

BRONZE (CONTINUED)

SPECIALTY ITEMS (CONTINUED)

GEORGETOWN-SCOTT COUNTY TOURISM
- That's Georgetown Kentucky for Ya! / Photo Booth Cut-Outs

MULTI-JURISDICTIONAL PROJECT
(BEREA TOURISM COMMISSION | CARLISLE-NICHOLAS Co. TOURISM | CYNTHIANA TOURISM COMMISSION | DANVILLE-BOYLE Co. CVB | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | GARRARD Co. TOURISM COMMITTEE | GEORGETOWN-SCOTT Co. CVB | HARRODSBURG-MERCER Co. TOURIST COMMISSION | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | NICHOLASVILLE, WILMORE-JESSAMINE Co. TOURISM COMMISSION | PARIS-BOURBON Co. TOURISM COMMISSION | RICHMOND TOURISM | STANFORD-LINCOLN Co. TOURISM | WINCHESTER-CLARK Co. TOURISM | WOODFORD COUNTY TOURISM COMMISSION | VISITLEX) - Kentucky Bluegrass Region Joy Ride Posters
LOUISVILLE TOURISM - Convention Mailer
NICHOLASVILLE, WILMORE, JESSAMINE COUNTY JOINT TOURISM COMMISSION - Visit Jessamine - Promotional T-Shirts

VIDEO OR PODCAST

BOWLING GREEN AREA CVB - Lost River Cave Turns Green
DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN - Duckin Hines Reel Series
HENDERSON TOURIST COMMISSION - Take Flight Brand Video

VIDEO OR PODCAST (CONTINUED)

HISTORIC RAILPARK & TRAIN MUSEUM
- Campaign Video 2024
LOUISVILLE TOURISM - People of Color Travel Video
PRESTONSBURG TOURISM - When I Say I'm From Kentucky: Crafting Culture
VISITLEX - Leisure Sizzle
VISITLEX - Meetings Sizzle Video

WEBSITE

CYNTHIANA-HARRISON COUNTY TOURISM COMMISSION - Cynthiana Harrison County Tourism Website
KUTTAWA TOURISM COMMISSION - Discover Kuttawa, Kentucky Website
RADCLIFF/FORT KNOX CONVENTION AND TOURISM COMMISSION - Radcliff/Fort Knox Tourism Website
MULTI-JURISDICTIONAL PROJECT
(BOWLING GREEN AREA CVB | CADIZ-TRIGG Co. TOURISM | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | HOPKINS Co. TOURIST & CONVENTION COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | HENDERSON TOURIST COMMISSION | KENTUCKY LAKE CVB | LOGAN Co. TOURIST & CONVENTION COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MURRAY CVB | PADUCAH CVB | VISIT OWENSBORO) - West Kentucky BBQ Belt Website



TRAVERSE AWARDS PROGRAM

20

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2024 TRAVERSE VIDEOS PRODUCED BY:



BEST IN SHOW

MULTI-JURISDICTIONAL PROJECT

(BEATTYVILLE-LEE COUNTY TOURISM | BRANDENBURG-MEADE COUNTY TOURISM | CADIZ-TRIGG COUNTY TOURISM | CYNTHIANA TOURISM COMMISSION | FRANKFORT-FRANKLIN COUNTY TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON COUNTY TOURIST COMMISSION | GEORGETOWN-SCOTT COUNTY CVB | HARLAN TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON COUNTY TOURISM COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY | OLDHAM KY TOURISM & CONVENTIONS | POWELL COUNTY TOURISM | RICHMOND TOURISM | SOMERSET-PULASKI COUNTY CVB | VISITLEX)

KENTUCKY AFTER DARK MARKETING CAMPAIGN

MOST INNOVATIVE

CAVE CITY TOURISM COMMISSION

GUNTOWN MOUNTAIN: NOT A GHOST TOWN ANYMORE

AWARDS OF DISTINCTION

DIVISION A

HENDERSON TOURIST COMMISSION

SONGS OF SUMMER CAMPAIGN

DIVISION B

HORSE CAVE/
HART COUNTY TOURISM

PET FRIENDLY ADVENTURES

DIVISION C

VISITLEX

SPRING LEISURE CAMPAIGN
'BET YOU THOUGHT'

