

BRONZE

DIGITAL

Louisville Tourism - Group Travel Digital Motorcoach E-Newsletter
Louisville Tourism - Spring Attractions Flight
Lake Cumberland Tourist Commission - Lake Cumberland Contest Series - Facebook
Nicholasville, Wilmore - Jessamine County Joint Tourism Commission - Visit Jessamine Digital Campaign
Shepherdsville - Bullitt County Tourism - Pour It On! Social Media Campaign

EVENT/MEETING/CONFERENCE MATERIAL

Louisville Tourism - Connect Attendee Mailer
Louisville Tourism - TEAMS Welcome Program
meetNKY - National Travel & Tourism Week: Cincy Staycation Showcase
Mt. Sterling/Montgomery County Tourist Commission - Mt. Sterling Small Town America Festival Marketing
Oak Grove Tourism Commission - Annual Butterfly Festival
VisitLEX - Attendance Builder Brochure
VisitLEX - Bid Book
VisitLEX - Convention Services Brochure

MARKETING CAMPAIGN

Berea Tourism Commission - Experience Berea
Kentucky Derby Museum - Museum Expansion

OUT-OF-HOME

Heaven Hill Distillery Visitors Experiences - Evan Williams Bourbon Experience "Truly Handcrafted" Airport Display
Nicholasville, Wilmore - Jessamine County Joint Tourism Commission - Victory, Vineyards, Venture Booth Display

PR

Bowling Green Area CVB - A Taste of Fall Press Trip
Courtyard Bowling Green Convention Center - Renovation Reveal
Kentucky Distillers' Association/Kentucky Bourbon Trail® - BIER Partnership
Paducah CVB - Strategic PR During Top Chef Kentucky

PRINT ADVERTISING

Bowling Green Area CVB - Classic American Vacation Print Ad

PROMOTIONAL VIDEO

Danville Boyle CVB - Woven Wire: One Sunday Morning
Kentucky Kingdom and Hurricane Bay - Give Them Wings
Louisville Tourism - Destination Video
Murray CVB - Girlfriend Weekend Promo Video
Pike County Tourism CVB - The Hatfield-McCoy Feud: From Retribution to Reconciliation

RACK BROCHURE

Louisville Tourism - Louisville Lure Brochure
ShelbyKY Tourism - Bourbon Visitor Rack Card

SPECIALTY ITEM

Ark Encounter, Answers in Genesis - Ark Encounter, Special Access for Grant County Residents
Elizabethtown Tourism - Elizabethtown Mural Project
Hopkinsville CVB - Behind the Scenes Tour: Ebonite Exclusive Squish Bowling Ball
Horse Country, Inc. - Superstar Athletes Merchandise
Kentucky Distillers' Association/Kentucky Bourbon Trail® - LouLift Distillery Insert
Louisville Tourism - Louisville Downtown Walking Map
Louisville Tourism - Rhinos & Rides Hotel Booking Incentive
Paducah CVB - Planner Services Cards (Meetings & Sports)

WEBSITE

Frankfort Franklin County Tourist Commission - Visit Frankfort Website
Kentucky Derby Festival - Kentucky Derby Festival Official Website - KDF.org
Kentucky Lake CVB - Visitkylake.com
London-Laurel Tourist Commission - London-Laurel Tourism Website
Mint Julep Experiences - Bourbon City Cruisers - Bourbon City Cruisers Website
Nicholasville, Wilmore - Jessamine County Joint Tourism Commission - Visit Jessamine Website
Pike County Tourism CVB - FueloftheFeud.com
Pike County Tourism CVB - TourPikeCounty.com



2019 KTIA TRAVERSE AWARDS

BEST OF SHOW

VISITLEX

Horse Walks Into a Bar
(DIGITAL)

MOST INNOVATIVE

PRESTONSBURG TOURISM COMMISSION

What Would We Do Without Our Phones?
(PROMOTIONAL VIDEO)

AWARDS OF DISTINCTION

DIVISION A

BARDSTOWN NELSON COUNTY TOURISM COMMISSION

Bourbon Comes from Bardstown
(MARKETING CAMPAIGN)

DIVISION B

PIKE COUNTY TOURISM CVB

Hatfields & McCoy's: Experience the Rest of the Story
(PRINT ADVERTISING)

DIVISION C

LOUISVILLE TOURISM

Selfie Spot Rack Card
(RACK BROCHURE)

DIVISION D

KENTUCKY DISTILLERS' ASSOCIATION/ KENTUCKY BOURBON TRAIL®

Kentucky Bourbon Trail Craft Tour Relaunch
(MARKETING CAMPAIGN)

DIVISION E

COURTYARD BOWLING GREEN CONVENTION CENTER

SOKY Spring Break Staycation
(PR)

