

KENTUCKY REGIONAL VACATION GUIDE - 1965

Kentucky's Travel Industry ... And How It Grew

Kentucky was actually, if unofficially, the first national park in America. The various Indian tribes who made their land south of the Ohio for a seasonal camping and hunting ground. The first "tourists" here were the Indians who found in the "Happy Hunting Ground" a paradise of wildlife, fishing streams and camping spots in the back and beautiful lands.

These first travelers to Kentucky were drawn by word-of-mouth publicity - from tribe to tribe - with perhaps a few animal signals thrown in - and while records of "tourist revenues" are available from those early days, indications are that the first Kentucky visitors took out much more in buffalo, fish, wild turkey and other game than they ever contributed to the state's prosperity.

Kentucky today still maintains its reputation for good hunting, fishing and camping, and with the modern additions of resort parks, new man-made lakes, and ultra-modern highways to ease the traveler's way, the tourists of the 1960's are flocking to the Bluegrass State in record numbers by the thousands.

Kentucky no longer depends on word-of-mouth advertising alone to tell the story of the state's attractions. Every means of modern communication is used to attract more and more travelers.

Development of Kentucky's tourist industry has been highly successful. Out-of-state visitors to Kentucky in 1964 alone totaled more than 22 million - and they spent more than \$28 million while they were here - an increase of 103 per cent since 1948.

Tourism Big Business
Travel and tourism as a potential multi-million dollar industry was not really recognized in Kentucky until the post-World War II days, although development of the first State Park - at Pine Mountain - had begun in 1924, and the first national park - the Abraham Lincoln National Historical Site at Hodgenville - dated back as far as 1909. (Mammoth Cave, discovered around 1796, was the public showplace by 1837 but did not join the national park system until 1941.)

The first big organized parks park was begun in 1948 by then-governor Earl C. Clement and was followed by his successor Lawrence W. Wetherby. Prior to 1948, 17 State parks and shrines had been dedicated, but the real resort-style attractions available today had not been developed. By 1955, these

two governors had devoted \$8.3 million to development of Kentucky's recreation areas. Tourist expenditures increased by an average of \$8.8 million a year during the eight-year period, rising from \$64 million in 1946 to \$146 million in 1955.

Both Kentucky Dam Village and Kenlake State parks were dedicated in 1949, and the first modern resort lodge was built at Kenlake in 1951. Lake Cumberland State Park was dedicated in 1954, and a lodge and vacation cottages were added. Isaac Shelby State Shrine and Carter Caves Park were added to the system, as were the Kentucky-Virginia Breaks hantavirus Park and the National Cumberland Gap Historical Park. Improvements were made all over the existing parks system.

One park was dedicated during the period from 1955 to 1960 - General Burekiss Island in 1955.

1960 Parks Boost
In 1960, the parks program received its second big boost. In November of that year Governor Bert Combs asked for and received from the public approval of a \$10 million bond issue for parks development. An additional \$9.9 million was made available in 1962 and, in 1965, under Governor Edward T. Breathitt the program continued with \$1 million provided for parks improvements. A bond issue aimed for administration to the voters in the fall of 1965, will contain an additional \$45 million for parks funds, which matched by available federal funds, will bring the total to \$9 million.

During the \$30 million expansion period that begins in 1960, nine new parks were dedicated - at Big Bone Lick, Falmouth Lake, Crenshaw Lake, Buckhorn Lake, Jenny Wiley at Dewey Lake, Kingdom Come atop Pine Mountain, Lake Malone, Rough River at Falls of Rough, and Booneborough on the Kentucky River.

New Lodges Built
Twelve of the State parks now have modern, architecturally-sound vacation lodges - eight of them new, two with new additions, and two completely remodeled since 1960. Most are now fitted for both in and out-of-state tourists, and in this year three new films with more than a hundred prints will be placed on distribution.

While the department makes frequent stories and photographs to publications and editors across the country, with special press kits to 600 publications each spring and fall, the State recognizes the value of also having out-of-state travel writers see for themselves the beauty of the Commonwealth.

