

**2025 TRAVERSE VIDEOS
PRODUCED BY:**



KTIA KENTUCKY
TRAVEL INDUSTRY
ASSOCIATION

TRAVERSE AWARDS

PROGRAM

**20
25**

BEST IN SHOW

MULTI-PARTNER

Berea Tourism | Carlisle-Nicholas County Tourism | Cynthia Tourism Commission | Danville-Boyle County CVB | Georgetown-Scott County Tourism | Harrodsburg-Mercer County Tourism | Lawrenceburg-Anderson County Tourism | Paris-Bourbon County Tourism Commission | Stanford-Lincoln County | Visit Frankfort | Visit Jessamine | VisitLEX | Visit Lancaster & Paint Lick | Visit Richmond KY | Winchester-Clark County Tourism | Woodford County Tourism Commission

KENTUCKY BLUEGRASS REGION ROAD SNACKS

(ARPA Funded Project)

MOST INNOVATIVE

SHELBYKY TOURISM

SCRATCH-AND-SNIFF VISITOR GUIDE

AWARDS OF DISTINCTION

DIVISION A

LOUISVILLE TOURISM

LOUISVILLE CELEBRATES 100 YEARS OF THE GREAT GATSBY

DIVISION B

KENTUCKY DERBY MUSEUM

TURNING 40 - BUT MAKE IT DERBY

DIVISION E

MULTI-PARTNER

(Bardstown Nelson Co. Tourism | Danville-Boyle Co. CVB | Lebanon Tourist & Convention Commission | Louisville Tourism | MeetNky, VisitLEX)

WORLD BOURBON TOAST™: A WORLDWIDE TOAST TO KENTUCKY BOURBON

BRONZE

(CONT.)

DIGITAL (cont.)

VISITLEX - “Best Kept Secrets” Content Series

MARKETING CAMPAIGN

ARK ENCOUNTER AND CREATION MUSEUM - 2024 Ark Encounter National Campaign

GLASGOW-BARREN CO. KY TOURIST & CONVENTION COMMISSION - Tis the Season

HARLAN TOURISM - Explore KY From Top to Bottom

VISITLEX - “Give a Little Lex” Visitors Center Holiday Campaign

OUT-OF-HOME

RADCLIFF/FT. KNOXX CONVENTION AND TOURISM COMMISSION - Airport Digital Ad

VISITLEX - Cleveland ASAE OOH Activation

PR INITIATIVE

GLASGOW-BARREN CO. KY TOURIST & CONVENTION COMMISSION - Live from the Land Before Time

HARLAN TOURISM - Mystery Dates Paducah CVB - LGBTQIA+ Friendly

SEE SOMERSET - PR Initiative

PRINT

CYNTHIANA-HARRISON COUNTY TOURISM - Cynthia Mural Walk: Brochure & Interactive Website

HENDERSON TOURIST COMMISSION - 2024-25 Discovery Guide

PRINT (cont.)

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - Hopkins County-Madisonville Visitor’s Guide

RADIO OR TV ADVERTISING

BOWLING GREEN AREA CVB - Moments in Between - TV Campaign

KEENELAND - Every Moment Matters

SPECIALTY ITEM

LOUISVILLE TOURISM - PCMA Invite & Mailer

VISITLEX - Cats of the Bluegrass Coloring Book

VISITLEX - VisitLEX x Keeneland Merch Collaboration

VIDEO OR PODCAST

FRAZIER HISTORY MUSEUM - Kentucky Wide

LOUISVILLE TOURISM - Destination Video

SHELBYKY TOURISM - Importance of Tourism Video

SHELBYKY TOURISM - Kentucky Hidden Wonders Podcast

SIMPSON CO. TOURISM COMMISSION - Sanford Duncan Inn - Duels, Stagecoaches and the Triangle Job

