KTIA KENTUCKY TRAVEL INDUSTRY ASSOCIATION

TRAVERSE AWARDS

PROGRAM

2026

Best in Show

SHELBYKY TOURISM

Sounds Like ShelbyKY Brand Campaign

(MARKETING CAMPAIGN)

SHELBYKY TOURISM

Most Innovative

VISITLEX

Neigh-I Travel Planner

(PR INITIATIVE)



VISITLEX

Awards of Distinction

DIVISION A

(DMO)

CITY OF HARLAN TOURIST & CONVENTION COMMISSION

Dog Days of Kentucky Digital

DIVISION B

(Attraction, Tour Operator or Event)

KENTUCKY DERBY MUSEUM

Our Most Fasionable Year Yet

DIVISION D

(Supporting)

KENTUCKY DEPARTMENT OF FISH & WILDLIFE RESOURCES

Kentucky Wild Wonders Vending Machine

DIVISION E

(Multi-Partner)

KENTUCKY'S CAVE REGION

(Horse Cave-Hart County Tourism Partnering with Bowling Green Area Convention & Visitors Bureau, Cave City Tourist & Convention Commission, Edmonson County Tourism Commission, Elizabethtown Tourism & Convention Commission, Glasgow-Barren County KY Tourist & Convention Commission, Munfordville Tourism Commission)

When the Front Door Closed: Reinventing Kentucky's Cave Region Visitor Experience During the Mammoth Cave Shutdown

GOLD

DESTINATION ENHANCEMENT

BOYD COUNTY TOURISM AND CONVENTION BUREAU - Healing Appalachia Festival

KENTUCKY'S CAVE REGION *(Horse Cave-Hart County Tourism Partnering with Bowling Green Area Convention & Visitors Bureau, Cave City Tourist & Convention Commission, Edmonson County Tourism Commission, Elizabethtown Tourism & Convention Commission, Glasgow-Barren County KY Tourist & Convention Commission, Munfordville Tourism Commission)* - When the Front Door Closed: Reinventing Kentucky's Cave Region Visitor Experience During the Mammoth Cave Shutdown

KENTUCKY DEPARTMENT OF FISH & WILDLIFE RESOURCES - Kentucky Wild Wonders Vending Machine

DIGITAL

CITY OF HARLAN TOURIST & CONVENTION COMMISSION - Dog Days of Kentucky Digital

MARKETING CAMPAIGN

KENTUCKY HISTORICAL SOCIETY - "They Say the Dead Cannot Speak" Branding & Storytelling Campaign

LOUISVILLE TOURISM - Expedia Travel Campaign

VISITLEX - Whoa, Lexington Campaign

OUT-OF-HOME

KENTUCKY DERBY MUSEUM - Brown Line to Finish Line

PR INITIATIVE

KENTUCKY DERBY MUSEUM - Our Most Fashionable Year Yet

VISITLEX - Neigh-l Travel Planner

PRINT

MEETNKY - The 2026 Cincy Region Official Visitors Guide

SHELBYKY TOURISM - Sounds like ShelbyKY Brand Campaign Print Advertising

SPECIALTY ITEM

GEORGETOWN/SCOTT COUNTY TOURISM - Elijah Craig Bourbon Genesis Commemorative Bottle Sets

KENTUCKY DEPARTMENT OF FISH & WILDLIFE RESOURCES - Creepy Critters of Kentucky Sticker Pack

VIDEO OR PODCAST

SHELBYKY TOURISM - Sounds like ShelbyKY Brand Campaign Hero Video

VISITLEX - Made in Lex Social Series

VISITLEX - Whoa, Lexington Brand Film

WEBSITE

KENTUCKY BOURBON TRAIL® - Build Your Own Bourbon Trail® Trip Planning Tool

KENTUCKY DERBY MUSEUM - A Digital Destination | Website Relaunch

SILVER

DESTINATION ENHANCEMENT

GEORGETOWN/SCOTT COUNTY TOURISM - Birthplace of Bourbon: Bourbon Genesis Bottle Release

GLASGOW-BARREN CO. KY TOURIST & CONVENTION COMMISSION - Paint the Town Yellow

VISITLEX - LexRide Shuttle

VISITLEX - Pick Up Perks

WEST KENTUCKY FILM COMMISSION - Creation of West Kentucky Film Commission

SILVER (CONTINUED)

