



## **2018 Traverse Awards BRONZE WINNERS**

---

### **Booklet or Guide**

1. Bowling Green Area Convention & Visitors Bureau  
Bowling Green Dining Guide
2. Georgetown/Scott County Tourism  
Georgetown/Scott County Tourism Visitors Guide
3. Louisville Tourism  
Planners Resource Guide
4. meetNKY | Northern Kentucky CVB  
2017 Annual Report: "Headlines & Heroes"
5. ShelbyKY Tourism & Visitors Bureau  
Destination Guide
6. VisitLEX  
Beyond Grits

### **Digital**

7. Bowling Green Area Convention & Visitors Bureau  
Hot Rodder's Paradise & Family Fun Content Promotion
8. Harrodsburg/Mercer County Tourist Commission  
Harrodsburg Eblast/May 2018
9. Horse Cave/Hart County Tourist Commission  
#TodayattheFair Facebook Series
10. Lake Cumberland Tourist Commission  
Lake Cumberland Virtual Houseboat Tour
11. Murray Convention and Visitors Bureau  
"The Stories Behind the Art" Social Media Post

## **Event/Meeting/Conference Material**

12. Bowling Green Area Convention & Visitors Bureau  
KTIA Dine Around Postcard
13. Evan Williams Experience  
Event Rental Packet
14. Evan Williams Experience  
"Make a Splash" Event Card
15. Louisville Tourism  
American Bus Association Brochure
16. Louisville Tourism  
#LouisvilleLove VIP Program

## **Marketing Campaign**

17. Berea Tourism  
Berea Tourism – Discover Berea
18. Harrodsburg/Mercer County Tourist Commission  
Harrodsburg/Compass Digital+Print Campaign
19. Kentucky Kingdom and Hurricane Bay  
Happy Birthday America
20. Louisville Tourism  
Bring Your Crew To Lou

## **Out-of-Home Advertising**

21. Bowling Green Area Convention & Visitors Bureau  
Welcome to Bowling Green Hotels & Attractions Display

## **Print Advertising**

22. Paducah Convention & Visitors Bureau  
Paducah Life "Paducah Creative City" Local Awareness Series

## **Promotional Video**

23. Louisville Tourism  
Bourbon and Biscuits

24. Louisville Tourism  
Neighborhood Videos

25. VisitLEX  
Lexington Sizzle Video

26. VisitLEX  
Oh Look Horses

27. VisitLEX  
Outdoor Sizzle Video

28. VisitLEX  
Print Ads to Life

29. VisitLEX  
Spring Social Video

### **Specialty Item**

30. Courtyard Marriott Bowling Green Convention Center  
Courtyard Bowling Green USB Hub/Phone Stand

31. Henderson Tourist Commission  
Torunn's Iconic Henderson Tunic

32. Kentucky Artisan Center  
Artisan Blend Tea & Label

33. Kentucky Derby Festival  
Thunder Over Louisville Light Up Pin

34. Kentucky Derby Museum  
Kentucky Derby Museum's Winning Colors Woodford Reserve Bottle

35. Louisville Tourism  
Louisville Pride T-Shirts

36. Paducah Convention & Visitors Bureau  
"Corona II: Solar Eclipse" Viewing Glasses

37. VisitLEX  
Holiday Gift and Card

### **Website**

38. Georgetown/Scott County Tourism  
Georgetown/Scott County Tourism Website

39. Kentucky Bourbon Festival  
KBF Website

40. Kentucky State Fair Board  
Kentucky State Fair Website

41. Lake Cumberland Tourist Commission  
Lake Cumberland Vacation Website

42. ShelbyKY Tourism & Visitors Bureau  
Website Redesign