WEBSITE

BARDSTOWN-NELSON CO. TOURISM - Visit Bardstown Website Refresh

ELIZABETHTOWN TOURISM & CONVENTION BUREAU - Elizabethtown Website Redesign

GEORGETOWN-SCOTT CO. TOURISM - Bourbon Genesis Website

VISITLEX - FilmLEX Website and Production Directory

GOLD (CONTINUED)
WEBSITE
LOUISVILLE TOURISM - A Vacation, Distilled MULTI-PARTNER (<i>BOWLING GREEN AREA CVB HOPKINS Co. TOURIST & CONVENTION COMMISSION LOUISVILLE TOURISM MURRAY CVB OLDHAM KY TOURISM & CONVENTIONS SHEPHERDSVILLE-BULLITT Co. TOURISM VISIT FRANKFORT VISITLEX VISIT OWENSBORO</i>) - Kentucky Garden Trail Website MULTI-PARTNER (<i>BOWLING GREEN AREA CVB EDMONSON Co.TOURISM COMMISSION HENDERSON TOURIST COMMISSION PADUCAH CVB VISIT OWENSBORO</i>) - Kentucky Americana Triangle Website
ARPA FUNDED PROJECT
MULTI-PARTNER (<i>BARDSTOWN-NELSON Co. TOURISM BOWLING GREEN AREA CVB MCCREARY Co. TOURIST COMMISSION OLDHAM KY TOURISM & CONVENTIONS WOODFORD Co. TOURISM COMMISSION</i>) - Bluegrass Train Experience MULTI-PARTNER (<i>BOWLING GREEN AREA CVB HOPKINS Co. TOURIST & CONVENTION COMMISSION LOUISVILLE TOURISM MURRAY CVB OLDHAM KY TOURISM & CONVENTIONS SHEPHERDSVILLE-BULLITT Co. TOURISM VISIT FRANKFORT VISITLEX VISIT OWENSBORO</i>) - Kentucky Garden Trail
DESTINATION MANAGEMENT
KEENELAND - North Gate Blue Carpet Walkthrough LOUISVILLE TOURISM - Big Lou Mobile Visitor Center LOUISVILLE TOURISM - LouGrass

DESTINATION MANAGEMENT (cont.)
MULTI-PARTNER (<i>BOWLING GREEN AREA CVB EDMONSON Co.TOURISM COMMISSION HENDERSON TOURIST COMMISSION PADUCAH CVB VISIT OWENSBORO</i>) - Kentucky Americana Triangle Destination Management VISITLEX - Destination LEXpert Program VISITLEX - Lex for Good Sensory Signals Maps VISITLEX - VisitLEX Meetings Accessibility Resources VISIT OWENSBORO - Owensboro Burger Week
DIGITAL
GEORGETOWN-SCOTT COUNTY TOURISM - Bourbon Genesis Digital MULTI-PARTNER (<i>BEREA TOURISM CARLISLE-NICHOLAS Co. TOURISM CYNTHIANA TOURISM COMMISSION DANVILLE-BOYLE Co. CVB GEORGETOWN-SCOTT Co. TOURISM HARRODSBURG-MERCER Co.TOURISM LAWRENCEBURG - ANDERSON Co. TOURISM PARIS-BOURBON Co. TOURISM COMMISSION STANFORD-LINCOLN Co. TOURISM VISIT FRANKFORT VISIT JESSAMINE VISITLEX VISIT LANCASTER & PAINT LICK VISIT RICHMOND KY WINCHESTER-CLARK Co. TOURISM WOODFORD Co. TOURISM COMMISSION</i>) - Kentucky Bluegrass Region Road Snacks Digital VISITLEX - “Lexington Shoes” Social Video
MARKETING CAMPAIGN
BOWLING GREEN AREA CVB - Moments in Between - Marketing Campaign GEORGETOWN-SCOTT COUNTY TOURISM - Bourbon Genesis Marketing Campaign HENDERSON TOURIST COMMISSION - The Rootin’ Tootin’ Songs of Summer in Henderson, KY KENTUCKY DERBY MUSEUM - The