Travel Tours
Travel writers from leading out-of-state publications are invited on special tours. In groups of 20 or so, in the spring and fall. This year, the department mapped a special plan when it convinced the Society of American Travel Writers to hold its annual convention in Kentucky. Representing some of the nation's top publications, this group will spend nine days this fall, meeting and enjoying Kentucky's travel areas.

The 1964 Kentucky Legislature, provided \$115,000 for a new Kentucky travel advertising marketing fund. Starting July 1 this money, with local matching funds, is being used to promote tourist attractions across the state.

Information centers, speeches, contacts with automobile clubs, tour services and cooperative with many citizens, companies and organizations are all engaged in promoting Kentucky as all part of the work to attract tourist dollars to Kentucky.

Kentucky currently has an estimated 1750 million travel service agencies in the state are engaged in the travel business - about a fifth of the total number of business firms in the state.

That Kentucky does not plan to slow down or stop the growth of travel is evident in the plans for the future - more highways and roads being developed and increasing promotion for the whole travel picture. Kentucky's travel industry will continue to grow, bringing more happy travelers and more tourist dollars and jobs for Kentuckians.

resort parks, for which land has been acquired at the Barry River Reservoir Park in southern Kentucky, and the Barkley Lake Park at the site of newly-imounded, 45,000-acre Barkley Lake in western Kentucky. Several other sites for new parks or shrines are being investigated for development in the upcoming expansion program.

But parks expansion and development do not mean the whole story of Kentucky's successful tourist industry, according to a quarter of a billion dollars from out-of-state travelers this year, and already employing some 60,000 people in travel-related businesses.

New lakes have been built. Big new Land Between the Lakes National Recreation Area will be a great magnet, and - most important of all - private industry has made great investments to serve the traveler. New restaurants, motels, hotels, swimming pools, golf courses and other entertainment facilities have been built.

Promotion Grows
Promotion of Kentucky's scenic beauties, scenic panoramas, parks and private vacation spots, and many other attractions, has developed at a fast pace.

Determined to develop the tools needed to make Kentucky an outstanding state for tourists, the State recognized the need for an agency to promote Kentucky's attractions.

The Department of Public Information was established in 1961 to do this job and the budget for attracting travelers was doubled. A broad out-of-state program to reach the most important travel markets was developed.

In 1965 alone more than five million color travel folders are being printed and distributed - 11 times as many as in 1960. Close to a half million of these folders are passed out at annual exhibits in out-of-state markets.

A national advertising campaign in major newspapers and magazines continues to draw travelers to the Bluegrass. The department's mail, asking for information on Kentucky attractions, averages nearly 7,000 requests a week most out of the year.

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The Carlisle Mercury

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Editor Honored by Local SCD Group
RECEIVES HONOR AWARD, Warren R. Fisher, Jr., Editor and Publisher of the Carlisle Mercury was presented an "Honor Award" by Foster Adams, Field Representative of the Kentucky Division of Soil and Water Resources, on behalf of the Nicholas SCD, for his efforts and cooperation in promoting soil and water conservation at the 3rd annual meeting and fish fry last Monday night at Blue Licks State Park.—Elder photo.



Blue Jackets Meet Colonels Friday
JUNIOR CONSERVATION LEADERS, of Nicholas County, Gail George and Claudia Marshall related their experiences at the Leaders Camp near London, at the Nicholas, Robertson County SCD Fish Fry and annual meeting.—Elder photo.

Recreation Program Is Over
The second summer recreation program, County Recreation Committee has ended. Michael Mordford, doing field work for the summer, in connection with her studies at the University of Louisville, was hired as director. The children had games, handicrafts, field trips and swimming. Since the start of the Recreation Committee in April 1964, Little League Basketball, Church League Baseball and softball, plus two summer playground programs are part of the activities under the committee.

TEEN INNOPEN FRIDAY
The Teen Inn will be open after the Nicholas County youth football game, Friday from 10 o'clock to 11:30.

