



Kansas begins in Topeka, www.VisitTopeka.travel

In America's Heartland, Topeka offers a little something for everyone. As the state capital, Topeka keeps visitors busy with over 20 first-class attractions, 16 art galleries, 5 performing arts facilities, numerous annual events, delectable dining, and unique shopping. Also, do not forget that the capital's history is rich with various events taking place in Topeka such as the 1954 *Brown v. Board of Education* Supreme Court decision that desegregated public schools.

It is with this great blend of activities and attractions that Topeka needed a tool to highlight all that is special about the capital. In a rebranding effort in 2006, **VisitTopeka.travel** was launched with the mission to increase awareness and support for local tourism to this great city.

“**.travel** is getting a lot of attention with Visit Topeka,” commented Melissa DeDonder, communications coordinator at **VisitTopeka.travel**, “Our website is promoted on all marketing materials that we do, including but not limited to, magazine and newspaper ads, stationary, our Visitors Guide, our Visitor Map, etc.” With a Google ranking of # 2, Visit Topeka is certainly making a name for itself with its beautiful site.

When asked how they are benefiting from the **.travel** address, DeDonder answered, “I think **.travel** piques the interest of those that are paying attention because it is a unique domain. It can be a conversation piece of sorts and that can definitely be a good thing.”

Like many sites, Topeka has been experiencing successes from its **.travel** name proving that **.travel** is growing significantly. For more information on Topeka, Kansas, please visit, www.VisitTopeka.travel