SILVER (CONTINUED)
MARKETING CAMPAIGN (cont.)
MULTI-PARTNER (<i>BOWLING GREEN AREA CVB EDMONSON Co.TOURISM COMMISSION HENDERSON TOURIST COMMISSION PADUCAH CVB VISIT OWENSBORO</i>) - Kentucky Americana Triangle Marketing Campaign
OUT-OF-HOME
HORSE CAVE-HART COUNTY TOURISM - Connections & Directions
PR INITIATIVE
HARLAN TOURISM - WatchKittyShrink Visits Harlan GEORGETOWN-SCOTT COUNTY TOURISM - Bourbon Genesis PR MULTI-PARTNER (<i>BEREA TOURISM CARLISLE-NICHOLAS Co. TOURISM CYNTHIANA TOURISM COMMISSION DANVILLE-BOYLE Co. CVB GEORGETOWN-SCOTT Co. TOURISM HARRODSBURG-MERCER Co.TOURISM LAWRENCEBURG - ANDERSON Co. TOURISM PARIS-BOURBON Co. TOURISM COMMISSION STANFORD-LINCOLN Co. TOURISM VISIT FRANKFORT VISIT JESSAMINE VISITLEX VISIT LANCASTER & PAINT LICK VISIT RICHMOND KY WINCHESTER-CLARK Co. TOURISM WOODFORD Co. TOURISM COMMISSION</i>) - Kentucky Bluegrass Region Road Snacks PR SHELBYKY TOURISM - New York City Media Mission VISITLEX - Hank the Horse MPI/WEC Activation
PRINT
MULTI-PARTNER (<i>BOWLING GREEN AREA CVB EDMONSON Co.TOURISM COMMISSION HENDERSON TOURIST COMMISSION PADUCAH CVB, VISIT OWENSBORO</i>) - Kentucky Americana Triangle Print

PRINT (cont.)
MULTI-PARTNER (<i>BOWLING GREEN AREA CVB HOPKINS Co. TOURIST & CONVENTION COMMISSION LOUISVILLE TOURISM MURRAY CVB OLDHAM KY TOURISM & CONVENTIONS SHEPHERDSVILLE-BULLITT Co. TOURISM VISIT FRANKFORT VISITLEX VISIT OWENSBORO</i>) - Kentucky Garden Trail Passport Journal MULTI-PARTNER (<i>ARK ENCOUNTER BB RIVERBOATS GRANT Co. TOURISM KY LIVING MAGAZINE MEETNKY</i>) - Two Boats One Day OLDHAM COUNTY TOURISM - Oldham County Visitor’s Guide VISIT OWENSBORO - ROMP Brochure
RADIO OR TV ADVERTISING
FRAZIER HISTORY MUSEUM - It’s All Here
SPECIALTY ITEM
LOUISVILLE TOURISM - Make It a Double Play 3-D Mailer MULTI-PARTNER (<i>BEREA TOURISM CARLISLE-NICHOLAS Co. TOURISM CYNTHIANA TOURISM COMMISSION DANVILLE-BOYLE Co. CVB GEORGETOWN-SCOTT Co. TOURISM HARRODSBURG - MERCER Co.TOURISM LAWRENCEBURG-ANDERSON Co. TOURISM PARIS-BOURBON Co. TOURISM COMMISSION STANFORD-LINCOLN Co. TOURISM VISIT FRANKFORT VISIT JESSAMINE VISITLEX VISIT LANCASTER & PAINT LICK VISIT RICHMOND KY WINCHESTER-CLARK Co. TOURISM WOODFORD Co. TOURISM COMMISSION</i>) - Kentucky Bluegrass Region Road Snacks Specialty Items VISITLEX - Lex for Good Sensory Coloring Books and Kits VISITLEX - VisitLEX Holobox
VIDEO OR PODCAST
BOYD COUNTY TOURISM - Make Your Adventure Legendary KENTUCKY DERBY FESTIVAL -
4 Kentucky Derby Festival Hype Video

