

WELCOME



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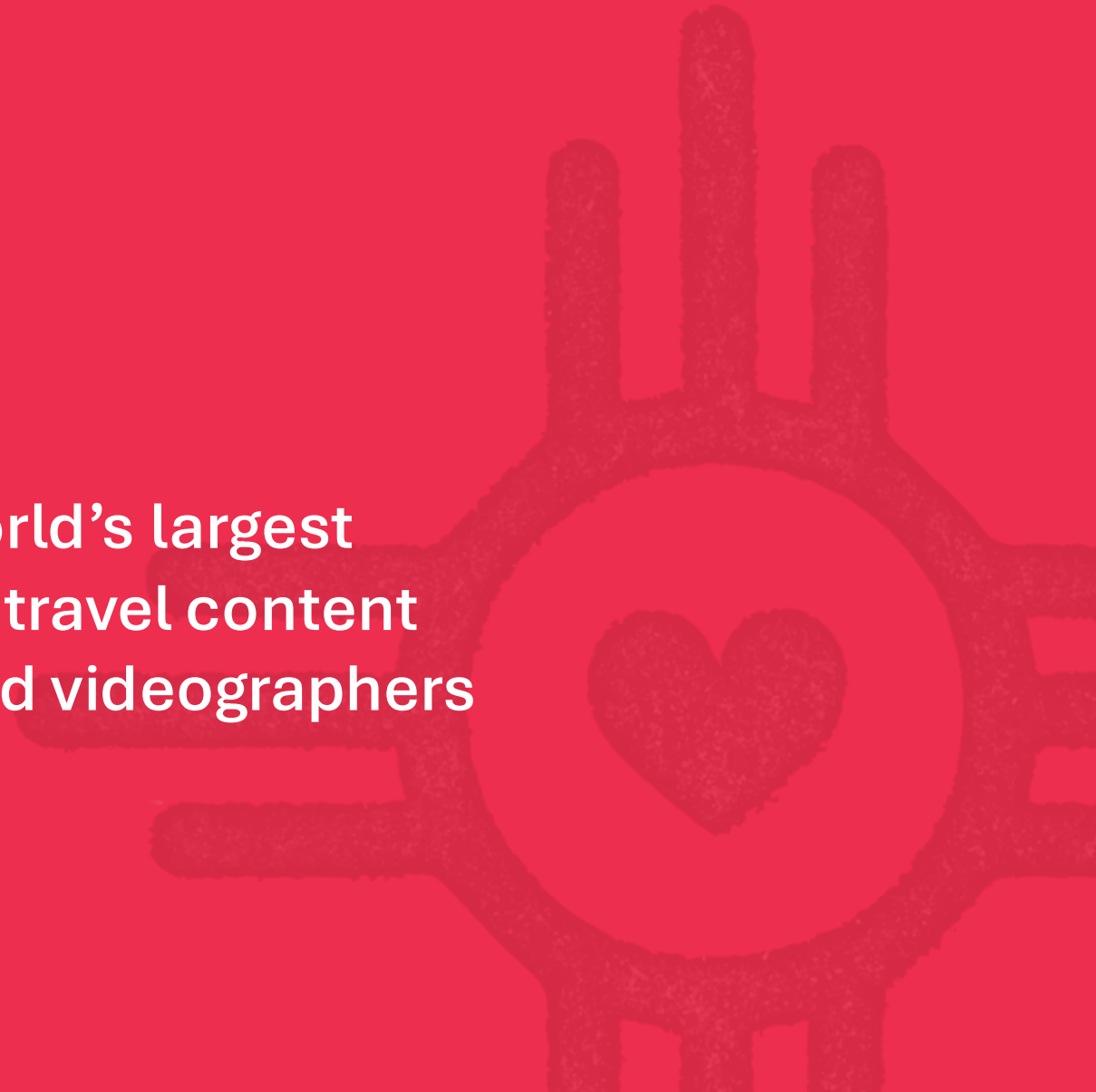


**WICHITA
DOESN'T NEED
A MAKEOVER.
IT NEEDS A MEGAPHONE.**



WHAT IS TBEX?

