visuals%20and%20POP_TIAK%20Awards%202024.pdf

Summary: This project saw a marked increase in travel from the Wichita area, a short 1-hour drive to Lindsborg, with noted mention of seeing ads in the airport. This also sparked many conversations with Lindsborg travelers and those standing around them in the airport, as they were quite thrilled to see THEIR community in the airport, something Visit Lindsborg staff did not ever think we could achieve on our consistently \$20,000, or less, annual marketing budget. The community felt a great deal of pride and success in this project.

Key Performance Indicators: Our goal was to introduce Lindsborg to travelers to the Wichita area as well as introduction or reminders to those traveling in and out of ICT to their home, located in the vicinity of Wichita. All these goals were met with great success, seen in increased visits.

Comments: If budget allows, we will do this again, as it has been very successful.

Additional: