



Tourism Dollars Increase in Hardin County During 2006

Tourism in Hardin County increased 8.3% in 2006 and added \$194,203,205 to the county's economy, according to new statistics released by the Kentucky Department of Tourism.

Hardin County's numbers are a part of an overall 6.6% statewide increase in tourism in 2006, which added \$10.1 billion to the state's economy. Over the last three years, tourism in Kentucky has increased 23.8%

"The numbers clearly show – in dollars and cents – how valuable tourism is to Hardin County and all other counties in Kentucky," said Randy Fiveash, Commission of the Kentucky Department of Tourism. "the tourism money that is spent in our communities circulates several times into the area economy, that means more people benefit and more jobs are created."

"2006 was a Banner Year for tourism in Hardin County. Our goal of increasing visitation to the area surpassed our expectations. We are looking forward to even more growth in the future," stated Kelly Barron, Executive Director, Radcliff Tourism Commission.

"Now what we want to do is to work with officials in Hardin County and other counties in the state to determine how we can increase the number of people who come here in the future," added Fiveash. "not only do our visitors take in the beauty of our commonwealth, they also spend money in our restaurants, hotels, and motels, gas stations and retail stores. So every business in the community benefits from tourism dollars."

The report, compiled by the Travel Industry Association (TIA), also showed 176,900 people statewide are employed due to tourism, earning more than \$3.36 billion in payroll income. In the past three years, some 6000 new tourism related jobs have been created in Kentucky.

According to the TIA report, nearly \$6.81 billion was spent directly by domestic travelers in Kentucky in 2006. Added to the indirect spending, the total value is \$10.1 billion. That amount generates \$987.1 million in local, state and federal taxes. Without tourism, each family in the United States would pay an additional \$900 per year in taxes.

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TOURISM TIMES



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Radcliff Tourism Announces I-65 Signage

The Radcliff Tourism Commission is proud to announce the unveiling of a brand new billboard.

The billboard is located on I-65 north bound, just south of the Sonora Exit.

Prominent on the sign is the Commission's 800 number, where visitors can receive information on hotels, restaurants, antiques and attractions. The sign features a photo of a large tank and highlights the Patton Museum of Cavalry and Armor. The sign lets the traveling public know that the Patton Museum, Radcliff and Fort Knox can be accessed from Exit 102. Kentucky's "Unbridled Spirit" logo also appears on the sign.



The Commission hopes that travelers using the I-65 corridor will see the sign and decide to venture off the interstate and visit the Radcliff/Ft Knox area. Already the sign is producing phone calls from cell phones wanting to know more about our area.

2nd Region ROTC "Leader's Training Course" Held at Fort Knox in July



The month of July meant "ROTC Leader's Training Course," for the Radcliff/Fort Knox Convention and Tourism Commission. During that four-week period, the Commission extended the hands of hospitality to more than 5,000 visitors. Family members from around the country came to spend Parents Day and see their cadet graduate from a four-week course designed to train hard and demonstrate that they have what it takes to be officers in the United States Army.

Radcliff/Fort Knox Tourism was proud to be a part of that program by helping to host the Parents Day Receptions at the Patton Museum. During this time, the families of the cadets are given a briefing of what their cadet has been doing during the past four weeks. The Tourism Commission provides refreshments and information of places of interest that the cadet and his or her family members may visit during their free time. The Commission also sponsors the "Bold Leader Spirit Award," which is given to an outstanding cadet in each cycle who has demonstrated inspirational small unit leadership and

warrior spirit, based on overall peer rating and cadre ratings in the following leadership dimensions: initiative, decisiveness, oral communication and judgment. The Radcliff/Fort Knox Convention and Tourism Commission salutes the graduates of the 2007 Leader's Training Course!

Winners of the "Bold Leader Spirit Award:"

- July 3: Jared Hoffman, University of Cincinnati
- July 8: Christopher Rosado, Southern Illinois University
- July 13: Brian Andries, Eastern Illinois University
- July 17: Joshua Moran, Youngstown State University
- July 21: John Durate, Washington State University



Radcliff/Ft Knox Tourism will be at the 2007 Kentucky State Fair

The Radcliff/Ft Knox Tourism Commission along with the Elizabethtown Convention and Visitors Bureau will be hosting the Hardin County Booth in the "Pride of the Counties" at the 2007 Kentucky State Fair. This year's fair runs August 16th, through August 26th. The Hardin County booth will be located in the air-conditioned South Wing. The booth will feature information on "Lincoln in Hardin County" in preparation for Abraham Lincoln's 200th Birthday Celebration which begins in 2008.

Also on exhibit will be vehicles from the Patton Museum of Cavalry and Armor and Swope's Cars of Yesteryear Museum. There will also be exhibit items from the Schmidt's Memorabilia Museum of Coca-Cola, the Hardin County History Museum and the Patton Museum.

Larry and Mary Elliott, Abraham and Mary Lincoln impersonators, will be appearing at various times at the booth. Volunteers from across the County will man the booth to

answer questions and greet visitors to the State Fair.

As always the Kentucky State Fair is for everyone. Exhibits in agriculture, farming, and crafts are along side of informational booths on just about everything you can imagine as well as vendors selling interesting and unique items. Each evening features a musical concert. Fairgoers will enjoy a wide range of spectacular music experiences, from rock to country to Christian to folk--many of which are free.

Visitors to this year's Fair will quickly discover a variety of new events and entertainment—from acrobats to tight-rope walking, tigers to street percussionists—there will be something for everyone at the Fair.

For more information on volunteering for the Hardin County Booth call the Radcliff Tourism Office at 270-352-1204 and for more general information on the Kentucky State Fair check out their website at www.kystatefair.org.



Radcliff Tourism Updates Tourism Brochure

The Radcliff Tourism Commission has hired Sandra Vance Neal, Owner, Advance Resources Marketing Services, from Louisville, to design its new Radcliff brochure.

Ms. Neal recently created the General George S. Patton Museum brochure, which won first place in the Kentucky Tourism Council's Traverse Awards Brochure Competition in 2003.

The new Radcliff brochure will serve as a multi-purpose marketing tool and will appeal to all audiences, potential visitors, actual visitors and people who want general information about the area. The primary objective is to create a promotional piece that interest visitors of all ages and motivates them to visit the various attractions in the Radcliff/Fort Knox area.