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Elizabethtown Tourism Wins Three K.T.I.A. Traverse Awards

Elizabethtown, Kentucky, October 22, 2015—The Elizabethtown Tourism and Convention Bureau received three awards in the Kentucky Travel Industry Association’s (K.T.I.A.) Traverse Awards for Excellence in Tourism Marketing competition on October 20 during K.T.I.A.’s Annual Fall Conference.

The Tourism Bureau won third place for the Elizabethtown Sports Park promotional video and the Elizabethtown Parks and Trails promotional video, both produced by Heartland Communication Consultants (H.C.C.) of Elizabethtown. Bronze Traverse Awards were received for both videos.

The Tourism Bureau’s Downtown Historic Walking Tour smartphone app received second place, earning a Silver Traverse Award.

“We’re extremely thrilled to take home these awards and be recognized with such prestigious honors,” said Elizabethtown Tourism communications director, Jessica Gowen.

The Traverse Awards is an annual showcase for tourism agencies around the state competing in more than 20 categories of tourism marketing.

H.C.C. also entered the Elizabethtown Tourism and Convention Bureau promotional videos in the 40th Annual Landmarks of Excellence Awards, held at the Brown Hotel in Louisville on October 21. The videos received Honorable Mention in the Electronic Media/Video Image, Promotional or Marketing category.

The Landmarks of Excellence Awards are hosted by the International Association of Business Communications (I.A.B.C.) and the Public Relations Society of America (P.R.S.A.) and celebrates outstanding achievement in the public relations and communications fields.

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More information: *The Elizabethtown Sports Park and Parks and Trails promotional videos can be found at youtube.com/touretown*

The Downtown Historic Walking Tour smartphone app can be downloaded from the iTunes or Google Play store by searching “Elizabethtown Tours.”