



South Central Kansas Tourism Region

# Annual Report

2023 YEAR IN REVIEW

[visitsouthcentralks.com](https://visitsouthcentralks.com)

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FOR THE SEEKERS  
**SOUTH CENTRAL**  
— KANSAS —

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# 2023 EXECUTIVE BOARD

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<b>Jill Hunter</b>	President
<b>Christina Hayes</b>	Vice President
<b>Becky Alexander</b>	Treasurer
<b>Brandy Evans</b>	Secretary
<b>Dollie Mathes</b>	Past President
<b>Heather Coyne</b>	At-Large
<b>Kari O'Riley</b>	At-Large
<b>Joni Regner</b>	At-Large
<b>Holly Lofton</b>	At-Large

# Message from the President



Jill Hunter, President of the SCKTR Board  
Director of VISIT Ark City

## SCKTR set goals and had big results in 2023

Gathering with tourism representatives throughout the South Central Kansas Tourism Region is always a pleasure and a great learning experience. We set some lofty goals as a group and saw the progress and efforts from our participating cities each month. These goals include quarterly education for our members, increase membership and update to our website.

Thanks to the dedication of the membership committee, we were able to add new members in 2023. The website committee added Google Analytics to our website and tracked **more than 4,000 users to [visitsouthcentralks.com](https://visitsouthcentralks.com)**. We designed and launched an e-newsletter and to date have **more than 200 people** signed up who receive quarterly news and updates.

For the first time, we did paid social media advertising, which drove a tremendous amount of traffic to the website. The Facebook advertising reached **53,056 people**. We made **170 posts** sharing everything from best barbecue spots in South Central Kansas to how to enjoy a weekend. The blog was the number two most popular page on the website behind the home page. We also partnered with the Kansas Office of Tourism by adding our blogs to their website and advertising on their social media pages to extend the awareness of our region and tap into a larger audience with content about our members.

Early in the year, we met with state representatives at the Capitol in Topeka, Kansas for the **Destination Statehouse**, and it is assuring knowing how much the current state government supports tourism. It is equally exciting and especially helpful for smaller cities with limited funding.

We participated in the **Kansas Media Day event** held in Wichita later in the year in August. It was a great opportunity to interact with about 30 travel writers. The cookies we had decorated to share were a big hit and highlighted what is unique and special about the cities in our region. Our goal is for travel writers to develop future stories about South Central Kansas.

The **TIAK Conference** in October was informative, and we were pleased with the donations we received for our table decoration from our members. Our newly launched blog in **2023 won Honorable Mention** at the awards ceremony.

The yearlong collaboration of our members has been tremendous with them sharing their time and expertise to grow tourism in our region.

We hope to carry that momentum into 2024 in partnership with our member cities and the Kansas Office of Tourism.

# Social Media Results

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South Central Kansas utilizes Facebook to reach new and returning users, keeping them informed and driving them to the website to read blogs and sign up to the E-newsletter.

Paid social media advertising was added to drive additional traffic to the page. One ad in particular reached **15,348** people.



**Paid**

**48,597**

Paid Reach

**6**

Ads Produced

**Organic**

**68,283**

Facebook Reach

**170**

Published Posts

# Social Media Results

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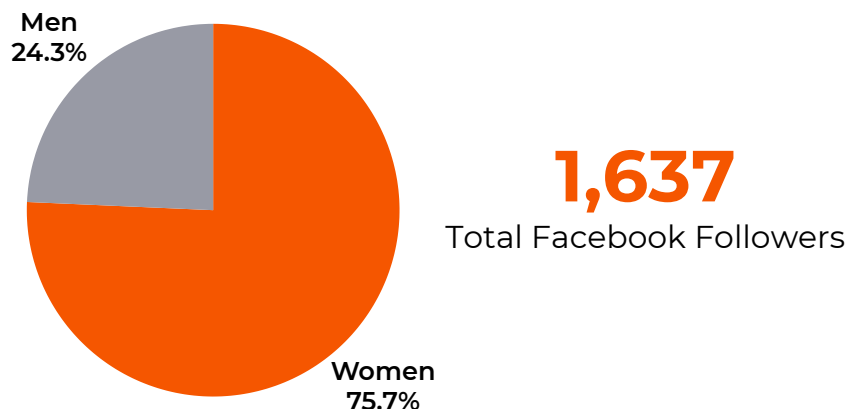
The paid and organic content on Facebook has been effective by pulling potential visitors to the region. Presented below are the top cities that visitors from the Facebook page have come from.

## Top Cities



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## Demographic Breakdown



# Website Report

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The South Central Kansas Tourism Region's website serves as the main information and inspiration hub for travelers interested in any of the member cities.

[www.visitsouthcentralks.com](http://www.visitsouthcentralks.com)

## NUMBERS YEAR-TO-DATE



**37,181**

\*Event Count



**4,208**

\*\*Users

\*Any action, such as clicking through the website and scrolling by the user.

\*\*Number of people that have visited the South Central Kansas Tourism Region webpage.



**622**

\*Direct Engaged



**2,406**

\*\*Organic Social



**535**

\*\*\*Organic Search

\*Actively interacting with the website or media via clicking on links and submitting forms.

\*\*Users directed to website via social site such as Facebook.

\*\*\*User directed to website via searching on Google or other search engines.

# Website Report

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The website serves on the information hub for travel inspiration and trip planning. Check out the most heavily visited pages in 2023.

Top  
**5**  
Viewed Pages

1. **Home page**
2. **Blog page**
3. **The Ultimate Spots for Barbecue in South Central Kansas Blog**
4. **Newsletter page**
5. **About page**

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## Top Cities

Wichita

Kansas City

Moses Lake

Cheyenne

Dallas, TX



# Website Report

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The second most visited blog page shares unique stories about 20 towns that make up South Central Kansas. The content focuses on promoting beautiful cities with mind-blowing attractions.

**26** BLOGS PRODUCED

Spend a day in Anthony, Kansas



Discover Arkansas City



The Ultimate Barbecue Trail



New South Central Discoveries



# E-newsletter Data

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In 2023 the website committee decided to design and launch a new e-newsletter to provide quarterly updates to visitors and potential visitors to help them learn more and explore the region.

The blog was launched in the third quarter of the year, each quarter the subscribers doubled, starting the 2024 year at **212**.

## Quarter 3

July 20, 2023

**66**

Sent To



**54.5%**

Open Rate



**13.6%**

Click Rate



## Quarter 4

Oct 19, 2023

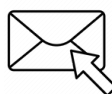
**102**

Sent To



**53.5%**

Open Rate



**18.8%**

Click Rate







# Kansas Media Day

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The South Central Kansas Tourism Region Media committee participated in the 2023 Kansas Media Day. The media committee solicited sweet treats from regional members, and the media promotion was a hit.



On **August 30, 2023**  
at 10 a.m. to noon

Interact with **30** travel writers  
at the Drury Plaza Hotel



Learn more about what  
South Central Kansas  
cities offer the seekers



[visitsouthcentralks.com](https://visitsouthcentralks.com)

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