DIVISION D

FRAZIER HISTORY MUSEUM
120: COOL KY COUNTIES

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DIVISION E

BEST WESTERN HOTELS & RESORTS
OF KENTUCKY

EXPLORE KENTUCKY STATE PARKS
WITH BEST WESTERN

DIVISION F

CAVELAND MARKETING ASSOCIATION

CURATING KENTUCKY'S
CAVELAND

MULTI-JURISDICTIONAL

MULTI-JURISDICTIONAL PROJECT

(BARDSTOWN-NELSON Co. TOURISM | ELIZABETHTOWN
TOURISM & CONVENTION BUREAU | LOUISVILLE TOURISM |
OLDHAM KY TOURISM & CONVENTIONS | SHELBYKY
TOURISM | SHEPHERDSVILLE-BULLITT Co. TOURISM)

KENTUCKY BLACK TRAILBLAZERS
AUGMENTED REALITY
EXPERIENCE

BRONZE (CONTINUED)

OUT-OF-HOME (CONTINUED)

MULTI-JURISDICTIONAL PROJECT

(BEATTYVILLE-LEE Co. TOURISM | BRANDENBURG-MEADE Co.
TOURISM | CADIZ-TRIGG Co. TOURISM | CYNTHIANA TOURISM
COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION
COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION |
GEORGETOWN-SCOTT Co. CVB | HARLAN TOURISM | HENDERSON
TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB |
KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON Co. TOURISM
COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM
COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY
| OLDHAM KY TOURISM & CONVENTIONS | POWELL Co. TOURISM |
RICHMOND TOURISM | SOMERSET-PULASKI Co. CVB | VISITLEX) -
Kentucky After Dark National Cinemedia OOH
KENTUCKY ARTISAN CENTER - 20th
Anniversary Pole Banners
MURRAY CVB - St. Louis Airport Digital Baggage
Claim

PR INITIATIVE

BOWLING GREEN AREA CVB - Attractions Heard
'Round the World

BOWLING GREEN AREA CVB - Reindeer Farm
Third Year

CAVELAND MARKETING ASSOCIATION -
Caveland Exploration Celebration

DANVILLE-BOYLE COUNTY CVB - JCP Eats
Culinary Campaign

GLASGOW-BARREN COUNTY TOURISM -
Bridgerton in the Barrens

MULTI-JURISDICTIONAL PROJECT

(CAVE CITY TOURIST COMMISSION | FRANKFORT-FRANKLIN Co.
TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co.
TOURIST COMMISSION | GRANT Co. TOURISM | HENDERSON
TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB |
LOUISVILLE TOURISM | HOPKINS Co. TOURIST & CONVENTION
COMMISSION | MUHLENBERG Co. TOURISM COMMISSION |
MUNFORDVILLE TOURISM COMMISSION | PADUCAH CVB |
SHEPHERDSVILLE-BULLITT Co. TOURISM) - Great Big Kentucky
Adventure PR Initiative

**HOPKINS COUNTY TOURIST & CONVENTION
COMMISSION** - Holidays in Hopkins County

MULTI-JURISDICTIONAL PROJECT

(BEREA TOURISM COMMISSION | CARLISLE-NICHOLAS Co. TOURISM |
CYNTHIANA TOURISM COMMISSION | DANVILLE-BOYLE Co. CVB |
FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION |
GARRARD Co. TOURISM COMMITTEE | GEORGETOWN-SCOTT Co.
CVB | HARRODSBURG-MERCER Co. TOURIST COMMISSION |
LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION |
NICHOLASVILLE, WILMORE-JESSAMINE Co. TOURISM COMMISSION |
PARIS-BOURBON Co. TOURISM COMMISSION | RICHMOND TOURISM |
STANFORD-LINCOLN Co. TOURISM | WINCHESTER-CLARK Co.
TOURISM | WOODFORD Co. TOURISM COMMISSION | VISITLEX) -
Kentucky Bluegrass Region PR + Earned

