



kansas tourism | client success story

## THE SUNFLOWER STATE GETS A WEBSITE REDESIGN

# KS

Nicknamed “The Sunflower State,” Kansas is a true page out of the classic American book. With sweeping prairies and cowboy culture abound, Kansas has a place for you. Great tasting food, restful lodging, and exciting events inspire more than **36 million** people to visit Kansas every year. So when it came time for the team at Kansas Tourism to redesign their website, they knew it was crucial to choose a partner that would deliver on their vision to capture the culture of the beloved state. **Enter Simpleview.**



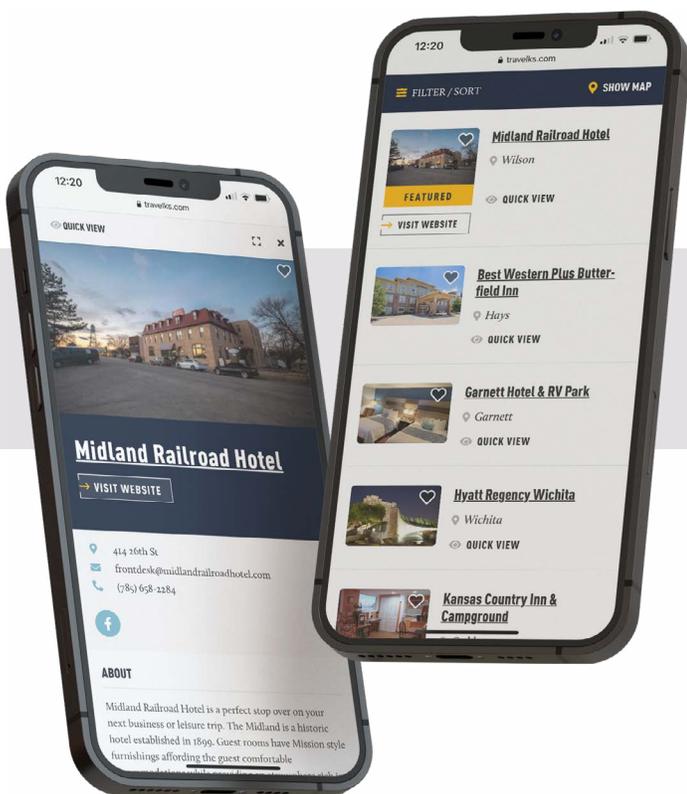
From big city lights to wide open prairies, Kansas offers something for everyone — the state boasts many zoos, aquariums, lakes, and wildlife parks, as well as charming small towns with numerous museums and historic sites. With so many events, attractions, and things to do, one can only imagine the hit their in-person gatherings took during the pandemic; the impact of COVID-19 forced Kansas Tourism to rethink its online presence in order to continue to boost travel to their destination. They also desired to compliment the new branding standards that came along with the “To the Stars” campaign.

The destination marketing organization (DMO) wanted to increase visitor spending statewide by developing several markets — including domestic and out-of state leisure, group travel, and niche markets such as nature-based, agritourism, and culinary. In addition to an attractive site design that shows off Kansas’ beauty and endless attractions, the team aimed to increase traffic, engagement, and conversions, all while inspiring visitors to visit their location.

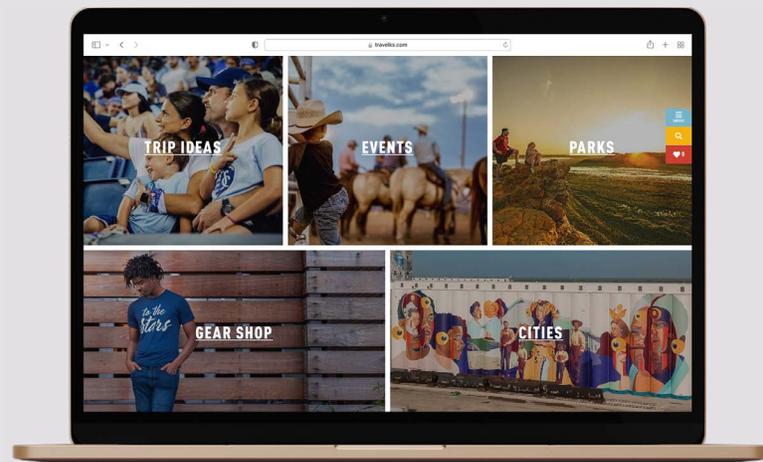
## Kansas Tourism and Simpleview worked together