SILVER (CONTINUED)
VIDEO OR PODCAST (cont.)
MULTI-PARTNER (BEREA TOURISM CARLISLE-NICHOLAS Co. TOURISM CYNTHIANA TOURISM COMMISSION DANVILLE-BOYLE Co. CVB GEORGETOWN-SCOTT Co. TOURISM HARRODSBURG-MERCER Co. TOURISM LAWRENCEBURG - ANDERSON Co. TOURISM PARIS-BOURBON Co. TOURISM COMMISSION STANFORD-LINCOLN Co. TOURISM VISIT FRANKFORT VISIT JESSAMINE VISITLEX VISIT LANCASTER & PAINT LICK VISIT RICHMOND KY WINCHESTER-CLARK Co. TOURISM WOODFORD Co. TOURISM COMMISSION) - Kentucky Bluegrass Region Road Snacks Video
MULTI-PARTNER (BOWLING GREEN AREA CVB HOPKINS Co. TOURIST & CONVENTION COMMISSION LOUISVILLE TOURISM MURRAY CVB OLDHAM KY TOURISM & CONVENTIONS SHEPHERDSVILLE-BULLITT Co. TOURISM VISIT FRANKFORT VISITLEX, VISIT OWENSBORO) - Kentucky Garden Trail Video
SHELBYKY TOURISM - Vacation Better Commercial
SOMERSET-PULASKI CO. CVB - Real Life, Unsalted Promotional Video
VISITLEX - LEX Locals Episodic Content Series

BRONZE
ARPA FUNDED PROJECTS
MULTI-PARTNER (EDMONSON Co. TOURISM COMMISSION LIBERTY TOURISM & CONVENTION COMMISSION HORSE CAVE/HART Co. TOURISM MUNFORDVILLE TOURISM TAYLOR Co. TOURIST COMMISSION) - Gateways to the Green: Gathering the Gateways
MULTI-PARTNER (BOWLING GREEN AREA CVB CITY OF CORBIN TOURIST & CONVENTION COMMISSION GEORGETOWN-SCOTT Co. TOURISM HARLAN TOURISM SHELBYKY TOURISM SIMPSON COUNTY TOURISM) - Horses, Horsepower, and Hollers - Press Kit Box

ARPA FUNDED PROJECTS (cont.)
MULTI-PARTNER (BURNSIDE TOURIST & RECREATION COMMISSION CLINTON Co. KENTUCKY TOURISM LAKE CUMBERLAND TOURIST COMMISSION MCCREARY Co. TOURIST COMMISSION SEE SOMERSET SOMERSET-PULASKI Co. CVB WAYNE COUNTY/MONTICELLO TOURISM COMMISSION) - Lake Cumberland Wayfinding
PADUCAH CVB - African American Heritage Campaign
PADUCAH CVB - Creative City Companion
DESTINATION MANAGEMENT
BOYD COUNTY TOURISM - Rock the Country Music Festival 2024
CITY OF LONDON TOURISM & PARKS - London Strong Benefit Concerts / Town Center Concert Series
HEAVEN HILL DISTILLERIES - Gatsby's Secret Stash
HENDERSON TOURIST COMMISSION - Gnomes of Audubon Forest
HISTORIC RAILPARK & TRAIN MUSEUM - The REAL Housewives of Bowling Green
VISITLEX - SustainableLEX Certification

DIGITAL
ARK ENCOUNTER AND CREATION MUSEUM - ASMR at the Ark
GLASGOW-BARREN CO. KY TOURIST & CONVENTION COMMISSION - Uncover Mammoth: The Hidden World of Mammoth Cave National Park
KENTUCKY DERBY FESTIVAL - Get Happy to Race Digital Series
RAIL EXPLORERS BLUEGRASS - Rail Explorers Bluegrass 2025 Digital Campaign
SHELBYKY TOURISM - ShelbyKY Digital Campaign
SHELBYKY TOURISM - ShelbyKY TikTok Series