PR INITIATIVE (CONTINUED)

LOUISVILLE TOURISM - Black Jockeys Art Series
SOMERSET-PULASKI COUNTY CVB - Real Life,
Unsalted

VISITLEX - Hank the Horse & Meeting Planners
International, World Education Congress

VISITLEX - Moore Horsey

PRINT

BOWLING GREEN AREA CVB - Group Travel
Profile Sheet

BOWLING GREEN AREA CVB - KDT Visitor
Guide Ad

**DOWNTOWN BGKY FOR THE CITY OF
BOWLING GREEN** - Light Up BGKY Poster

**DOWNTOWN BGKY FOR THE CITY OF
BOWLING GREEN** - Light Up BGKY Vintage
Postcard

KENTUCKY ARTISAN CENTER - "Why Choose?"
Ad

LOUISVILLE TOURISM - Year in Review

MURRAY CVB - 2024 Official Murray Visitor Guide

PADUCAH CVB - April Events Guide: A Community
Collaboration

PIKEVILLE-PIKE COUNTY TOURISM CVB -
Pikeville Pike County KY Visitors Guide

RICHMOND TOURISM - Footprints, Traces of
African American Heritage

SOMERSET-PULASKI COUNTY CVB - Lake
Cumberland Visitors Guide

RADIO OR TV BROADCAST ADVERTISING

**DOWNTOWN BGKY FOR THE CITY OF
BOWLING GREEN** - Duncan Hines Days TV Ad

MULTI-JURISDICTIONAL PROJECT

(BEREA TOURISM COMMISSION | CARLISLE-NICHOLAS Co. TOURISM |
CYNTHIANA TOURISM COMMISSION | DANVILLE-BOYLE Co. CVB |
FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION |
GARRARD Co. TOURISM COMMITTEE | GEORGETOWN-SCOTT Co. CVB
| HARRODSBURG-MERCER Co. TOURIST COMMISSION |
LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION |
NICHOLASVILLE, WILMORE-JESSAMINE Co. TOURISM COMMISSION |
PARIS-BOURBON Co. TOURISM COMMISSION | RICHMOND TOURISM |
STANFORD-LINCOLN Co. TOURISM | WINCHESTER-CLARK Co. TOURISM
| WOODFORD Co. TOURISM COMMISSION | VISITLEX) -
Kentucky Bluegrass Region Joy Ride :15 Spot

SPECIALTY ITEM

ARK ENCOUNTER - Bouncer & Izzy Character
Plushies

**CITY OF HARLAN TOURIST AND
CONVENTION COMMISSION** - Harlan County
Love

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GOLD (CONTINUED)

VIDEO OR PODCAST (CONTINUED)

MULTI-JURISDICTIONAL PROJECT
(BEATTYVILLE-LEE Co. TOURISM | BRANDENBURG-MEADE Co. TOURISM | CADIZ-TRIGG Co. TOURISM | CYNTHIANA TOURISM COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GEORGETOWN-SCOTT Co. CVB | HARLAN TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY | OLDHAM KY TOURISM & CONVENTIONS | POWELL COUNTY TOURISM | RICHMOND TOURISM | SOMERSET-PULASKI COUNTY CVB | VISITLEX) - Kentucky After Dark Social Series

MULTI-JURISDICTIONAL PROJECT
(BEREA TOURISM COMMISSION | CARLISLE-NICHOLAS Co. TOURISM | CYNTHIANA TOURISM COMMISSION | DANVILLE-BOYLE Co. CVB | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | GARRARD Co. TOURISM COMMITTEE | GEORGETOWN-SCOTT Co. CVB | HARRODSBURG-MERCER Co. TOURIST COMMISSION | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | NICHOLASVILLE, WILMORE-JESSAMINE Co. TOURISM COMMISSION | PARIS-BOURBON Co. TOURISM COMMISSION | RICHMOND TOURISM | STANFORD-LINCOLN Co. TOURISM | WINCHESTER-CLARK Co. TOURISM | WOODFORD COUNTY TOURISM COMMISSION | VISITLEX) - Kentucky Bluegrass Region Joy Ride Video