TBEX (Travel Blog Exchange) is the world's largest conference and networking event for travel content creators, bloggers, photographers and videographers

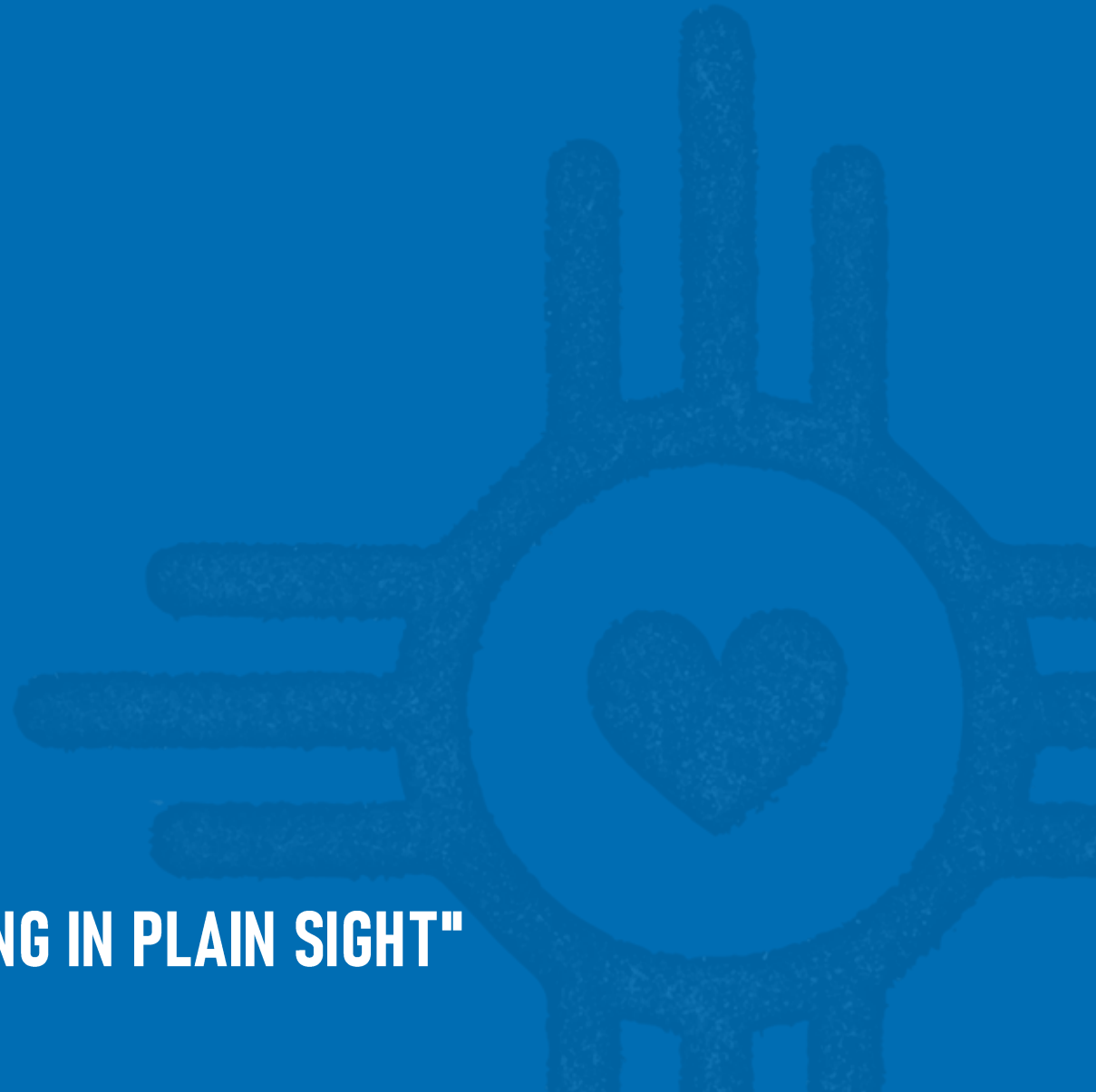


WHY WICHITA?

