

## Marketing Assistance Available for Tourism Businesses in Kentucky

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**K**entucky businesses that need help attracting tourists have plenty of opportunities to get that help. Whether on the state, regional, or local levels, there are many free resources available to help you publicize and promote your business. The more free publicity and promotion, the more likely you are to succeed. Here is a look at some of those resources:

### On the State Level

The Kentucky Department of Travel Development, headquartered in Frankfort, is the primary organization responsible for marketing the state and attracting tourism to Kentucky's 120 counties. One of its most visible efforts is the Kentucky Getaway Guide, the state's official travel guide. More than 300,000 copies of this four-color publication are printed each year. It divides the state into four regions, with free listings provided for bed and breakfast inns, hotels and motels, campgrounds, and marinas in each region. Information about the cities and counties in these regions is also provided, as is information about all state parks, lakes, and other major attractions. There are also advertising opportunities in the Kentucky Getaway Guide. The Travel Development staff will assist you in getting your information published (see contact information at right).

**Important note:** *The Kentucky Getaway Guide is distributed each January on a calendar year basis. However, the department begins editing and adding changes the previous June. If you want your business to be in the 2005 edition, your information should be submitted to the department by June 2004.*

Kentucky tourism businesses are also entitled to free listings on the Department of Travel Development's Web site at <[www.kentuckytourism.com](http://www.kentuckytourism.com)>. In addition, the department offers free distribution of your brochure at the state's welcome centers. To see if your brochure qualifies for distribution, send two copies to the Department of Travel Development (address provided at right). If approved, you may select the centers in which you want your brochures displayed. Then send a bulk amount of the brochures so there will be plenty on hand at each center. As part of this service, the department will notify you if they are running short.

If you are interested in attracting bus tours to your business, the Department of Travel Development produces a Group Travel Planner that is sent to all major tour companies throughout the country, especially those companies that have visited Kentucky before. The Travel Development staff also attends all the major "motorcoach trade shows" to sell Kentucky to tour companies. If you are on the department's mailing list, they will let you know

which companies are interested in sending bus tours to your area and will send follow-up instructions on what you should send to the interested parties. Adding information about your business in the Group Travel Planner is free.

The Department of Travel Development places advertising to attract tourism to the state. For the past several years, its advertising budget has exceeded \$1 million. In many instances, the state will offer co-op advertising opportunities for businesses to participate at a cost that is much less than if they tried to buy the advertising on their own.

For more information about any of these opportunities, contact:

Kentucky Department of Travel Development  
500 Mero Street  
Frankfort, KY 40601

502-564-4930

### On the Regional Level

The Kentucky Tourism Regional Marketing and Matching Funds Program provides local and regional nonprofit tourism organizations with financial assistance to promote tourism in their areas. For the years 2002-2004, \$800,000 was allocated for this program. The region allotments are based on current census data (this is how "local funds" are determined) and vary from region to region. Each region receives the following funding:

- \$35,000 for regional media advertising and
- \$25,000 for additional regional promotions.

Specific projects eligible for reimbursement include:

- tourism publications,
- media advertising,
- billboard advertising,
- rack rental services,
- postage and freight,
- consumer travel show expenses,
- group tour marketplace expenses, and
- Internet services.

The state is divided into nine travel regions. Included in this publication is a map of those regions. For more information about the Kentucky Tourism Regional Marketing and Matching Funds Program, contact the Kentucky Department of Travel Development at the address/phone number listed above.

In addition to the matching funds program, the Southern and Eastern Kentucky Tourism Development Association (SEKTDA) works with tourism businesses in 43 counties in southern and

eastern Kentucky. This group has created a national marketing program focusing on history, culture, and outdoor recreation. The region is divided into eight corridors with teams in each corridor set up to develop brochures and other marketing information to promote its area as a tourist attraction. SEKTDA has played host to numerous press tours for professional journalists who visit the region and then report on the many tourism opportunities. SEKTDA has produced a regional guide with planned itineraries for motorcoach operators and attended marketplaces to promote the area for bus tours. SEKTDA maintains a Web site at <www.tourseky.com>. Visit this site to learn more about all of the opportunities that businesses in southern and eastern Kentucky can take advantage of.