WEBSITE

MULTI-JURISDICTIONAL PROJECT
(CAVE CITY TOURIST COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GRANT Co. TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | LOUISVILLE TOURISM | HOPKINS Co. TOURIST & CONVENTION COMMISSION | MUHLENBERG Co. TOURISM COMMISSION | MUNFORDVILLE TOURISM COMMISSION | PADUCAH CVB | SHEPHERDSVILLE-BULLITT Co. TOURISM) - Great Big Kentucky Adventure Website

SHELBYKY TOURISM - Website Redesign

SILVER

ARPA FUNDED PROJECTS

BOWLING GREEN AREA CVB - Gathered Living – Gypsymoon Influencer

CAVELAND MARKETING ASSOCIATION - Curating Kentucky’s Caveland

MULTI-JURISDICTIONAL PROJECT - (BARBOURVILLE TOURISM | BELL Co. TOURISM COMMISSION | CORBIN TOURISM & CONVENTION COMMISSION | HARLAN TOURISM | LONDON -LAUREL Co. TOURISM | MANCHESTER TOURISM COMMISSION | Mt. VERNON - ROCKCASTLE Co. TOURISM | WHITLEY Co. TOURISM - Appalachian Triangle of Kentucky

ARPA FUNDED PROJECTS (CONTINUED)

SOMERSET-PULASKI COUNTY CVB - What Kind of Traveler Are You?

DESTINATION MANAGEMENT

HEAVEN HILL BOURBON EXPERIENCE - Evan Williams Bourbon Experience 10 Neat Years
HENDERSON TOURIST COMMISSION - Welcome, Viking!
VISITLEX - LEX for Good

DIGITAL

ARK ENCOUNTER - Influencers, JoeChrisitanGuy & Jacob Petersen Visit
BOWLING GREEN AREA CVB - NCM Special Landing Page
BOWLING GREEN AREA CVB - StyleBlueprint Digital Campaign
MULTI-JURISDICTIONAL PROJECT
(BEREA TOURISM COMMISSION | CARLISLE-NICHOLAS Co. | CYNTHIANA TOURISM COMMISSION | DANVILLE-BOYLE Co. CVB | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | GARRARD Co. TOURISM COMMITTEE | GEORGETOWN-SCOTT Co. CVB | HARRODSBURG-MERCER Co. TOURIST COMMISSION | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | NICHOLASVILLE, WILMORE-JESSAMINE Co. TOURISM COMMISSION | PARIS-BOURBON Co. TOURISM COMMISSION | RICHMOND TOURISM | STANFORD-LINCOLN Co. TOURISM | WINCHESTER-CLARK Co. TOURISM | WOODFORD Co. TOURISM COMMISSION | VISITLEX) - Kentucky Bluegrass Region Joy Ride YouTube Video

MULTI-JURISDICTIONAL PROJECT
(BOWLING GREEN AREA CVB | CADIZ-TRIGG Co. TOURISM | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | HOPKINS Co. TOURIST & CONVENTION COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | HENDERSON TOURIST COMMISSION | KENTUCKY LAKE CVB | LOGAN Co. TOURIST & CONVENTION COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MURRAY CVB | PADUCAH CVB | VISIT OWENSBORO) - West Kentucky BBQ Belt Digital

MARKETING CAMPAIGN

ARK ENCOUNTER - “The Horse & His Boy”
BOWLING GREEN AREA CVB - Tailored to Your Taste
BOWLING GREEN AREA CVB - VisitBGKY Broadcast Campaign
HORSE CAVE/HART COUNTY TOURISM - Targeting Adventures
KENTUCKY DERBY MUSEUM - Derby 150 - The Magic of a Moment!
PIKEVILLE-PIKE COUNTY TOURISM CVB - Hatfields & McCoys Historic Feud Driving Tour
VISITLEX - ‘Follow the Big Blue Horse’ UK Game Activation