TBEX CHOSE US BECAUSE:

- Under the radar cool
- Amazing food scene
- Excited to host/friendly

WE HEARD IT AS "A CITY THAT HAS BEEN HIDING IN PLAIN SIGHT"



CONFERENCE

TBEX SUMMIT AMERICA 2025



FORUM

2 DAYS OF WORKSHOPS



VIP RECEPTION

EQUITY BANK PARK

- Custom jerseys
- Custom ball cards
- On field batting experience



OPENING NIGHT RECEPTION

EXPLORATION PLACE

- First to see Adventure Playscape
- Activated riverfront experience
- Ring of Fire experience



CLOSING RECEPTION

SEDGWICK COUNTY ZOO

- Curated cocktails
- Watched speed painting
- Four baby elephants
- First to see Wild Lights



TBEXtras

50+ DEALS AND DISCOUNTS
FROM LOCAL BUSINESSES
AND ATTRACTIONS



WICHITA MARKETPLACE

30+ LOCAL BUSINESSES
FEATURED



CUSTOM EVENT BRAND



PLACEMAKING

AIRPORT

- Lounge for attendees at arrival

ARTWORK

- Activated on the river



PRE-BEX TOURS

- 12 unique tours showcasing Wichita's arts, culture, aviation, and more
- 130+ participants

12 CURATED TOURS

**HEY NOW YOU'RE
AN ALL STAR**

**HEARTLAND
HOPS & POURS**

CRAFTED & CURATED
SIGNATURE WICHITA EXPERIENCE

**SAFARI OF THE
SENSES**
AT TANGANYIKA WILDLIFE PARK

**BLAZE WICHITA'S
OLD WEST TRAIL**

**WICHITA'S NATIVE
AMERICA HERITAGE,
CUISINE & STORIES**

**AVIATION ADVENTURES
IN THE AIR CAPITAL
OF THE WORLD**

**STRAIGHT
OUTTA WICHITA**

**EXPECT
THE UNEXPECTED**

**ICT ARTSY
EXPLORATIONS**

PICTURE PERFECT:
ELEPHANTS, EATS & EPIC VIEWS

**BEES, BABIES &
BEHIND-THE-SCENES**
AT SEDGWICK COUNTY ZOO

TRANSPORTATION, HOTELS & LOGISTICS



WHAT THE CREATORS ACTUALLY SAID

WHEN OUTSIDERS SEE WICHITA, THEY DON'T SEE WHAT SOME LOCALS ASSUME.





SUCCESS

**TBEX ACCELERATED OUR INFLUENCER OUTREACH BY 20 YEARS.
WE TYPICALLY HOST 6 CREATORS ANNUALLY. WE HOSTED 130 IN FOUR DAYS.**



SHARED GOALS



ASKED TEAM WICHITA FOR HELP



OWNED OUR UNIQUENESS

"WEIRD & WONDERFUL"