to create a stunning website that builds awareness of Kansas tourism opportunities among key target audiences, stimulates itinerary planning, increases the length of stay decisions before arrival through collateral materials (the Travel Guide, Byways Guide and our State Map), and motivates consumers to actively seek information about the state sites, events, and activities.

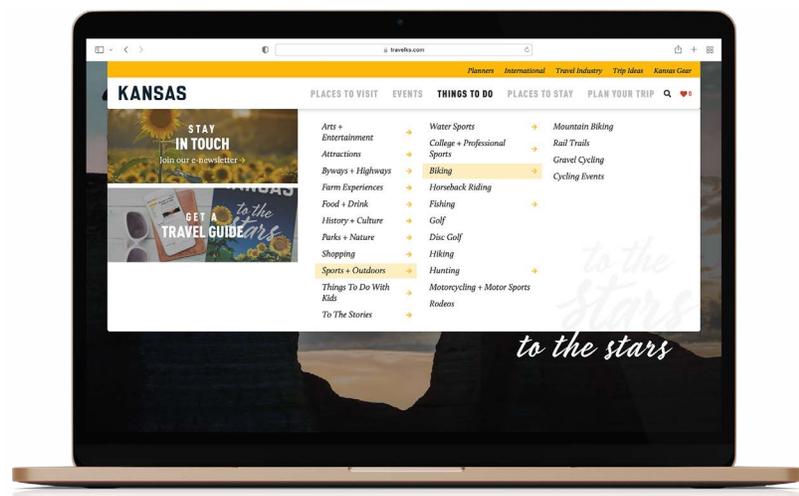
The destination also sought to engage customers in the Kansas image while keeping it cohesive across all consumer contact points and program areas of the Kansas Tourism Division. Once the website was shiny and new, the team worked together to promote Kansas through public relations and group travel while creating industry cooperative marketing opportunities such as print, broadcast, electronic advertising, public relations, and group tours.

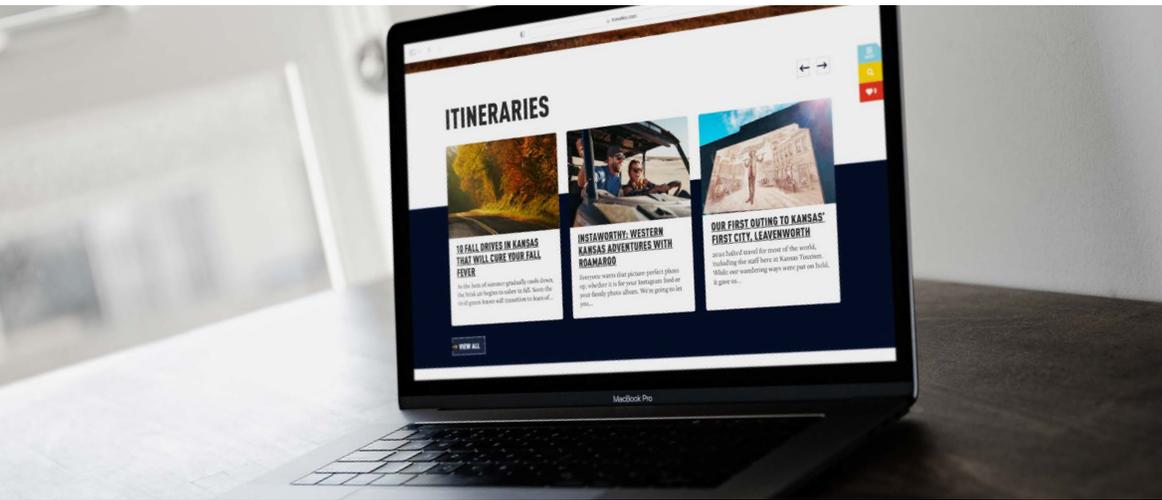


In addition to attractive calls to action, the drop-down navigation helped contribute to their goal of boosting conversion; they experienced a **43% increase in Travel Guide Requests** and a **231% increase in newsletter signups**.