SILVER (CONTINUED)

OUT-OF-HOME

HEAVEN HILL BOURBON EXPERIENCE - Airport Ticketing/Baggage Claim Ad Campaigns
LOUISVILLE TOURISM - Chicago Takeover
VISITLEX - ASAE OOH Atlanta

PR INITIATIVE

MULTI-JURISDICTIONAL PROJECT
(BEATTYVILLE-LEE Co. TOURISM | BRANDENBURG-MEADE Co. TOURISM | CADIZ-TRIGG Co. TOURISM | CYNTHIANA TOURISM COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GEORGETOWN-SCOTT Co. CVB | HARLAN TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY | OLDHAM KY TOURISM & CONVENTIONS | POWELL Co. TOURISM | RICHMOND TOURISM | SOMERSET-PULASKI Co. CVB | VISITLEX) - Kentucky After Dark PR Initiative

KENTUCKY DERBY MUSEUM - Betting on a Long Shot
KENTUCKY GREAT RIVER ROAD - Solar Eclipse PR Initiative

PRINT

HISTORIC RAILPARK & TRAIN MUSEUM - UnSeen Tour Coffin Card
VISIT OWENSBORO - Heartland Bid Document

RADIO OR TV BROADCAST ADVERTISING

ARK ENCOUNTER - “Reminisce” Giraffe & Friends Commercial
BOWLING GREEN AREA CVB - Geared for Fun Video Campaign

SPECIALTY ITEM

CITY OF HARLAN TOURIST AND CONVENTION COMMISSION - Harlan Burger Week Passport and T-Shirt
MULTI-JURISDICTIONAL PROJECT
(BEATTYVILLE-LEE Co. TOURISM | BRANDENBURG-MEADE Co. TOURISM | CADIZ-TRIGG Co. TOURISM | CYNTHIANA TOURISM COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GEORGETOWN-SCOTT Co. CVB | HARLAN TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY | OLDHAM KY TOURISM & CONVENTIONS | POWELL Co. TOURISM | RICHMOND TOURISM | SOMERSET-PULASKI Co. CVB | VISITLEX) - Kentucky After Dark Passport Program
VISIT OWENSBORO - Postcard From Romp

SPECIALTY ITEM (CONTINUED)

VISITLEX - Puppy Snuggle Lounge

VIDEO OR PODCAST

AJS HOTELS | THE GALT HOUSE - Be Exactly Where You Need to Be
BEREA TOURISM - Crossroads TV Show
MULTI-JURISDICTIONAL PROJECT
(CENTRAL CITY TOURISM COMMISSION | GREENVILLE VISITOR & WELCOME CENTER | HANCOCK Co. TOURISM | HENDERSON TOURIST COMMISSION | HOPKINS Co. TOURIST & CONVENTION COMMISSION | McLEAN Co. CHAMBER OF COMMERCE/TOURISM CENTER | OHIO Co. TOURISM COMMISSION | UNION Co. TOURISM | VISIT OWENSBORO | WEBSTER Co. TOURISM) - Bluegrass, Blues & BBQ Region “Tune-In” Promotional Video
LOUISVILLE TOURISM - LGBTQ+ Travel Video
VISIT OWENSBORO - Choose Your Adventure

WEBSITE

BOWLING GREEN AREA CVB - VisitBGKY Website Redesign
DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN - Light Up BGKY Website
HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - Experiences Page on Website
MULTI-JURISDICTIONAL PROJECT
(BEATTYVILLE-LEE Co. TOURISM | BRANDENBURG-MEADE Co. TOURISM | CADIZ-TRIGG Co. TOURISM | CYNTHIANA TOURISM COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GEORGETOWN-SCOTT Co. CVB | HARLAN TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY | OLDHAM KY TOURISM & CONVENTIONS | POWELL Co. TOURISM | RICHMOND TOURISM | SOMERSET-PULASKI Co. CVB | VISITLEX) - Kentucky After Dark Website