DIGITAL

SHELBYKY TOURISM - Derby in ShelbyKY Social Media Series
SHELBYKY TOURISM - Sounds like ShelbyKY Brand Campaign Digital Advertising

MARKETING CAMPAIGN

KENTUCKY BOURBON TRAIL® - World Bourbon Toast™ 2025
KENTUCKY DERBY MUSEUM - It Pays to Feel Local
LOUISVILLE TOURISM - Bourbon City Takes the Big Apple
SHELBYKY TOURISM - Sounds like ShelbyKY Brand Campaign

OUT-OF-HOME

FRAZIER KENTUCKY HISTORY MUSEUM - Cool Kentucky
LOUISVILLE TOURISM - Upstate Can Wait
VISITLEX - Whoa, Lexington Out-of-Home

PR INITIATIVE

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - Hopkins County Great Restaurant Race – Race Crew
HORSE-CAVE HART COUNTY TOURISM - From Sewer to Spotlight: Hidden River Cave's National Earned-Media Breakthrough
VISITLEX - Bluegrass Bathing
VISITLEX - Juneteenth Summer Creator Campaign with Black Travel Alliance

PRINT

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - Jr. Picker Scavenger Hunt - West KY Antiques & Vintage Market
LOUISVILLE TOURISM - Bourbon City Companion Guide
MOREHEAD-ROWAN COUNTY TOURISM - Morehead Travel Guide
MURRAY CVB - Visitor Guide 2026

RADIO OR TV

KENTUCKY DERBY FESTIVAL - Great BalloonFest TV Ad
MURRAY CVB - MKY ESPN Commercial

SPECIALTY ITEM

CYNTHIANA-HARRISON COUNTY TOURISM - Say It Like a Local: A Wearable Tourism Campaign
ELIZABETHTOWN TOURISM & CONVENTION BUREAU - "Betty Visits the David May House" Children's Book
EVAN WILLIAMS BOURBON EXPERIENCE - Evan Williams Single Barrel x Kentucky Derby Festival Release
KENTUCKY DERBY FESTIVAL - Kentucky Derby Festival Sponsor Gift Box
SHELBYKY TOURISM - Kentucky Spirit Tote Bag
VISIT HOPKINSVILLE - The Great Goblin Hunt
VISITLEX - Railbird Festival Fan Activation

VIDEO OR PODCAST

BOWLING GREEN AREA CONVENTION & VISITORS BUREAU - Rebranding Launch Video
BOYD COUNTY TOURISM AND CONVENTION BUREAU - Visit Boyd County: Where Art Meets Adventure

SILVER (CONTINUED)

VIDEO OR PODCAST (cont.)

EDMONSON CO. TOURIST & CONVENTION COMMISSION - Behind the Business Social & Web Series
ELIZABETHTOWN TOURISM & CONVENTION BUREAU - Meet Me in Elizabethtown Podcast
PADUCAH CVB - Stories from Paducah
SHELBYKY TOURISM - Flavors of ShelbyKY Video Series
VISITLEX - RCMA Welcome Video

WEBSITE

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - Ballard Convention Center Website

BRONZE

DESINTATION ENHANCEMENT

CITY OF HARLAN TOURIST & CONVENTION COMMISSION - Historic Harlan Museum & Cawood Ledford Exhibit
HEAVEN HILL BOURBON EXPERIENCE - National Bourbon Day 2026
HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - Local Sip: Hopkins County Coffee Crawl
KY GREAT RIVER ROAD ORGANIZATION - Bluegrass on the Bluff Music Festival
LONDON TOURISM AND PARKS - DBN Jeep Takeover
MONTICELLO WAYNE CO. TOURISM - 1776 Days
MOREHEAD-ROWAN CO. TOURISM - Morehead Turtle Walk
SHAKER VILLAGE OF PLEASANT HILL - Trustees' Table Relaunch

DESTINATION ENHANCEMENT (cont.)

