



2018 Traverse Awards GOLD WINNERS

Booklet or Guide

1. Henderson Tourist Commission
Kentucky Visitors Guide - "Fresh Air is my Nature..."

Digital

2. Kentucky Distillers' Association/Kentucky Bourbon Trail
Kentucky Bourbon Affair Social Media
3. Kentucky Derby Festival
Derby Burger Challenge

Event/Meeting/Conference Material

4. Hopkinsville Convention & Visitors Bureau
Solar Eclipse Hopkinsville
5. Louisville Tourism
TSNN Pre-Show Mailer
6. VisitLEX
Meetings Direct Mail Box Series

Marketing Campaign

7. Courtyard Marriott Bowling Green Convention Center
Hurricane Relief Week Marketing Campaign
8. Hopkinsville Convention & Visitors Bureau
Solar Eclipse Hopkinsville
9. Kentucky Distillers' Association/Kentucky Bourbon Trail
Safe Ride KY Marketing Campaign
10. meetNKY | Northern Kentucky CVB

Building & Launching The B-Line Campaign

11. VisitLEX
Leisure Marketing Campaign
12. Visit Owensboro
ROMP Campaign

Out-of-Home Advertising

13. Harrodsburg/Mercer County Tourist Commission
Harrodsburg-Destination of the Game/Rupp Arena
14. VisitLEX
Chicago OOH

PR Campaign

15. Louisville Tourism
Louisville LGBTQ Pride Campaign
16. meetNKY | Northern Kentucky CVB
The Big Bourbon Toast 2018

Website

17. Danville Boyle CVB
If You Love KY, You will Love Danville – Website Launch