

Annual Marketing Budget: Small Community CVB budget (\$19,999 and under)

Submission Category: Visitor Guide

Organization: Council Grove Area Trade & Tourism Association

Contributors to the Project: DESTINATION : Council Grove

Was it handled internally or externally: Internally

Integrated Components or Type: Visitors' Guide

Project Description: The Council Grove 2023/2024 Visitor Guide is a lush, 60-page experience.

Our goal was to create an engaging visitor guide that told the story of our area, while enticing people to "fall in love [with Council Grove, KS] like a local." Our target market with this promotional piece was first and foremost potential visitors. Then we focused on new resident recruitment. And finally, we wanted to inspire current residents to get out and enjoy all that Council Grove has to offer.

Project Results/Entry Analytics: Since its creation, our guide has been given out to more than 5,000 individuals and the digital version has been viewed more than 23,000 times, and we are in the process of updating it for 2025.

Web Link: <https://www.councilgrove.com/visitors-guide>

Summary: The Council Grove 2023/2024 Visitor Guide is a lush, 60-page experience that gives readers a deep-dive into all there is to see and do in Council Grove, KS.

Key Performance Indicators: We nailed it!

Our guide is loved by all who read it, and it stands out among a sea of traditional looking travel guides.

Comments:

Additional: