

BRONZE

DESTINATION MANAGEMENT

HARLAN TOURISM – Harlan’s Downtown Vintage Fall Festival

HEAVEN HILL BRANDS – Evan Williams Bourbon Experience
Bourbon Bootcamp

HEAVEN HILL BRANDS – Heaven Hill Bourbon Experience
Bottled-in-Bond Tour and Tasting

HISTORIC RAILPARK & TRAIN MUSEUM – Trolley Tours

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION –
West Kentucky Antique & Vintage Market

LOUISVILLE TOURISM – Hot Brown Week

OAK GROVE TOURISM COMMISSION – Kentucky Bands, Bourbon
and Wine Festival

SOMERSET PULASKI ECONOMIC DEVELOPMENT AUTHORITY –
Lake Cumberland Air Show

DIGITAL

CITY OF LONDON TOURISM – Lights Over London

FRAZIER HISTORY MUSEUM – Frazier Weekly

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION –
Sweet Spots

HORSE CAVE/HART COUNTY TOURISM – Search Engine
Marketing

NATIONAL CORVETTE MUSEUM – An American Love Affair

PIKEVILLE-PIKE COUNTY TOURISM – Wolf’s Coach Promo Video

MARKETING CAMPAIGN

PADUCAH CVB – #MyPaducah

VISITLEX – 250th Birthday Bash Campaign

OUT-OF-HOME

LOUISVILLE TOURISM – Bourbon City 2.0

NATIONAL CORVETTE MUSEUM – Driven by Design

PR INITIATIVE

BOWLING GREEN AREA CVB – Camels & Chocolate Travel Writer

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –
Downtown BGKY Lights Up

ELIZABETHTOWN TOURISM – The Elizabeth Club

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION –
Bites & Brews

LOUISVILLE TOURISM – Mint Julep Month

VISITLEX – Horse Psychic

PRINT

ARK ENCOUNTER AND CREATION MUSEUM – Event Venue
Planner

BOWLING GREEN AREA CVB – 23-24 Bowling Green Area
Visitors Guide

BOWLING GREEN AREA CVB – Bowling Green Dining Guide

BOWLING GREEN AREA CVB – Sports Pocket Guide

BOWLING GREEN AREA CVB – Tear Off Map

ELIZABETHTOWN TOURISM – Elizabethtown Lifestyle Magazine

HISTORIC RAILPARK & TRAIN MUSEUM – Trolley Promo Card

KENTUCKY VENUES – Kentucky State Fair - 2022 Annual Report

PADUCAH CVB – April Events Guide: A Community Collaboration

PIKEVILLE-PIKE COUNTY TOURISM CVB – HillBilly Trails Rack

Card

SHELBYKY TOURISM – ShelbyKY Visitor Guide

VISITLEX – Visitors Guide

RADIO OR TV BROADCAST ADVERTISING

HISTORIC RAILPARK & TRAIN MUSEUM – Haunted Lantern Tours

LOUISVILLE TOURISM – Bourbon City Ambient Noise

MURRAY CONVENTION & VISITORS BUREAU – ESPN+
Commercial

VISIT OWENSBORO – The Wedding Sampler

SPECIALTY ITEM

HISTORIC RAILPARK & TRAIN MUSEUM – Christmas Card 2022

HOPKINSVILLE-CHRISTIAN COUNTY CVB – I’m a Batter
Capital Fan

KENTUCKY HISTORICAL SOCIETY – Kentucky 360 Hamlets &
Hollows Specialty Items

KUTTAWA, KENTUCKY TOURISM COMMISSION – Kuttawa
Campfire Mug

MOREHEAD-ROWAN COUNTY TOURISM – Rodburn Hollow
Park Tee

MUNFORDVILLE TOURISM – Buffalo Shuffle

PRESTONSBURG TOURISM – Star City Summer Series Poster

VIDEO OR PODCAST

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –
Duncan Hines Days Reels

HISTORIC RAILPARK & TRAIN MUSEUM – 2023 Campaign Video

KENTUCKY VENUES – Kentucky State Fair - World’s Championship
Horse Show - Experience 120 Years of High-Stepping Excellence