You can also call or write:

SEKTDA  
 2292 South Highway 27  
 Somerset, KY 42501  
 606-677-6000

The West Kentucky Corporation is an economic development organization that works with groups and counties to improve the economy in their 45-county service region. They have developed a variety of “trails,” such as antique trails, Civil War trails, and wildlife trails, to promote the region and all the businesses within it. They maintain a Web site at <www.thinkwestkentucky.com>

and <www.10000trails.com>. Both of these sites will tell you all about the organization’s efforts. Of course, you can write or call:

West Kentucky Corp.  
 P.O. Box 51153  
 Bowling Green, KY 42103  
 270-781-6858

### On the Local Level

Many Kentucky counties have tourism commissions, also known as convention and visitors bureaus, and some counties’ tourism marketing is done by their chamber of commerce. If you have one or both of these organizations in your county, it is imperative that you become familiar with their operation. They usually print publications, such as Visitors Guides, which offer free listings for attractions. Because 40 percent of tourism revenue comes from Kentuckians traveling within the state, the tourism commissions also do an excellent job of promoting each other and what they have to offer the traveling public.

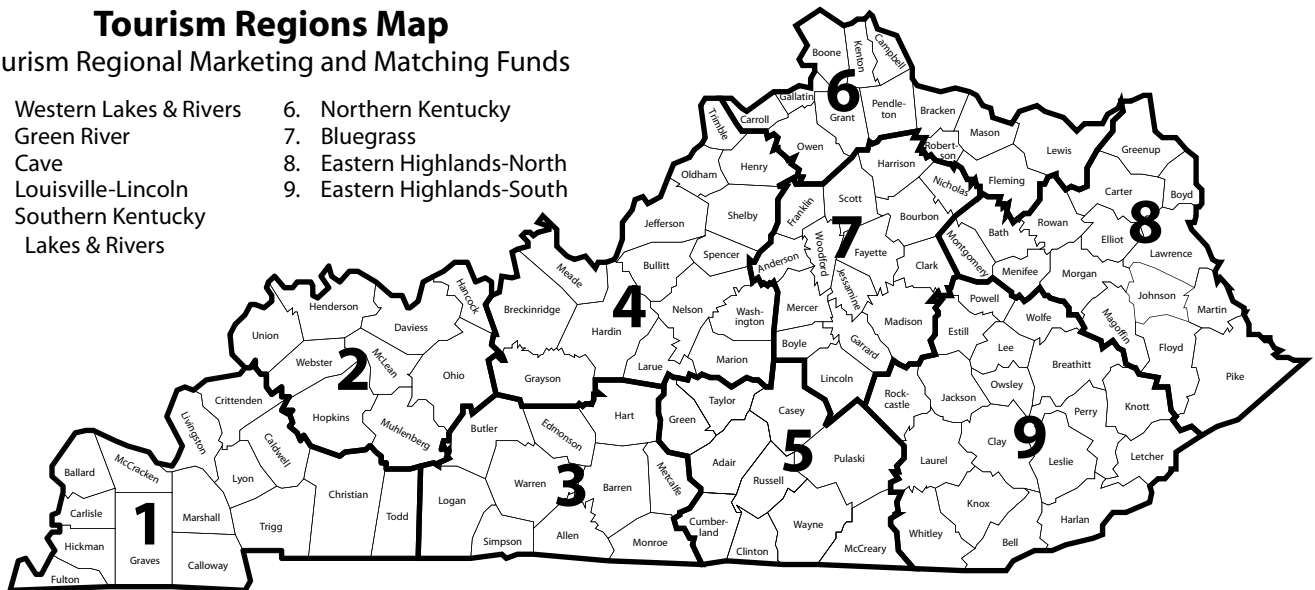
Sources:

- Kentucky Department of Travel Development
- Southern and Eastern Kentucky Tourism Development Association
- West Kentucky Corporation

## Tourism Regions Map

Tourism Regional Marketing and Matching Funds

- |                           |                            |
|---------------------------|----------------------------|
| 1. Western Lakes & Rivers | 6. Northern Kentucky       |
| 2. Green River            | 7. Bluegrass               |
| 3. Cave                   | 8. Eastern Highlands-North |
| 4. Louisville-Lincoln     | 9. Eastern Highlands-South |
| 5. Southern Kentucky      |                            |
| Lakes & Rivers            |                            |



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