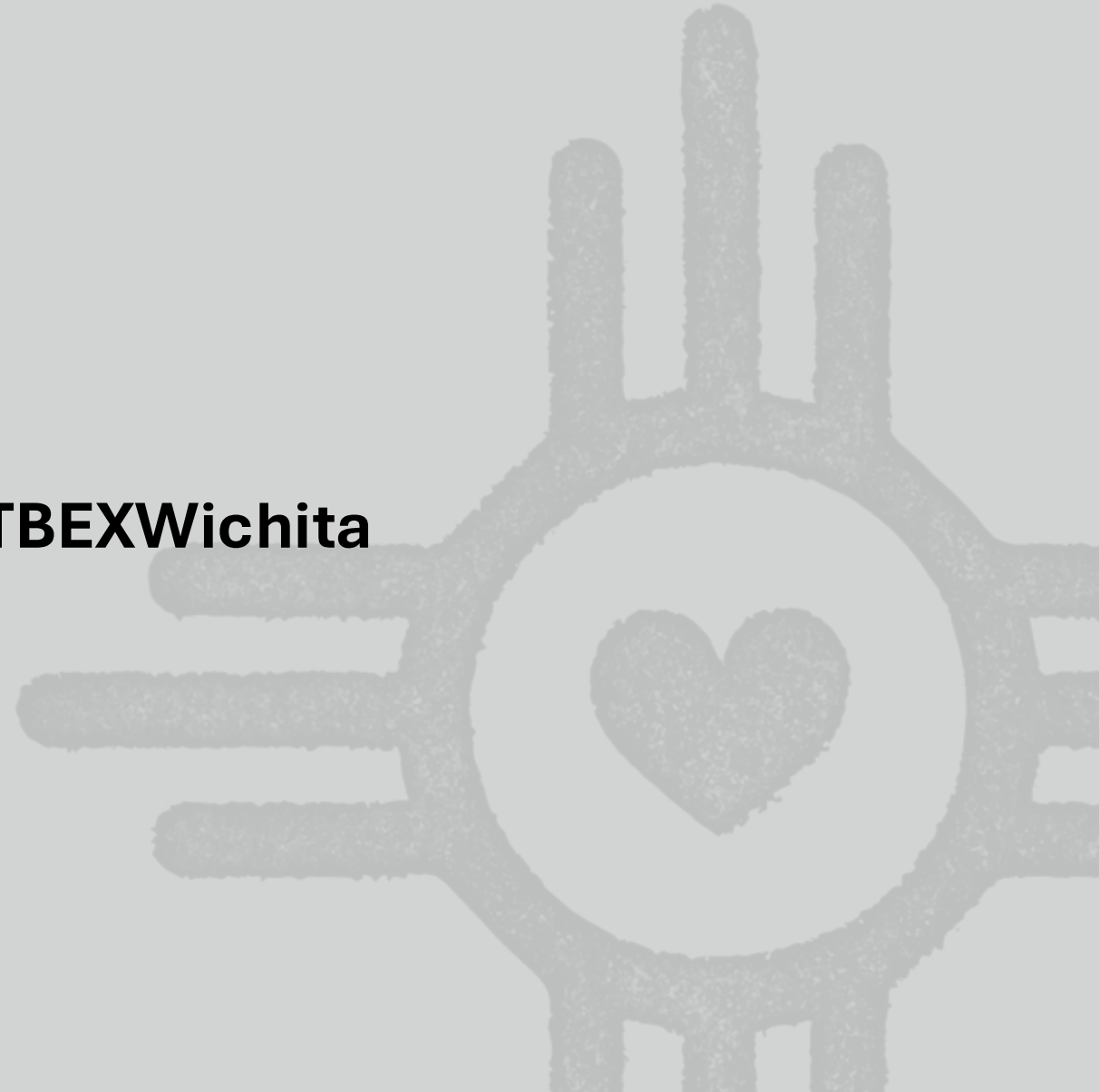
RESULTS

- **First-ever city + state collaboration in TBEX history**
- **Created deep relationships and brand ambassadors**
- **Lasting impact on Wichita and Kansas' tourism visibility**
- **160+ local businesses engaged in planning activations**