MULTI-JURISDICTIONAL PROJECT
(BEREA TOURISM COMMISSION | CARLISLE-NICHOLAS Co. | CYNTHIANA TOURISM COMMISSION | DANVILLE-BOYLE Co. CVB | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | GARRARD Co. TOURISM COMMITTEE | GEORGETOWN-SCOTT Co. CVB | HARRODSBURG-MERCER Co. TOURIST COMMISSION | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | NICHOLASVILLE, WILMORE-JESSAMINE Co. TOURISM COMMISSION | PARIS-BOURBON Co. TOURISM COMMISSION | RICHMOND TOURISM | STANFORD-LINCOLN Co. TOURISM | WINCHESTER-CLARK Co. TOURISM | WOODFORD Co. TOURISM COMMISSION | VISITLEX) - Kentucky Bluegrass Region Website
KENTUCKY BOURBON TRAIL - Website
PIKEVILLE-PIKE COUNTY TOURISM CVB - TourPikeCounty.com
SOMERSET-PULASKI COUNTY CVB - Lake Cumberland Website

BRONZE

ARPA FUNDED PROJECTS

MULTI-JURISDICTIONAL PROJECT

(*BOWLING GREEN AREA CVB | CORBIN TOURISM & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GEORGETOWN-SCOTT Co. TOURISM | HARLAN TOURISM | SHELBYKY TOURISM*) - Horses, Horsepower, and Hollers

MULTI-JURISDICTIONAL PROJECT

(*BOWLING GREEN AREA CVB | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LOGAN Co. TOURIST & CONVENTION COMMISSION | MAYFIELD GRAVES Co. TOURISM | PADUCAH CVB*) - Western Kentucky Wine Trail

MULTI-JURISDICTIONAL PROJECT

(*BOWLING GREEN AREA CVB | CAVE CITY TOURIST COMMISSION | EDMONSON Co. TOURISM COMMISSION | FRANKLIN-SIMPSON Co. TOURISM COMMISSION | GLASGOW-BARREN Co. TOURISM | HORSE CAVE/HART Co. TOURISM | MORGANTOWN-BUTLER Co. CHAMBER OF COMMERCE | MUNFORDVILLE TOURISM COMMISSION | PARK CITY TOURISM*) - Cave Country Trails Interactive Mapping & Website

CAVELAND MARKETING ASSOCIATION - REFRESH

EDMONSON COUNTY TOURIST & CONVENTION COMMISSION - Follow Our Family – Massey

GLASGOW-BARREN COUNTY TOURISM - Optimizing Lodging SEO in Real Time

MULTI-JURISDICTIONAL PROJECT

(*CAVE CITY TOURIST COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GRANT Co. TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | LOUISVILLE TOURISM | HOPKINS Co. TOURIST & CONVENTION COMMISSION | MUHLENBERG Co. TOURISM COMMISSION | MUNFORDVILLE TOURISM COMMISSION | PADUCAH CVB | SHEPHERDSVILLE-BULLITT Co. TOURISM*) - Great Big Kentucky Adventure

DESTINATION MANAGEMENT

BOWLING GREEN AREA CVB - Love BGKY Art Installations

CENTRAL CITY TOURIST & CONVENTION COMMISSION - Farmers Bank & Trust Festival Square

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN - Light Up BGKY

ELIZABETHTOWN TOURISM - The Ripken Blend

HORSE CAVE/HART COUNTY TOURISM - Learn Here

MUHLENBERG COUNTY TOURISM COMMISSION - Up, Up & Away 100th Birthday Celebration

DESTINATION MANAGEMENT (CONTINUED)