SOMERSET-PULASKI CO. TOURISM & SEE SOMERSET - Professional Bull Riding "American Freedom Invitational"
VISIT BARDSTOWN - Bardstown Soup Week
VISIT HOPKINSVILLE - Reimagining the Legend: The Birth and Triumph of GoblinCon UFO & Paranormal Expo
VISITLEX - Bourbonland Tasting Pass

DIGITAL

BOWLING GREEN AREA CONVENTION & VISITORS BUREAU - Rev Up Your Meetings Display Ads
DESTINATION CALLOWAY - The Calloway Current
FRAZIER KENTUCKY HISTORY MUSEUM - Frazier Summer Beer Fest
LOUISVILLE TOURISM - Spring Events Campaign
MURRAY CVB - 40 Years of MKY Tourism

MARKETING CAMPAIGN

ARK ENCOUNTER/CREATION MUSEUM - 20% Off February Promo
CITY OF HARLAN TOURIST & CONVENTION COMMISSION - Trent Noah's Harlan County
FRAZIER KENTUCKY HISTORY MUSEUM - Davis Jewelers' Love & Marriage Exhibition
KUTTAWA, KENTUCKY TOURISM COMMISSION - Kuttawa, KY… Unforgettable
MURRAY CVB - MVC Meets the MKY Campaign
SOMERSET-PULASKI CO. TOURISM & SEE SOMERSET - Lake Cumberland 250 "The Biggest Small-Town Celebration in America"

BRONZE (CONTINUED)

OUT-OF-HOME

VISIT JESSAMINE - Visit Jessamine Murals
VISITLEX - Keeneland Spring Meet Activation

PR INITIATIVE

FRAZIER KENTUCKY HISTORY MUSEUM - I Too Am a Kentuckian
LOUISVILLE TOURISM - Celebrating 100 Years of the Hot Brown
SOMERSET-PULASKI CO. TOURISM & SEE SOMERSET - Lake Cumberland 250 PR Initiative
SOUTHERN KENTUCKY HOSPITALITY ASSOCIATION - The Hospitality Olympics

PRINT

LOUISVILLE TOURISM - Meeting Planner Guide
LOUISVILLE TOURISM - Urban Bourbon Map
LOUISVILLE TOURISM - Year in Review

SPECIALTY ITEM

BOWLING GREEN AREA CONVENTION & VISITORS BUREAU - BG Motorsports Fan - Adventure Awaits
GEORGETOWN/SCOTT CO. TOURISM - Georgetown Unfolded: Downtown, Bourbon & Horses Pop-up Card Set
GLASGOW-BARREN COUNTY KY TOURIST & CONVENTION COMMISSION - The Gift that Grows
HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - Official Jr. Pickers Button - West KY Antique & Vintage Market

SPECIALTY ITEMS (cont.)

HOPKINS COUNTY TOURIST & CONVENTION COMMISSION - "Fueled by Hopkins County Restaurants" Great Restaurant Race Shirt
MAYSVILLE-MASON COUNTY CONVENTION AND VISITORS BUREAU - Limestone Lager
SOMERSET-PULASKI COUNTY TOURISM & SEE SOMERSET - Lake Cumberland 250

VIDEO OR PODCAST

CITY OF HARLAN TOURIST & CONVENTION COMMISSION - Dog Days of Kentucky Video
CITY OF HARLAN TOURIST & CONVENTION COMMISSION - Harlan County is the Number One Supplier of Coal for the North Pole
KENTUCKY DERBY FESTIVAL - Kentucky Derby Festival 2026 Recap Video
LAKE CUMBERLAND TOURIST COMMISSION - From Launch to Legacy - World Finals and National Championship Fishing
MOREHEAD-ROWAN COUNTY TOURISM - The Impact of Every Visit
OAK GROVE TOURISM COMMISSION - Gossip in the Grove Filming in Western KY
PADUCAH CVB - A Way Back to Lower Town
SOMERSET-PULASKI COUNTY TOURISM & SEE SOMERSET- Lake Cumberland 250 Promotional Video
VISIT RICHMOND KY - Take the Exit - Visit Richmond KY Brand Video

WEBSITE

WANDER RUSSELL - Experience Russell Before You Arrive

2026 TRAVERSE VIDEOS PRODUCED BY:

PASSAGE
CREATIVE