

FOR IMMEDIATE RELEASE  
October 24, 2022



## Industry Recognizes Excellence in Kansas Tourism Marketing

TOPEKA, KS – The Travel Association of Kansas (TIAK) announced last week the winners of this year's Marketing Awards during the 2022 Kansas Tourism Conference in Wichita.

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:

### Visitor Guide (in-house)

Small Budget: *Experience El Dorado*

Medium Budget: *Dodge City Convention and Visitors Bureau*

Large Budget: *Visit Wichita*

### Visitor Guide (outsourced)

Medium Budget: *Visit Emporia*

Large Budget: *eXplore Lawrence*

### Online Marketing

Small Budget: *Medicine Lodge Peace Treaty Association - social media campaign*

Medium Budget: *Visit Manhattan - social media ads*

Large Budget: *eXplore Lawrence - website*

### Event

Small Budget: *Seneca Area Chamber & Downtown Impact - Oktoberfest Beer Tasting Festival*

Medium Budget: *Friends of the Topeka Zoo - Dinosaur Campaign*

Large Budget: *Visit Topeka - Topeka Dino Days Leisure Festival*

### Print Marketing

Small Budget: *Explore Crawford County - "Gus Explores Southeast Kansas" coloring book*

Medium Budget: *Visit Emporia - disc golf course & gravel cycling route field guide pocketbooks*

Large Budget: *Wichita Art Museum - sculpture installation & career survey exhibition newspaper insert*

### Community Awareness

Small Budget: *City of Greensburg Tourism - 15th anniversary tornado video*

Medium Budget: *Abilene Convention & Visitors Bureau - 5-star community awareness campaign*

Large Budget: *eXplore Lawrence - "Why Lawrence" video series*

### People's Choice

*Visit Emporia - Bicycle-Pulled Chariots Campaign*

**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.

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