RESULTS

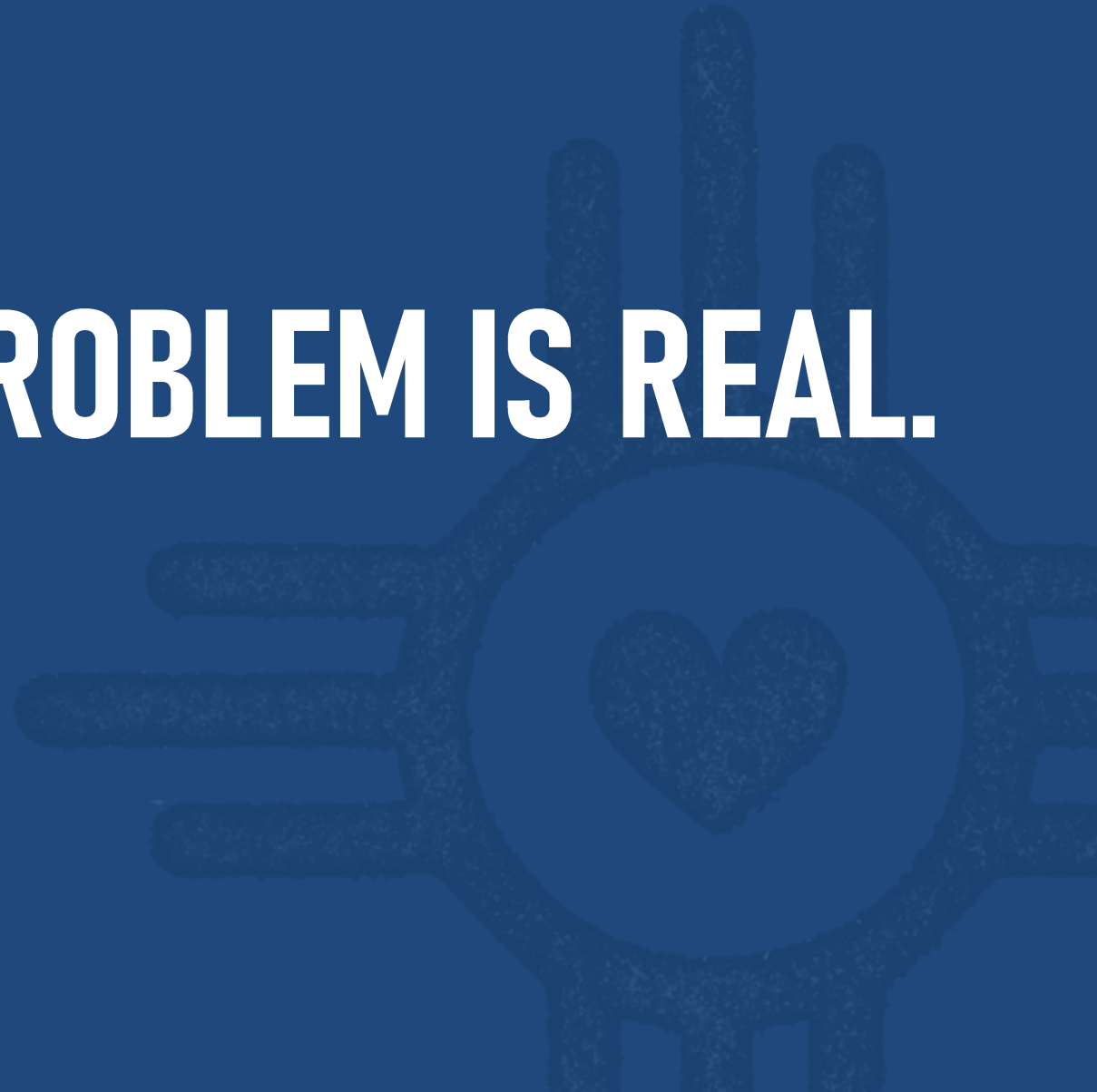
- 90+ profiles have posted about #TBEXWichita
- 2,400+ posts to-date
- 14.5M+ impressions & rising



TBEX: \$19 MILLION IN EARNED MEDIA VALUE



THE PERCEPTION PROBLEM IS REAL.
AND IT'S FIXABLE.



What are the top stereotypes travelers have about Wichita? Respond in a condensed, bullet point format.