LONDON-LAUREL COUNTY TOURIST COMMISSION –
London-Laurel Tourist Adventure’s Beginning

NATIONAL CORVETTE MUSEUM – Skywall

SHELBYKY TOURISM – The Bold & The Beautiful - Shelbyville
Conference Center

VISIT OWENSBORO – Hotel for ROMP

WEBSITE

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –
Duncan Hines Days Website

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION –
USO Warrior Summer Landing Page

KENTUCKY VENUES – Kentucky State Fair - Website Redesign

LONDON-LAUREL COUNTY TOURIST COMMISSION –
London-Laurel Tourist VisitLondonKY.com

PIKEVILLE-PIKE COUNTY TOURISM CVB – Hillbilly Trails Website

2023 **KTIA** TRAVERSE AWARDS

BEST IN SHOW

VISITLEX
Horse Kicks

(PR INITIATIVE)

MOST INNOVATIVE

**CYNTHIANA-HARRISON CO.
TOURISM COMMISSION**

Fall in Love with Synthiana Campaign

(DESTINATION MANAGEMENT)

AWARDS OF DISTINCTION

DIVISION A

**GLASGOW-BARREN CO. TOURIST &
CONVENTION COMMISSION**

Christmas in May

(RADIO OR TV BROADCAST ADVERTISING)

DIVISION B

**MT. VERNON-ROCKCASTLE CO.
TOURISM COMMISSION**

KY Music Hall of Fame Fly Swatter

(SPECIALTY ITEM)

DIVISION C

VISITLEX

Look at Lex

(RADIO OR TV BROADCAST ADVERTISING)

DIVISION D

KENTUCKY DERBY MUSEUM

Secretariat 50th Anniversary Bourbon Box Set

(SPECIALTY ITEM)

DIVISION F

**DOWNTOWN BGKY FOR THE CITY OF
BOWLING GREEN**

Duncan Hines Days Billboards

(OUT-OF-HOME)

GOLD

ARPA FUNDED PROJECTS

ELIZABETHTOWN TOURISM – *Baseball for All Nationals*

DESTINATION MANAGEMENT

CYNTHIANA-HARRISON COUNTY TOURISM COMMISSION –

Fall in Love with Cynthiana Campaign

GLASGOW-BARREN COUNTY TOURIST & CONVENTION

COMMISSION – *Christmas in May*

DIGITAL

LOUISVILLE TOURISM – *Bourbon City 2.0*

MARKETING CAMPAIGN

KENTUCKY BOURBON TRAIL – *“Book Now, Bourbon Later”*

Marketing Campaign

KENTUCKY DERBY MUSEUM – *Reliving the Legend Campaign -*

50 Years of Secretariat

LOUISVILLE TOURISM – *Bourbon City 2.0 Campaign*

VISIT OWENSBORO – *BBQ and Barrels Marketing Campaign*

OUT-OF-HOME

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –

Duncan Hines Days Billboards

PR INITIATIVE

BARDSTOWN/NELSON COUNTY TOURISM & CONVENTION

COMMISSION – *2023 Bardstown Collection*

BOWLING GREEN AREA CVB – *John Carpenter’s Hometown*

KENTUCKY DERBY MUSEUM – *Kentucky Derby Museum Goes to*
the Epsom Derby!

