



**Kentucky Tourism, Arts and Heritage Cabinet  
Department of Tourism**

**FOR IMMEDIATE RELEASE**

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**Take a Road Trip through Kentucky  
Utilizing Tourism's 2018 Official Visitor's Guide**

**FRANKFORT, Ky. (Feb. 12, 2018)** - The Kentucky Department of Tourism has announced the release of the 2018 Official Kentucky Visitor's Guide. The guide features unique Kentucky activities, attractions, lodging, shopping, entertainment, recreation and authentic dining options to inspire visitors to take a road trip across the Bluegrass State!

"We are very excited that visitors will be able to utilize our 2018 Visitor's Guide when planning their perfect trip to Kentucky," Kristen Branscum, Commissioner of the Department of Tourism said. "The visitor's guide highlights the best travel opportunities our state has to offer and includes information on Kentucky's Year of Food. We want visitors to experience Kentucky through our food, the people who prepare it and the people who grow it."

For the first time, our recently released visitor's guide focuses on all the flavors of Kentucky. It highlights each of the nine tourism regions across the state and meals from each of those regions. It gives visitors an inside view of Kentucky's iconic culinary heritage and features dishes, restaurant ideas and culinary trails to inspire new food and drink experiences.

Published by Miles Media Group, the guide is available in printed versions distributed at the state's seven staffed welcome centers and the Kentucky Artisan Center or by calling (800) 225-8747. An online version is available at [kentuckytourism.com](http://kentuckytourism.com).

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*The [Kentucky Department of Tourism](http://kentuckytourism.com) is an agency within the Tourism, Arts and Heritage Cabinet, which promotes the Commonwealth as a travel destination. In 2016, Tourism in Kentucky experienced the strongest overall economic impact growth in the last ten years with an economic impact of more than \$14.5 billion. The Tourism industry supports over 193,000 jobs and generates more than \$1.5 billion in taxes.*