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## SHAWNEE TOURISM PROMOTED THIS SUMMER

KC Destinations launches media campaign promoting KC area attractions

SHAWNEE, Kan. February, 2010 – KC Destinations, a regional alliance of which the Shawnee Convention & Visitors Bureau is a member, has announced that it will launch a media campaign in early summer to promote Kansas City area attractions and destinations. The new campaign is designed to increase the awareness among KC residents about the importance of tourism to the area, and what there is to see and do in their own backyard. As a result, the alliance hopes residents will invite their out-of-town friends and family to experience all the attractions of the entire Kansas City region.

The \$100,000 campaign will provide over \$1 million in advertising exposure using outdoor, radio, public relations, vendor partnerships and sweepstakes. To date, the \$100,000 is almost completely funded by the alliance members.

The alliance is a bi-state partnership of 15 destination organizations from the Kansas City region whose mission is to market, develop, and advocate the area's attractions and hospitality services to visitors. The goal of the alliance is to increase economic growth throughout the region.

About the Shawnee CVB:

The Shawnee Convention & Visitors Bureau (CVB) functions as a division of the Shawnee Chamber of Commerce. The CVB is committed to promoting tourism for the city by leading and implementing marketing efforts to attract visitors and events to Shawnee. The CVB serves as the face of the city by hosting hospitality and welcoming tents at all major events and celebrations throughout the year. Emphasis is placed on joint partnerships and co-op marketing efforts with both state and regional tourism agencies and alliances. For more information, contact us at 913.631.6545 or visit our website at [www.goodstartshere.com](http://www.goodstartshere.com).

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If you'd like more information about this topic, or to schedule an interview with Kevin Fern, please call the Shawnee Convention & Visitors Bureau office at 913.631.6545 or email Kevin at kfern@shawneekscvb.com.