

USE CASE: MAP PUBLISHER

Kansas Tourism



Not so long ago in a state not so far, far away...

FRIED CHICKEN WARS

Two exciting details of Simpleview's Map Publisher are how DMOs can enhance their existing editorial content strategy and all the ways they can customize visitor maps with it. Perhaps no DMO illustrates this better than Kansas Tourism. They offer visitors interactive maps by region, by city, by persona (from motorcyclists to foodies to history buffs); for [Yellow Brick Road Trips](#), "Top Ten" Road Trips, Byway Stops, and *Fried Chicken Wars?*

The [story](#) behind Fried Chicken Wars can be found on the DMO's website blog. The map to try the first two restaurants at war, as well as the four others brave enough to fry up their chicken fight battle plan, can be found on the TravelKS.com [restaurants](#) page. The gist is this: Crawford County is known as the "Chicken Capital of Kansas." The county currently features six dining venues focused on the famous comfort food, but it all started there with two options: Chicken Annie's and Chicken Mary's. (*insert "The Good, the Bad, and the Ugly" theme whistle here*)

Want to try all six establishments and judge for yourself? There's an [interactive map](#) to guide you on your journey, thanks to Logan Hildebrand, Digital Media Manager for Kansas Tourism, and Simpleview's [Map Publisher](#) tool.



"You will come up with new ideas," said Logan, about creating Map Publisher maps. "I started with a couple, now we have more than 30.

– Logan Hildebrand,
Digital Media Manager
for Kansas Tourism



Her advice to DMOs working with Map Publisher? **"Find different places you can use the interactive maps ..."** She and her team use them to illustrate "Top Ten" blogs in a way that's useful for interested visitors, and feature them in their mobile app to make navigating the area convenient for in-market visitors. "Come up with cool ideas, try for the weird things, trips for each persona," she advised. "We're still making more."

The DMO's main goal for Map Publisher, said Logan, was to provide interactive maps to replace a plethora of pdf maps, as pdf versions take much more time and manual effort to update.

"We would have to edit Word, save the Word document with images, create a pdf, build it on the backend, upload it, to change it every time," she noted.

For their visitors they wanted to provide convenient visuals—maps with all the relevant stops so travelers didn't have to create them themselves. Logan wanted to create road trip maps that illustrated the journeys depicted in their blogs, but that could also be used in other locations across the DMO's website, such as their "outdoor adventure" page, so travel planners had access to useful resources in more than one location.



The DMO team wanted interactive point-of-interest maps that would give visitors a starting point for journeys that fit their interests, and suggest stops they may not even have thought of, but that visitors could also adjust if needed. Travel planners can add additional stops or food venues for a longer family trip, for instance, or hide stops they didn't want to make on their journey this time around.

"We haven't printed these maps yet," Logan added, though she could see opportunities for the printed maps with QR codes that Map Publisher can also help them create. "We may possibly use them for conferences, if needed, as well as maybe the state fair, or even for presentations for our team. We have an international program with tours. It might be useful to print out maps for those."

The options with Map Publisher are as endless as Logan's ideas or your DMO's ideas. Interactive website maps by persona; mobile app maps by tour type; high-quality poster-sized maps for conference venues; handheld print maps with QR codes so visitors can switch to interactive maps as they travel.

"We were able to create everything really fast with great connectivity," said Logan about implementing Map Publisher to create these digital maps. She felt the interactive maps were easier to edit, providing many options at her disposal.

– **Logan Hildebrand**, Digital Media Manager for Kansas Tourism

Be sure to check out the story behind the Fried Chicken Wars



So the only question seems to be:
How will *your* destination use Map Publisher?

Logan's Advice to DMOs Implementing Map Publisher

- Initially it does take development time, so if you have an employee who can plan the maps, that's helpful.
- Determine what you want them to look like and then get a few set up to see what you think.
- Get some users that don't know your site to give you feedback...a focus group...we do that.
- Maps help create a break in content on your site, so if you have struggling pages or white space, they're a good (content) option, and your users can click through to listings, so you'll get more listing views.
- "Map Publisher is really great at the customization, so you can make the maps fit your site with colors, logo, text. We could make it fit our feel."
- The ideas go both ways: "Giving ideas (to Simpleview for product uses) is always fun. Simpleview is really good at listening to that. It's great to have a team that knows and cares about what we're looking for."

FOR MORE INFORMATION

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