GOLD

BOOKLET OR GUIDE

Pike County Tourism CVB - Pike County Group
Travel Itineraries

DIGITAL

Henderson Tourist Commission - “Homegrown Series”
Blog

Horse Cave/Hart County Tourism - State Social Media
Takeover

VisitLEX - Horse Walks Into A Bar

VisitLEX - Neigh-SMR

EVENT/MEETING/CONFERENCE MATERIALS

Louisville Tourism - Juleps & Jockeys Derby Takeover

Louisville Tourism - PCMA Louisville Tourism Dimensional
Invitation Mailer

MARKETING CAMPAIGN

Bardstown Nelson County Tourism Commission - Bourbon
Comes From Bardstown

Kentucky Distillers’ Association/Kentucky Bourbon Trail®
- Kentucky Bourbon Trail Craft Tour Relaunch

Pike County Tourism CVB - Fuel of the Feud Campaign

Visit Owensboro - Kentucky’s Music City

PR

Kentucky Derby Museum - Hidden Stories at Kentucky
Derby Museum

PRINT ADVERTISING

Pike County Tourism CVB - Hatfields & McCoys: Experience
the Rest of the Story

PROMOTIONAL VIDEO

Prestonsburg Tourism Commission - What Would We Do
Without Our Phones?

RACK BROCHURE

Louisville Tourism - Selfie Spot Rack Card

SPECIALTY ITEM

Louisville Tourism - There’s A Lot to Learn in Louisville 3-D
Group Mailer

VisitLEX - Bourbon Camo

SILVER

TV BROADCAST

Louisville Tourism - National Awareness Spot

DIGITAL

Bowling Green Area Convention & Visitors Bureau - Go
from 0-FUN Animated Ads

Louisville Tourism - Fall Bourbon Flight

Louisville Tourism - Ville Visitors Social Media Campaign

Murray CVB - Random Acts of Tourism Campaign

Paducah CVB - Paducah.travel Blog

MARKETING CAMPAIGN

Buffalo Trace Distillery - World’s Bourbon Destination
Marketing Campaign

Courtyard Bowling Green Convention Center - Road Trip
Radio Promotions

Historic RailPark & Train Depot - SAVE THE DEPOT

Louisville Tourism - Bourbon City Campaign

Louisville Tourism - National Awareness Program

VisitLEX - Columbus Campaign

OUT-OF-HOME

Kentucky Distillers’ Association/Kentucky Bourbon Trail®
- DrinkIQ Exhibit

Louisville Tourism - Bourbon City Chicago Outdoor
Takeover

VisitLEX - Columbus Out-of-Home

PR

Courtyard Bowling Green Convention Center - SOKY
Spring Break Staycation

meetNKY - Society of American Travel Writers Conference

Louisville Tourism - Pride Flag Raising at Louisville
Metro Hall

VisitLEX - Mr. Rogers

PRINT ADVERTISING

Henderson Tourist Commission - “Homegrown is my
nature...” 2019 OVG ad

Louisville Tourism - Muhammad Ali International Airport

VisitLEX - Print Ads

PROMOTIONAL VIDEO

Kentucky Derby Festival - “Live It Up” Promotional Video

SPECIALTY ITEM

Henderson Tourist Commission - Henderson for the
Holidays Ornament

Louisville Tourism - Convention Video Mailer

Louisville Tourism - #LouisvilleLove VIP Ambassador
Program

Pauley Hollow Distillery and Pike County Tourism CVB -
Fuel of the Feud Moonshine

VisitLEX - Railbird Invite

WEBSITE

Elizabethtown Tourism - Elizabethtown Sports Park Website

Hopkins County Tourist & Convention Commission - Visit
Madisonville Website

Prestonsburg Tourism Commission - Expect the Unexpected
Website

BRONZE

BOOKLET OR GUIDE

Kentucky Distillers’ Association/Kentucky Bourbon Trail®
- Crafting a Better Drinking Culture Report

Murray CVB - Murray Visitor Guide

**Nicholasville, Wilmore - Jessamine County Joint Tourism
Commisssion** - Horses, History & Hallelujah

**Nicholasville, Wilmore - Jessamine County Joint Tourism
Commisssion** - Vineyards, Victory & Venture Inspirational
Guide

RADIO BROADCAST

Radcliff/Fort Knox Convention & Tourism Commission -
Military History & Southern Hospitality Pandora Commercial

TV BROADCAST

Buffalo Trace Distillery - World’s Bourbon Destination
:30 TV Spot

DIGITAL

Buffalo Trace Distillery - Buffalo Trace Distillery Virtual Tour

Capital Plaza Hotel - Digital Brochure

Harrodsburg/Mercer County Tourist Commission -
Harrodsburg’s Fall Weekend Getaway Festivals Eblast.htm

Hopkinsville CVB - Ultimate Hopkinsville Christmas
Giveaway

Horse Cave/Hart County Tourism - Kygetaway Blog

Kentucky Distillers’ Association/Kentucky Bourbon Trail®
- Digital Ad Campaign