

Marketing Manhattan Trails

Creating Connectivity



Who We Are

- The Manhattan Convention & Visitors Bureau
- Mission: *The mission of the Manhattan Convention & Visitors Bureau is to expand the local area economy through increased visitor spending.*
- Activity: Marketing and promotion of local attractions, events, and activities



What we promote

- Local Attractions



What we promote

- Local Attractions



What we promote

- Local Dining



What we promote

- Local Events



What we promote

- Local Events



What we promote

- Local Meetings



What we promote

- Local Sporting Events



What we promote

- Local Outdoor Attractions



Little Apple® Trails

- What we offer
 - Within 40 miles of Manhattan:
 - 150 miles of land trails
 - 112 miles of water (river) trails



Little Apple® Trails

- Manhattan Linear Park Trail



Little Apple® Trails

- Manhattan Linear Park Trail



Little Apple® Trails

- Konza Prairie Biological Station Trails



Little Apple® Trails

- Pillsbury Crossing



Little Apple® Trails

- Anneberg Park



Little Apple® Trails

- Northeast Community Park



Little Apple® Trails

- Northeast Community Park



Little Apple® Trails

- Marlatt Park



Little Apple® Trails

- Marlatt Park



Little Apple® Trails

- Fairmont Park Canoe Launch



Little Apple® Trails

- Warner Park
- City Park
- CiCo Park
- River Pond State Park
- Rocky Ford
- Kansas State University



Little Apple® Trails



Manhattan Area Trails



Manhattan Area Trails

- Alcove Springs



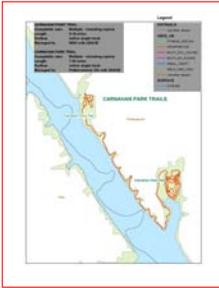
Manhattan Area Trails

- Oregon Trail Park



Manhattan Area Trails

- Carnahan Point Trail - Tuttle Creek



Manhattan Area Trails

- WAMSAGMAN Trail



Hike the Little Apple®



Hike the Little Apple®



Hike the Little Apple®

- Think like a visitor
- Target the right market
- Make the information easy and accessible
- Take people photos
- Package groups of activities
- Team up to get more impact



Hike the Little Apple®

- Traditional ad buys



Hike the Little Apple®

- Select billboards



Hike the Little Apple®

- Maps and Brochures



Hike the Little Apple®

- Newsletter



Hike the Little Apple®



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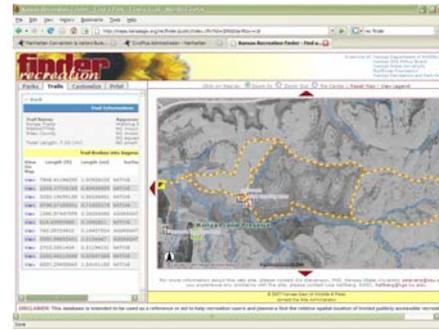
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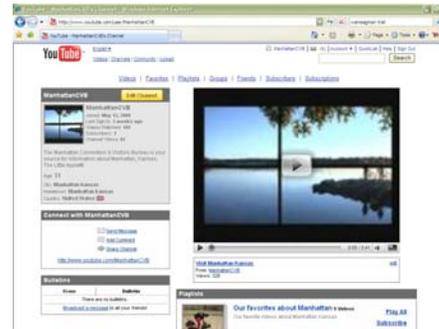
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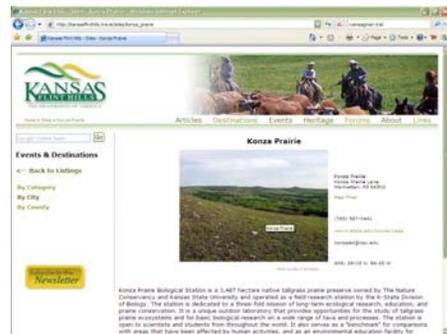
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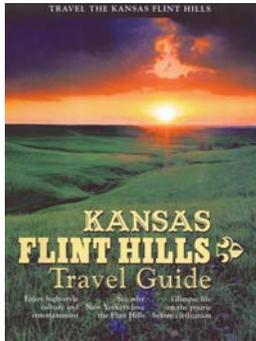
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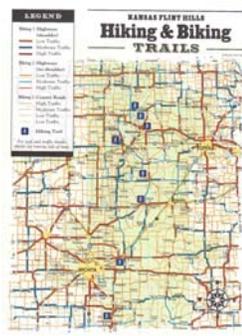
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Hike the Little Apple®



Conclusions

- Be willing to promote - We have great trails
- Partner with your DMO
- Think like a visitor
- Package with other attractions, events
- Plan regionally
- Statewide = "Hike Kansas"
- Partner with Kansas Tourism

