

FOR IMMEDIATE RELEASE
October 24, 2024



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 2024 Kansas Tourism Conference in Olathe 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:

Community Collaboration

Small Budget: *Wild West Country – Local Legends Project*

Medium Budget: *Lindsborg Convention & Visitors Bureau & Visit Wichita – Billboard Share Project*

Large Budget: *Abilene, Dodge City, Hays, and Wichita – Kansas Gunsmoke Trail*

Community Awareness

Small Budget: *Seneca Area Chamber & Downtown Impact – Swiftie Scavenger Hunt*

Medium Budget: *Abilene Convention & Visitors Bureau – World’s Largest I Like Ike button*

Large Budget: *Visit Topeka – “See, Be, Free Yourself in Topeka” campaign*

Events

Small Budget: *Seneca Area Chamber & Downtown Impact – Seneca’s Night Out – a Hometown Murder Mystery Event!*

Medium Budget: *Lindsborg Convention & Visitors Bureau – Starry, Starry Night*

Large Budget: *Visit Kansas City Kansas – KCK Taco Trail Bus Tour*

Online/Digital Media

Small Budget: *Council Grove Area Trade & Tourism Association – new website*

Medium Budget: *Lindsborg Convention & Visitors Bureau – digital ads at Dwight D. Eisenhower National Airport in Wichita*

Large Budget: *Visit Manhattan – “Be Somebody Somewhere” campaign*

Print Marketing

Small Budget: *Chase County Chamber of Commerce – business cards*

Medium Budget: *Lindsborg Convention & Visitors Bureau – AARP Magazine spread*

Large Budget: *Visit Manhattan – Manhappiness print campaign*

Visitor Guide

Small Budget: *Council Grove Area Trade & Tourism Association*

Medium Budget: *Merriam Visitors Bureau*

Large Budget: *Visit Emporia*

Best in Show

Lindsborg Convention & Visitors Bureau – Starry, Starry Night

People’s Choice

Visit Kansas City Kansas – KCK Taco Trail Bus Tour

Honorable Mention

Visit Topeka, eXplore Lawrence, Visit Emporia & Visit Manhattan – Prairie Pour Tour

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.

Contact: Marlee Carpenter, TIAK Executive Director, marlee@brightcarpenter.org