OAK GROVE TOURISM COMMISSION

Butterfly Festival

SOUTHERN KENTUCKY FILM COMMISSION

Southern Kentucky, The Hollywood No One Expects

MULTI-JURISDICTIONAL PROJECT

(*BOWLING GREEN AREA CVB | CADIZ-TRIGG Co. TOURISM | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | HOPKINS Co. TOURIST & CONVENTION COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | HENDERSON TOURIST COMMISSION | KENTUCKY LAKE CVB | LOGAN Co. TOURIST & CONVENTION COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MURRAY CVB | PADUCAH CVB | VISIT OWENSBORO*) - West Kentucky BBQ Belt

DIGITAL

CITY OF HARLAN TOURIST AND CONVENTION COMMISSION - Visit Harlan

County TikTok

GLASGOW-BARREN COUNTY TOURISM -

Tourists Love the Trendy

VISITLEX - Follower Acquisition Campaign

MARKETING CAMPAIGN

BEAVER DAM TOURISM COMMISSION - ROCK THE DAM 7, Another DAM Good Time!

MULTI-JURISDICTIONAL PROJECT

(*CENTRAL CITY TOURISM COMMISSION | GREENVILLE VISITOR & WELCOME CENTER | HANCOCK Co. TOURISM | HENDERSON TOURIST COMMISSION | HOPKINS Co. TOURIST & CONVENTION COMMISSION | McLEAN Co. CHAMBER OF COMMERCE/TOURISM CENTER | OHIO Co. TOURISM COMMISSION | UNION Co. TOURISM | VISIT OWENSBORO | WEBSTER COUNTY TOURISM*) - Bluegrass, Blues & BBQ Region “Tune-In” Regional Campaign

HEAVEN HILL BOURBON EXPERIENCE - Elijah Craig Official Bourbon of the PGA Championship

KENTUCKY ARTISAN CENTER - Kentucky Artisan Center x Hoffman Media Marketing Campaign

KENTUCKY VENUES - North American Championship Rodeo Marketing Campaign

OUT-OF-HOME

BOYD COUNTY TOURISM - The Squatch
DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN - Light Up BGKY Billboard
EDMONSON COUNTY TOURIST & CONVENTION COMMISSION - Downtown

County Mural Masterpiece

HORSE CAVE/HART COUNTY TOURISM - You’re Almost There

GOLD

ARPA FUNDED PROJECTS

MULTI-JURISDICTIONAL PROJECT

(*BEREA TOURISM COMMISSION | CARLISLE-NICHOLAS Co. TOURISM | CYNTHIANA TOURISM COMMISSION | DANVILLE-BOYLE Co. CVB | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | GARRARD Co. TOURISM COMMITTEE | GEORGETOWN-SCOTT Co. CVB | HARRODSBURG-MERCER Co. TOURIST COMMISSION | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | NICHOLASVILLE, WILMORE-JESSAMINE Co. TOURISM COMMISSION | PARIS-BOURBON Co. TOURISM COMMISSION | RICHMOND TOURISM | STANFORD-LINCOLN Co. TOURISM | WINCHESTER-CLARK Co. TOURISM | WOODFORD Co. TOURISM COMMISSION | VISITLEX*) - Kentucky Bluegrass Region

MULTI-JURISDICTIONAL PROJECT - Kentucky

Bourbon Trail Brand Launch Video

LOUISVILLE TOURISM - Garden & Gun

MULTI-JURISDICTIONAL PROJECT

(*BARDSTOWN-NELSON Co. TOURISM | ELIZABETHTOWN TOURISM & CONVENTION BUREAU | LOUISVILLE TOURISM | OLDHAM KY TOURISM & CONVENTIONS | SHELBYKY TOURISM | SHEPHERDSVILLE-BULLITT Co. TOURISM*) - Kentucky Black Trailblazers Augmented Reality Experience
VISIT OWENSBORO - ARPA Funding The Great Race

DESTINATION MANAGEMENT

CAVE CITY TOURISM COMMISSION - Guntown Mountain: Not a Ghost Town Anymore

CYNTHIANA-HARRISON COUNTY TOURISM COMMISSION - Cynthiaiana Skeleton Adoption Agency