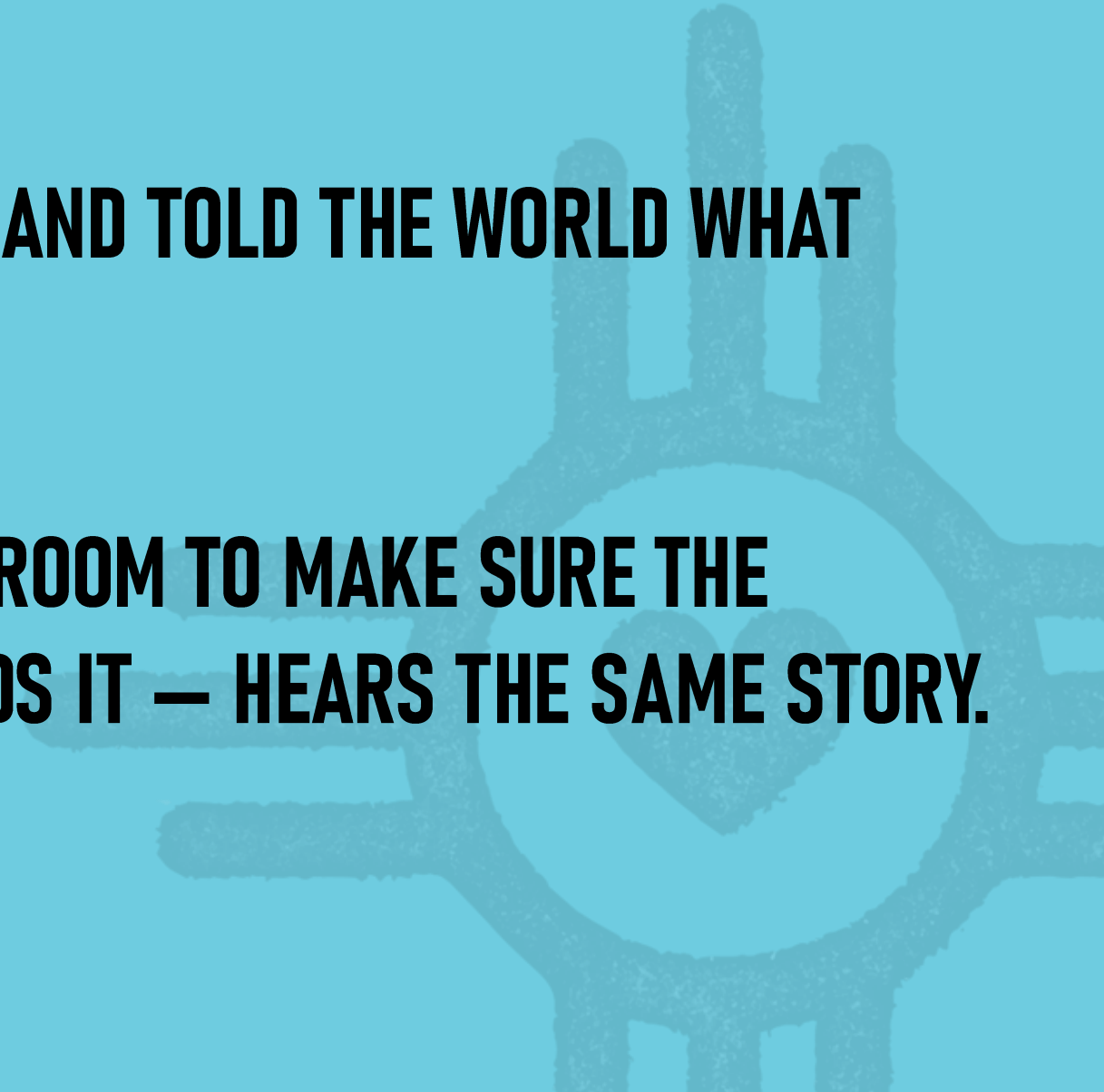
- **"There's nothing to do there."** — The most common perception; many assume Wichita lacks attractions, entertainment, and nightlife.
- **"It's just flat farmland."** — People often picture wheat fields rather than a vibrant urban destination.
- **"Kansas is boring."** — Wichita inherits broader state stereotypes about being a "flyover" destination.
- **"It's only about aviation."** — Those familiar with Wichita often know it solely as the Air Capital of the World.

