

Alan Carr

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Tourism Marketing Executive

Brand Builder • Big-Picture Thinker • Idea Generator • Problem Solver • Strategic Communicator

Strategic tourism marketing executive with more than 20 years' experience in turning ideas into action. Focus on customer-centric strategies to develop audience and messaging programs. Experience managing a wide variety of marketing channels including advertising, online, social media and media relations. Lead by example with a strong history of team building.

- Strategic Planning
- Audience Targeting
- Message Development
- Brand Development & Implementation
- Channel Management
- Content Creation

Career Highlights

- Co-chair of Wyandotte County **World Cup Readiness Task Force** to plan activities for 2026 World Cup in Kansas City, Kansas, including \$2 million fundraising effort
- Grew Visit Kansas City Kansas from **\$1 million to \$2 million budget** over five years
- Led **marketing team** for \$10 million organization and spearheaded **rebranding initiative**
- **Increased frequency of stories about KC** in target publications by more than 40% during tenure
- Oversaw **major event marketing** including 2012 MLB All-Star Game
- Guided an **aggressive digital and social strategy** that achieved nearly 3 million annual web visitors and more than 300,000 annual social engagements
- Frequently **recognized for team contributions** including 2018 Award from Missouri Travel Alliance, 2014 Award from Midwest Travel Writers Association and 2010 Award from Missouri Division of Tourism

Professional Experience

Visit Kansas City Kansas, Kansas City, KS

10/2019 – Present

Executive Director (5 years)

- Oversee **team of nine** with \$2 million annual budget
- Grew organization budget **from \$1 million to \$2 million** over five years
- Introduced the nationally recognized **KCK Taco Trail**
- Co-Chair of Mayor's Wyandotte County **World Cup Readiness Task Force**.

Carr Strategies, Kansas City, MO

6/2015 – 12/2019

Owner & Chief Strategist (4 years)

- Developed and implemented **destination marketing strategies** for more than a dozen DMOs across Kansas & Missouri including Clay County, MO; Independence, MO; Maryland Heights, MO; Warrensburg, MO; Callaway, MO; St. James, MO; Olathe, KS; Kansas I-70 Association; Missouri Highway 36 Association and more.

Visit KC, Kansas City, MO

9/2009 – 4/2015

Vice President of Marketing & Communications (5 ½ years)

- Oversaw **marketing team of nine** with \$2.5 million annual budget
- Spearheaded **rebranding initiative** of Visit KC
- Generated more than **300 million annual customer impressions** through advertising, media relations and online marketing
- Responsible for **\$1.2 million annual advertising buy** that achieved **\$73 ROI**
- Guided an **aggressive digital and social strategy** that has achieved nearly 3 million annual web visitors and more than 300,000 annual social engagements
- Developed **KC Film office**

- 11/2004 – 12/2010 Director of Communications (4 years) & Communications Manager (2 years)
- **Increased frequency of stories about KC** in target publications by more than 40% during tenure
 - Achieved **record media coverage** for Kansas City, surpassing 160 million annual impressions
 - Successfully bid for and executed **three major travel writer conventions** that brought **170 prominent travel journalists** to Kansas City over a three-year span
 - Played a major role in the media relations strategies for **several, large-scale events** in Kansas City, including **NCAA Local Host Committee** (two years), **Big 12 Host Committee** (four years) and the **Tour of Missouri** professional cycling event (two years)

MMGY Worldwide, Kansas City, MO

- 3/2003 – 11/2004 Public Relations Account Executive for Missouri Division of Tourism (1 ½ years)
- Oversaw all **public relations activities and strategies** for Missouri Division of Tourism
 - Pitched stories and responded to media inquiries from **national, regional and local media outlets**
 - Wrote, edited and distributed **news releases** for Missouri Division of Tourism
 - Developed media itineraries and **hosted journalists** on press trips through Missouri
 - Updated **online content** for the Missouri Tourism Online News Bureau at News.VisitMO.com
 - Built and maintained **relationships** with members of the Missouri Tourism industry

Vanguard Airlines, Kansas City, MO

- 10/1999 – 7/2002 Public Relations Manager (2 years) & Assistant Marketing Manager (6 months)
- Coordinated **media relations program** for all media outlets nationwide
 - Executed **crisis communications plan** following events of Sept. 11, 2001
 - Updated **online content** for www.flyvanguard.com, producing Web pages and graphics
 - Assisted in execution of **advertising plan, promotional events & marketing materials** in coordination with advertising agency
 - Coordinated **charitable donations program**

Education

- 5/1998 **University of Kansas, Lawrence, KS**
Bachelor of Science in Journalism, Emphasis in Business Communications
- Graduate with Highest Distinction, William Allen White School of Journalism
 - Phi Beta Kappa (Liberal Arts Honor Society) & Kappa Tau Alpha (Journalism Honor Society)

Board & Leadership Roles

Skål International Kansas City

- President, 2023-Present
- Board Member, 2021-Present

Travel Industry Association of Kansas

- President, 2025
- Board Member, 2020-Present

Missouri Travel Alliance

- Executive Committee, 2018-2019
- Board Member, 2017-2019

Wyandotte County World Cup Readiness Task Force

- Co-Chair, 2024-Present

Kansas I-70 Association

- Treasurer, 2023-Present
- Board Member, 2020-Present

Midwest Travel Journalists Association

- Secretary, 2017-2021
- Associate Director, 2013-2015

Affiliations

- Skål International • Destinations International • Society of American Travel Writers • Midwest Travel Journalist Association
• Greater Kansas City Attractions Association • Public Relations Society of America