KENTUCKY DERBY MUSEUM - Riders Up Exhibit Revitalization

DIGITAL

BEST WESTERN HOTELS & RESORTS OF KY - Explore Kentucky State Parks with Best Western

MULTI-JURISDICTIONAL PROJECT

(*CAVE CITY TOURIST COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GRANT Co. TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | LOUISVILLE TOURISM | HOPKINS Co. TOURIST & CONVENTION COMMISSION | MUHLENBERG Co. TOURISM COMMISSION | MUNFORDVILLE TOURISM COMMISSION | PADUCAH CVB | SHEPHERDSVILLE-BULLITT Co. TOURISM*) - Great Big Kentucky Adventure Digital

HENDERSON TOURIST COMMISSION - Gnomes of Audubon State Park

MARKETING CAMPAIGN

FRAZIER HISTORY MUSEUM - 120: Cool KY Counties

HENDERSON TOURIST COMMISSION - Songs of Summer Campaign

MARKETING CAMPAIGN (CONTINUED)

MULTI-JURISDICTIONAL PROJECT

(*BEATTYVILLE-LEE Co. TOURISM | BRANDENBURG-MEADE Co. TOURISM | CADIZ-TRIGG Co. TOURISM | CYNTHIANA TOURISM COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GEORGETOWN-SCOTT COUNTY CVB | HARLAN TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY | OLDHAM KY TOURISM & CONVENTIONS | POWELL Co. TOURISM | RICHMOND TOURISM | SOMERSET-PULASKI COUNTY CVB | VISITLEX*) - Kentucky After Dark Marketing Campaign

PIKEVILLE-PIKE COUNTY TOURISM CVB

- Holler Critters TCG

VISITLEX - Bourbonland

VISITLEX - Spring Leisure Campaign ‘Bet You Thought’

PR INITIATIVE

BOWLING GREEN AREA CVB - Celebrating Bowling Green’s Nappy Roots

HORSE CAVE/HART COUNTY TOURISM - Pet-Friendly Adventures

VISITLEX - Hey Aliens! Look at Lexington

PRINT

POWELL COUNTY TOURISM COMMISSION - Red River Gorge Events Calendar Magnet for STRs

RADIO OR TV BROADCAST ADVERTISING

MULTI-JURISDICTIONAL PROJECT

(*BEATTYVILLE-LEE Co. TOURISM | BRANDENBURG-MEADE Co. TOURISM | CADIZ-TRIGG Co. TOURISM | CYNTHIANA TOURISM COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GEORGETOWN-SCOTT Co. CVB | HARLAN TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | KENTUCKY LAKE CVB | LAWRENCEBURG-ANDERSON Co. TOURISM COMMISSION | LOUISVILLE TOURISM | MANCHESTER TOURISM COMMISSION | MAYFIELD-GRAVES TOURISM COMMISSION | MEETNKY | OLDHAM KY TOURISM & CONVENTIONS | POWELL Co. TOURISM | RICHMOND TOURISM | SOMERSET - PULASKI COUNTY CVB | VISITLEX*) - Kentucky After Dark :15 Spot

VIDEO OR PODCAST

MULTI-JURISDICTIONAL PROJECT

(*CAVE CITY TOURIST COMMISSION | FRANKFORT-FRANKLIN Co. TOURIST & CONVENTION COMMISSION | FRANKLIN-SIMPSON Co. TOURIST COMMISSION | GRANT Co. TOURISM | HENDERSON TOURIST COMMISSION | HOPKINSVILLE-CHRISTIAN Co. CVB | LOUISVILLE TOURISM | HOPKINS Co. TOURIST & CONVENTION COMMISSION | MUHLENBERG Co. TOURISM COMMISSION | MUNFORDVILLE TOURISM COMMISSION | PADUCAH CVB | SHEPHERDSVILLE-BULLITT Co. TOURISM*) - Great Big Kentucky

Adventure Zaza Video