**THE LOUDEST STORY ISN'T
ALWAYS THE TRUE ONE**



**130 TRAVEL CREATORS CAME HERE AND TOLD THE WORLD WHAT
WICHITA ACTUALLY IS.**

**NOW WE NEED 125 PEOPLE IN THIS ROOM TO MAKE SURE THE
INTERNET — AND THE AI THAT READS IT — HEARS THE SAME STORY.**



3 THINGS. THIS WEEK. THAT ACTUALLY CHANGE THE STORY.

UPDATE YOUR GOOGLE BUSINESS PROFILE

Add one sentence about Wichita to your company's description. Make it specific. Make it true. AI reads it.

SHARE ONE TBEX POST – WITH A REAL WICHITA FACT

Find a creator's post about something you love about Wichita. Share it. Add your own words. Specificity is what spreads.

ANSWER ONE WICHITA QUESTION ON REDDIT OR QUORA

Someone out there is asking "Is Wichita worth it?" right now. You know the answer. Go say it.

RESOURCES



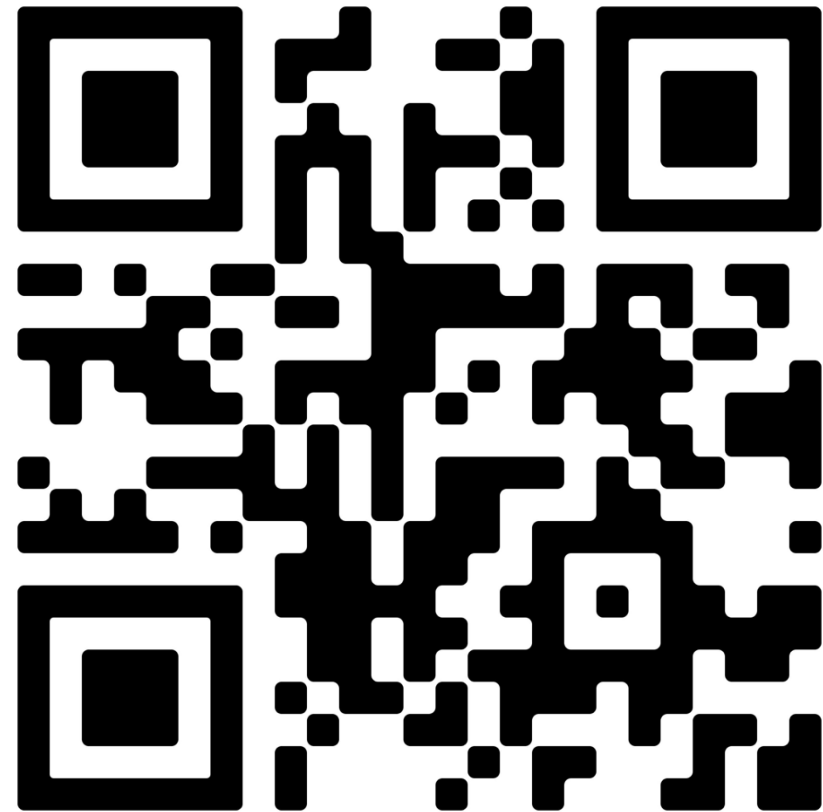
THE CONTENT IS OUT THERE. HERE'S HOW TO FIND IT.

#TBEXWICHITA

Searchable on Instagram,
TikTok, YouTube

VISITWICHITA.COM

Source of truth for verified
Wichita facts



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