Since its launch on April 29, 2021, the website's listings and events are now easily viewable from content pages via the new quick-view options. This also provides complete descriptions, as well as the ability to view maps, amenities, and meeting facilities information. **Listings and events have experienced a 43% increase in views**, which led to a **39% increase in referrals to partner websites**.





Kansas Tourism now leverages beautiful photography, UGC, map explorer, and videos to encourage visitors to engage with the website. The result has been a **13% increase in visitors' average sessions duration**, a **10% increase in the average number of pages they visit per session**, and a **29% decrease in bounce rate**.

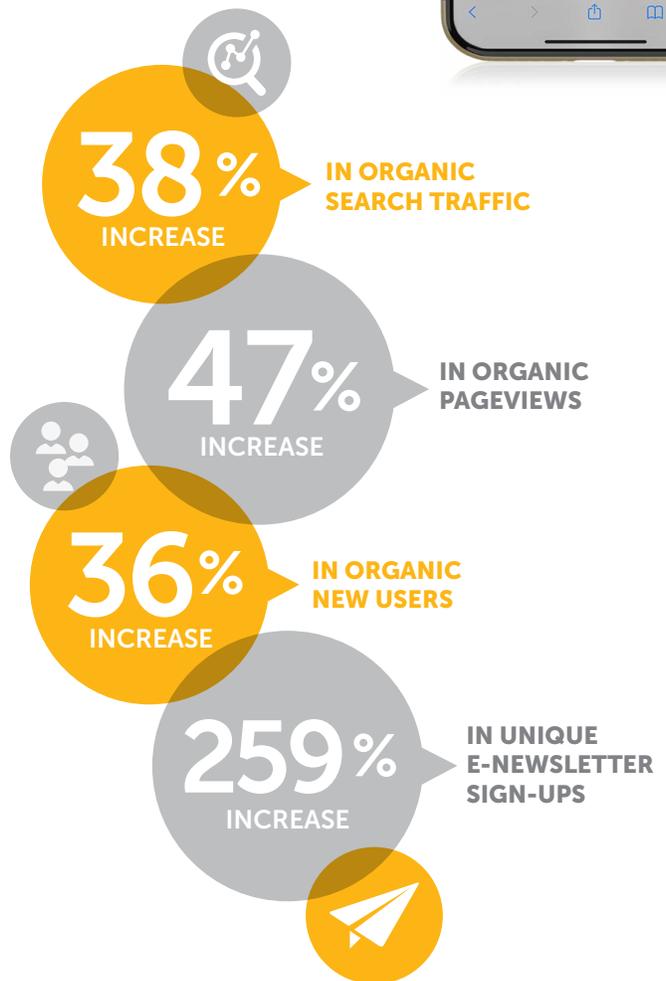
Kansas Tourism also experienced the following results since launching their redesigned website:

### ADDITIONAL OVERALL TRAFFIC HIGHLIGHTS

- Overall sessions up 12%
- Pageviews up 24%
- New users up 24%

### ORGANIC TRAFFIC HIGHLIGHTS

- Organic sessions up 38%
- Pageviews up 47%
- Average pages/session up 3%
- Bounce rate improved 12%
- New users up 36%
- Partner referrals (combined listings, events, and offers) up 32%
- Unique travel guide requests up 10%
- Unique e-newsletter signups up 259%



SEE IT IN ACTION

2021 YTD Compared to 2019