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Kansas City Kansas Convention & Visitors Bureau Changes Name to Visit Kansas City Kansas

Kansas City, Kan. – The Kansas City Kansas Convention and Visitors Bureau announced that the organization has changed its name to Visit Kansas City Kansas. The organization also launched a new logo and brand, which promotes Kansas City, Kansas as a welcoming, genuine and culturally diverse destination.

The name change aligns with Visit Kansas City Kansas’s website and social media channels and follows a trend among destination marketing organizations to simplify their names. “Streamlining our name creates less confusion for visitors looking for travel information and reinforces our marketing efforts,” said Renee Hadley, board chair of Visit Kansas City Kansas.

Visit Kansas City Kansas’s new logo represents where Kansas City, Kansas is today as a tourism destination. REACTOR, a local full-service creative studio, designed the logo and brand. “The visual identity tells the vibrant story of Kansas City, Kansas,” said Clifton Alexander, owner of REACTOR. “The logo embodies the character of the city and the variety of experiences that can only be found in Kansas City, Kansas.”

The brand positions Kansas City, Kansas as a unique destination within the Kansas City metro that offers authentic experiences, compelling history and culinary adventures. “While our identity has changed, our mission remains the same – to generate economic growth in Kansas City, Kansas through tourism,” said Alan Carr, executive director of Visit Kansas City Kansas. “We’ll continue to share initiatives that help visitors explore our neighborhoods like our recently launched KCK Taco Trail.”

The new logo and branding components will be incorporated into Visit Kansas City Kansas’s marketing and communication efforts including advertising, email marketing, tradeshow and public relations.

About Visit Kansas City Kansas

Visit Kansas City Kansas is a non-profit organization whose mission is to generate economic impact through tourism by promoting Kansas City, Kansas as a destination for visitors, conventions and sporting events.

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