



2018 Traverse Awards SILVER WINNERS

Booklet or Guide

1. Mint Julep Experiences
Louisville Sales Brochure
2. VisitLEX
Mural Challenge and Brochure

Digital

3. Buffalo Trace Distillery
OFC Grand Opening
4. Henderson Tourist Commission
Country Store Spotlight Series
5. Horse Cave/Hart County Tourist Commission
#Mammothcave Instagram and Twitter Series
6. Lake Cumberland Tourist Commission
Lake Cumberland Restaurant Series – Facebook
7. Louisville Tourism
Jack O' Lantern Spectacular Social Media
8. meetNKY | Northern Kentucky CVB
Fall 2017 Digital Engagement "Spiritual"

Event/Meeting/Conference Material

9. Berea Tourism
Berea Tourism Festival of Learnshops
10. Louisville Tourism
Neighborhood Walking Tour

11. Pike County Tourism CVB
Eastern Kentucky Trip

12. VisitLEX
Oxford American

Marketing Campaign

13. Danville Boyle CVB
VIP BBQ Festival Weekend Giveaway

14. Louisville Tourism
Mint Julep Month

15. Pike County Tourism CVB
Where Beauty Abides & Hospitality Flows!

Out-of-Home Advertising

16. Kentucky Artisan Center
Red Roof Inn – Guest Key Card

PR Campaign

17. Bowling Green Area Convention & Visitors Bureau
Vette Adventure Press Trip

18. Courtyard Marriott Bowling Green Convention Center
Hurricane Relief Week PR Campaign

19. Kentucky Distillers' Association/Kentucky Bourbon Trail
The Mocktail Project PR Campaign

Print Advertising

20. Ark Encounter
Grant County Christmas Card

21. Louisville Tourism
Mint Julep Month Collaboration

22. VisitLEX
Leisure Print

Promotional Video

23. Pike County Tourism CVB
Each Day Brings a New Adventure in Pikeville/Pike Co.
24. VisitLEX
Accolade Video
25. Visit Owensboro
Why Tourism Matters

Website

26. Henderson Tourist Commission
Hendersonky.org
27. Kentucky Distillers' Association/Kentucky Bourbon Trail
Kentucky Bourbon Trail Website
28. Mint Julep Experiences
MintJulepTours.com Website
29. Pike County Tourism CVB
TourPikeCounty.com