

PIKEVILLE-PIKE CO. TOURISM CVB - The Mountain Grrl Experience
PRESTONSBURG TOURISM COMMISSION - Appalachian Arts & Entertainment Awards
SEE SOMERSET - Moonlight Festival
SEE SOMERSET - See My Set Art Market

MARKETING CAMPAIGN

ARK ENCOUNTER - Cincinnati Reds – Rain Delay
BEST WESTERN HOTELS OF KENTUCKY - Marketing Campaign
HEAVEN HILL DISTILLERY - Heaven Hill Bourbon Experience Marketing Campaign
NATIONAL CORVETTE MUSEUM - Hot Wheels: Race to Win Marketing Campaign
PIKEVILLE-PIKE CO. TOURISM CVB - Hillbilly Days 2022

PR INITIATIVE

BOWLING GREEN AREA CVB - BGKY is a Halloween Destination
BOWLING GREEN AREA CVB - Underrated Road Trip Destination
ELIZABETHTOWN TOURISM & CONVENTION BUREAU - Elizabethtown Sports Park 10-year Anniversary
LOUISVILLE TOURISM - Derby "Back to Business"
PADUCAH CVB - Garden & Gun Magazine: "Paducah, Kentucky: A River Town Surges Thanks to Southern Art and Culture"

PRINT ADVERTISING & PRINT COLLATERAL

BOWLING GREEN AREA CVB - BG Challenge Card
BOWLING GREEN AREA CVB - Great American Road Trip – Half Page Ad
EDMONSON CO. TOURIST & CONVENTION COMMISSION - Edmonson County Travel Brochure
ELIZABETHTOWN TOURISM & CONVENTION BUREAU - Beyond a Business Card
HISTORIC RAILPARK & TRAIN MUSEUM - Step Right Up – Donor Card
HOPKINSVILLE-CHRISTIAN CO. CVB - Stacks of Adventure Await in the Batter Capital
HORSE CAVE-HART CO. TOURISM - Caves, Canoes, Ziplines & Kangaroos
HORSE CAVE-HART CO. TOURISM - Hart County Amish-Owned Businesses Tear-Off Map
LOUISVILLE TOURISM - Louisville's Black Heritage Collateral & Ads Collection
MUHAMMAD ALI CENTER - Muhammad Ali Humanitarian Awards Collateral (Program Book)
OWEN CO. TOURISM COMMISSION - Sweet Owen Magazine
PIKEVILLE-PIKE CO. TOURISM CVB - Hatfields & McCoys Historic Feud Driving Tour
VISITLEX - LEXVibes Ads

RADIO OR TV BROADCAST ADVERTISING

CITY OF BOWLING GREEN - Fountain Row Ad
EASTERN KY PRIDE - "Welcome to the Kentucky Wildlands" Radio Campaign
HORSE CAVE-HART COUNTY TOURISM - Discover Hart County TV Ads
PRESTONSBURG TOURISM COMMISSION - "How I Spend My Holiday Break in Prestonsburg"
KENTUCKY VENUES - 2022 Kentucky State Fair "Concert" TV
KENTUCKY VENUES - 2022 Kentucky State Fair "Twinkie" TV

VIDEO

BOYD COUNTY TOURISM & CONVENTION BUREAU - Visit. Explore. Enjoy.

WEBSITE

CITY OF HARLAN TOURIST & CONVENTION COMMISSION - Harlan Tourism Website
HOPKINSVILLE-CHRISTIAN COUNTY CVB - BatterCapitaloftheWorld.com
LOUISVILLE TOURISM - Travel Trade Landing Page