GOLD
ARPA FUNDED PROJECT
LAWRENCEBURG ANDERSON COUNTY TOURISM - Wildman Triathlon Experience
MULTI-PARTNER (BEREA TOURISM CARLISLE-NICHOLAS Co. TOURISM CYNTHIANA TOURISM COMMISSION DANVILLE-BOYLE Co. CVB GEORGETOWN-SCOTT Co. TOURISM HARRODSBURG-MERCER Co. TOURISM LAWRENCEBURG - ANDERSON Co. TOURISM PARIS-BOURBON Co. TOURISM COMMISSION STANFORD-LINCOLN Co. TOURISM VISIT FRANKFORT VISIT JESSAMINE VISITLEX VISIT LANCASTER & PAINT LICK VISIT RICHMOND KY WINCHESTER-CLARK Co. TOURISM WOODFORD Co. TOURISM COMMISSION) - Kentucky Bluegrass Region Road Snacks
MULTI-PARTNER (BARDSTOWN NELSON Co. TOURISM DANVILLE-BOYLE Co. CVB LEBANON TOURIST & CONVENTION COMMISSION LOUISVILLE TOURISM MEETNKY VISITLEX) - World Bourbon Toast™: A Worldwide Toast to Kentucky Bourbon
DESTINATION MANAGEMENT
GEORGETOWN-SCOTT COUNTY TOURISM - Bourbon Genesis

MARKETING CAMPAIGN
KENTUCKY BOURBON TRAIL® - Kentucky Bourbon Trail® Lottery Games Collaboration
MULTI-PARTNER (BEREA TOURISM CARLISLE-NICHOLAS Co. TOURISM CYNTHIANA TOURISM COMMISSION DANVILLE-BOYLE Co. CVB GEORGETOWN-SCOTT Co. TOURISM HARRODSBURG-MERCER Co. TOURISM LAWRENCEBURG - ANDERSON Co. TOURISM PARIS-BOURBON Co. TOURISM COMMISSION STANFORD-LINCOLN Co. TOURISM VISIT FRANKFORT VISIT JESSAMINE VISITLEX VISIT LANCASTER & PAINT LICK VISIT RICHMOND KY WINCHESTER-CLARK Co. TOURISM WOODFORD Co. TOURISM COMMISSION) - Kentucky Bluegrass Region Road Snacks Marketing Campaign

VISITLEX - “Bittersweet Views” Spring Campaign
VISITLEX - “C’mon!” 250Lex Campaign
OUT-OF-HOME
HEAVEN HILL DISTILLERIES - Making It Personal (Airport Advertising)
LIBERTY TOURISM & CONVENTION COMMISSION - Lovin’ Life in Liberty
PR INITIATIVE
HEAVEN HILL DISTILLERIES - Connoisseur Circle
KENTUCKY DERBY MUSEUM - Turning 40 – But Make It Derby
LOUISVILLE TOURISM - Louisville Celebrates 100 Years of The Great Gatsby
PRINT
HARLAN TOURISM - Haunted Harlan County Tour Guide
KENTUCKY DERBY MUSEUM - Ruby Jubilee
SHELBYKY TOURISM - Scratch-and-Sniff Visitor Guide
RADIO OR TV ADVERTISING
OAK GROVE TOURISM COMMISSION - Commercial TV
SPECIALTY ITEM
KUTTAWA TOURISM COMMISSION - The Pelican Pilsner – A Beer for the Lake Life!
MULTI-PARTNER (BOWLING GREEN AREA CVB HOPKINS Co. TOURIST & CONVENTION COMMISSION LOUISVILLE TOURISM MURRAY CVB OLDHAM KY TOURISM & CONVENTIONS SHEPHERDSVILLE-BULLITT Co. TOURISM VISIT FRANKFORT VISITLEX VISIT OWENSBORO) - Kentucky Garden Trail Passport Specialty Items