THE KENTUCKY WILDLANDS – *The Kentucky Wildlands*

Launches Waterfall Trail with PR Campaign

LOUISVILLE TOURISM – *The Kickoff to the 150th Kentucky Derby*

PR Initiative

VISITLEX – *Horse Kicks*

PRINT

THE KENTUCKY WILDLANDS – *Print*

RADIO OR TV BROADCAST ADVERTISING

LOUISVILLE TOURISM – *Bourbon City Anthem*

VISITLEX – *Look at Lex*

SPECIALTY ITEM

KENTUCKY DERBY MUSEUM – *Secretariat 50th Anniversary*

Bourbon Box Set

WEBSITE

HORSE CAVE/HART COUNTY TOURISM – *Kygetaway.com*

Website

SILVER

ARPA FUNDED PROJECTS

BOWLING GREEN AREA CVB – *Consistently Curious Influencer*

Campaign

MUNFORDVILLE TOURISM – *Seasonal Campaigns*

DESTINATION MANAGEMENT

BARDSTOWN/NELSON COUNTY TOURISM & CONVENTION

COMMISSION – *STAVE Awards: Service Training Achievement*

Value Excellence

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –

Inaugural Duncan Hines Day

HORSE CAVE/HART COUNTY TOURISM – *Field Trip Assistance*

Program

MUHLENBERG COUNTY TOURISM COMMISSION – *Farm to*

Fork Gala 2023

VISIT OWENSBORO – *BBQ and Barrels*

DIGITAL

ARK ENCOUNTER AND CREATION MUSEUM – *Opera*

Camel Video

BARDSTOWN/NELSON COUNTY TOURISM & CONVENTION

COMMISSION – *Bardstown – The Ultimate Christmas Town*

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –

Duncan Hines Days Paid Social Media Campaign

GLASGOW-BARREN COUNTY TOURIST & CONVENTION

COMMISSION – *12 Hours of Christmas*

LOUISVILLE TOURISM – *Jack Harlow Sweepstakes*

MURRAY CONVENTION & VISITORS BUREAU - *MKY*

Burger Week

NATIONAL CORVETTE MUSEUM – *Driven by Design*

VISITLEX – *Look at Lexington Digital Ads*

MARKETING CAMPAIGN

ARK ENCOUNTER AND CREATION MUSEUM – *ChristmasTime &*

ChristmasTown

ARK ENCOUNTER AND CREATION MUSEUM – *Three Day*

Bouncer Pass

GLASGOW-BARREN COUNTY TOURIST & CONVENTION

COMMISSION – *Better in the Barrens Campaign*

KENTUCKY ARTISAN CENTER – *KACB x Hoffman Media*

Campaign

KENTUCKY VENUES – *Kentucky State Fair – It’s Summer Summed*

Up Campaign

MURRAY CONVENTION & VISITORS BUREAU – *MKY Experience*

Campaign

VISITLEX – *Look at Lexington Campaign*

PR INITIATIVE

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –

Downtown BGKY Harvest Festival

PRINT

ARK ENCOUNTER AND CREATION MUSEUM – *Plan Your*

Summer Postcard

KUTTAWA, KENTUCKY TOURISM COMMISSION – *Discover the*

Funshine Print Ad

KENTUCKY ARTISAN CENTER – *KACB “Largest Selection of Fine*

Art and Crafts” Ad

LOUISVILLE TOURISM – *Visitor Guide*

RADIO OR TV BROADCAST ADVERTISING

SHELBYKY TOURISM – *ShelbyKY – We Kick it Like No One Else*

SPECIALTY ITEM

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –

Duncan Hines Days Free Launch Items

MOREHEAD-ROWAN COUNTY TOURISM – *Muskie Capital*

of the South

MT. VERNON-ROCKCASTLE COUNTY TOURISM COMMISSION –

KY Music Hall of Fame Fly Swatter

VISITLEX – *Nap Sack*

VIDEO OR PODCAST

BOYD COUNTY TOURISM & CONVENTION BUREAU – *Where*

Art Meets Adventure

HENDERSON TOURIST COMMISSION – *Discovery Series*

LONDON-LAUREL COUNTY TOURIST COMMISSION –

London-Laurel Tourist Redbud Ride

LOUISVILLE TOURISM – *Bourbon City 2.0 Videos*

MUHLENBERG COUNTY TOURISM COMMISSION – *Big Twigs*

Promotional Video

PRESTONSBURG TOURISM – *“When I Say I’m From Kentucky”*

VISITLEX – *Look at Lexington :30 Video*

WEBSITE

DOWNTOWN BGKY FOR THE CITY OF BOWLING GREEN –

Downtown BGKY Website

EQUESTRIAN EVENTS, INC. – *New Website for the Land Rover*

Kentucky Three-Day Event

MOREHEAD-ROWAN COUNTY TOURISM – *visitmorehead.com*

BRONZE

ARPA FUNDED PROJECTS

HISTORIC RAILPARK & TRAIN MUSEUM – *BG Trolley*

MURRAY CONVENTION & VISITORS BUREAU – *Digital*

Visitor Kiosks

VISITLEX – *20x20 Trade Show Booth*