2022 **KTIA**
TRAVERSE
AWARDS

BEST OF SHOW

LOUISVILLE TOURISM

Louisville Tourism Black Tourism Advisory Council

MOST INNOVATIVE

HOPKINSVILLE-CHRISTIAN CO. CVB

Becoming the Batter Capital

AWARDS OF DISTINCTION

DIVISION A

LAKE CUMBERLAND TOURIST COMMISSION

Lake Cumberland TV Commercial

DIVISION B

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION

The Great Restaurant Race

DIVISION C

VISITLEX

New Convention Center Smell Campaign

DIVISION D

KENTUCKY DISTILLERS' ASSOCIATION/ KENTUCKY BOURBON TRAIL®

Kentucky Bourbon Benefit, Team Western Kentucky

DIVISION E

BEST WESTERN HOTELS OF KENTUCKY

Marketing Campaign

GOLD

COMMUNITY SUPPORT & ENGAGEMENT

HOPKINS CO. TOURIST & CONVENTION COMMISSION - *The Great*

Restaurant Race

KENTUCKY BOURBON TRAIL/KENTUCKY DISTILLERS' ASSOCIATION -

Kentucky Bourbon Benefit, Team Western Kentucky

LOUISVILLE TOURISM - *Louisville Tourism Black Tourism Advisory Council*

DIGITAL

LOUISVILLE TOURISM - *Savor A Weekend in Bourbon City Digital*

MUHLENBERG CO. TOURISM COMMISSION - *"Something Big is Coming" Social*

Media Campaign

NATIONAL CORVETTE MUSEUM - *Corvette Powered Digital Ads*

NATIONAL CORVETTE MUSEUM - *Hot Wheels: Race to Win Digital Ads*

VISITLEX- *LEXVibes Digital Campaign*

MARKETING CAMPAIGN

HOPKINSVILLE-CHRISTIAN COUNTY CVB - *Becoming the Batter Capital*

VISITLEX - *LEXVibes Marketing Campaign*

VISITLEX - *New Convention Center Smell Campaign*

PR INITIATIVE

VISITLEX - *Plant Friendly Campaign*

RADIO OR TV BROADCAST ADVERTISING

LAKE CUMBERLAND TOURIST COMMISSION - *Lake Cumberland TV Commercial*

SPECIALTY ITEM

CITY OF BOWLING GREEN - *Fountain Row Launch Items*

HOPKINSVILLE-CHRISTIAN CO. CVB - *Batter Capital of the World Lodge*

Cast Iron Skillet

MUNFORDVILLE TOURISM - *Holiday Charm*

VISITLEX - *Direct Mailer*

VIDEO

LOUISVILLE TOURISM - *Savor A Weekend in Bourbon City Video*

VISITLEX - *Non-Fungible Thoroughbreds*

SIVER

COMMUNITY SUPPORT & ENGAGEMENT

CYNTHIANA TOURISM COMMISSION - *Fall in Love with Cynthiana Campaign*

HORSE CAVE-HART CO. TOURISM - *Digital Assistance Pilot Program*

KENTUCKY DERBY MUSEUM - *Miniature Horse Naming Contest*

VISITLEX - *Lexington Hospitality Awards*

DIGITAL

EASTERN KY PRIDE - *The Kentucky Wildlands Digital Advertising Campaign*

HOPKINS CO. TOURIST & CONVENTION COMMISSION - *Foodie Friday*

HOPKINSVILLE-CHRISTIAN CO. CVB - *Batter Capital of the World Digital Campaigns*

HORSE CAVE-HART CO. TOURISM - *GO VERTICAL Reels/TikTok*

HORSE CAVE-HART CO. TOURISM - *GO VERTICAL Digital*

EXPERIENCE DEVELOPMENT

CITY OF BOWLING GREEN - *Fountain Row Launch*

HOPKINS CO. TOURIST & CONVENTION COMMISSION - *Mistletoe Art Stroll*

HOPKINSVILLE-CHRISTIAN CO. CVB - *Becoming the Batter Capital*

JAMES B. BEAM AMERICAN OUTPOST - *James B. Beam American*

Outpost – Project Reunion

KENTUCKY DERBY MUSEUM - *Mint Julep University*

LOUISVILLE TOURISM - *Nomadness Travel Tribe Member Meetups*

MARKETING CAMPAIGN

LOUISVILLE TOURISM - *Savor A Weekend in Bourbon City*

MUNFORDVILLE TOURISM - *Make It Mealtime in Munfordville*

SHELBYKY TOURISM - *ShelbyKY Your Bourbon Destination*

VISIT OWENSBORO - *12 Days of Christmas*

PR INITIATIVE

BARDSTOWN-NELSON CO. TOURIST & CONVENTION COMMISSION -

Bardstown Collection

CITY OF BOWLING GREEN - *Fountain Row Launch*

HOPKINSVILLE-CHRISTIAN CO. CVB - *Stacks of Adventure Await in the*

Batter Capital

PRINT ADVERTISING & PRINT COLLATERAL

ARK ENCOUNTER - *Answers for Pastors Mailer*

VISITLEX - *Travel Inspiration Guide*

RADIO OR TV BROADCAST ADVERTISING

ARK ENCOUNTER - *Fox Feature: Duffy Family Visits Ark*

BOYD CO. TOURISM & CONVENTION BUREAU - *Visit. Explore. Enjoy. TV Campaign*

HISTORIC RAILPARK & TRAIN MUSEUM - *Haunted Lantern Tours*

LOUISVILLE TOURISM - *Savor A Weekend in Bourbon City*

SPECIALTY ITEM

LOUISVILLE TOURISM - *Bourbon City Coaster Set*

VIDEO

HISTORIC RAILPARK & TRAIN MUSEUM - *2022 Campaign Video – Step Right Up*

NATIONAL CORVETTE MUSEUM - *Hot Wheels: Race to Win Exhibit*

WEBSITE

LOUISVILLE TOURISM - *Louisville Tourism Blogs*

PIKEVILLE-PIKE CO. TOURISM CVB - *TourPikeCounty.com*

BRONZE

COMMUNITY SUPPORT & ENGAGEMENT

EASTERN KY PRIDE - *"Elevate Your Service" Hospitality Training Program*

HORSE CAVE-HART CO. TOURISM - *Field Trip Assistance Program & Teacher Days*

KENTUCKY DERBY MUSEUM - *Best Derby Stories Contest*

LOUISVILLE TOURISM - *Louisville Visitor Center Handcrafted Event Series*

MUHLENBERG CO. TOURISM COMMISSION - *The Big Twigs at Lake Malone State Park*

PIKEVILLE-PIKE CO. TOURISM CVB - *Pike County Rally Cars Experience*

DIGITAL

BOWLING GREEN AREA CVB - *Ready for a Road Trip*

HOPKINS CO. TOURIST & CONVENTION COMMISSION- *Weekend Picks*

HORSE CAVE-HART CO. TOURISM - *Smithsonian E-newsletter Ads*

MUNFORDVILLE TOURISM - *Make It Mealtime in Munfordville*

EXPERIENCE DEVELOPMENT

HEAVEN HILL DISTILLERY - *You Do Bourbon™ Experience*

HORSE CAVE-HART CO. TOURISM - *Teacher Days*