Schools Open Aug. 30
The Nicholas County Schools will begin August 30, 1965 with all day sessions. Lunch will be served in all the schools.

Name	Pos.	No.	Ht.	Wt.	Year
FERNS, David	F	80	135	11	
SOYD, Larry	E	80	135	11	
HAMMONDS, Jerry	E	81	130	11	
WILLS, Larry	E	81	130	11	
MCCARTY, Wendell	E	82	160	12	
FRYMAN, Charles	T	74	190	12	
WILLIAMS, Harry	T	72	200	12	
SPARKS, Alan	T	72	200	12	
SHARP, Al	T	76	200	9	
GILL, James	T	76	200	9	
SIBERT, Eugene	G	62	165	12	
SIBERT, Gary	G	62	165	12	
JOLLY, Larry	G	66	180	11	
ALLEN, Jerry	G	61	180	11	
BERY, March	G	62	180	11	
O'BANNON, Mike	G	66	185	10	
DONOVAN, Pat	C	56	180	10	
COOCH, D. W.	C	54	180	10	
DONOVAN, Bill	IB	30	130	11	
GROVE, Louis	IB	30	130	11	
MARSHALL, George	IB	31	153	12	
SMOOT, David	IB	32	150	11	
RITCHIE, Terry	IB	34	180	12	
McGUFFEY, Robert	FB	42	185	11	
JOHNSON, Franklin	IB	40	165	7	
NOTSON, Mike	IB	44	175	12	
KATLIPP, Gary	QB	18	125	10	

BL COUNTY Master Conservationist Awards To Lowe, O'Neal, Jones, McDowell

Four hundred Nicholas and Robertson County Soil Conservation District Cooperators, supervisors and guests attended their annual meeting and fish fry at Blue Licks State Park last Monday night.

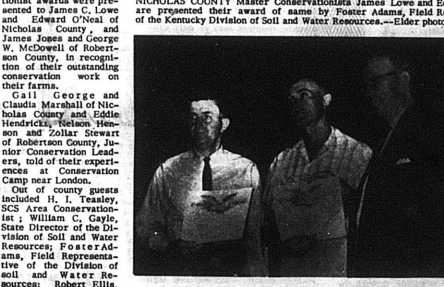
Hayden Timmons, Executive Director of the Governor's Commission on Agriculture was the guest speaker. He talked about the billion dollar farm income proposal for Kentucky.

Warren R. Fisher, Jr., Editor and Publisher of the Carlisle Mercury was presented an "Honor Award" by Foster Adams, Field Representative of the Kentucky Division of Soil and Water Resources, on behalf of the Nicholas SCD, for his efforts and cooperation in promoting soil and water conservation.

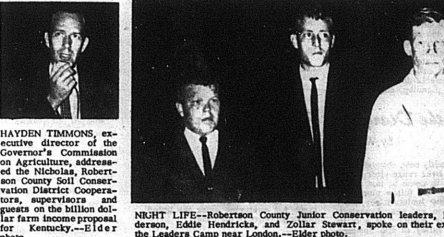
Master Conservationist awards were presented to James C. Lowe and Edward O'Neal of Nicholas County, and James Jones and George W. McDowell of Robertson County, in recognition of their outstanding conservation work for their farms.

Gail George and Claudia Marshall of Nicholas County and Eddie Hendrick, Nelson Stewart and Zollar Stewart of Robertson County, Junior Conservation Leaders, told of their experiences at Conservation Camp near London.

Out of county guests included H. I. Teasley, SCS Area Conservationist; William C. Gayle, State Director of the Division of Soil and Water Resources; Foster Adams, Field Representative of the Division of Soil and Water Resources; Robert Ellis, Fifth Area Director of the Kentucky Association of SCD's; Floyd Kella, SCS representative in Kenon and Boone County.



MASTER CONSERVATIONISTS, George W. McDowell, left, and James Jones, of Robertson County, are presented their Master Conservationist awards by Foster Adams, Field Representative of the Kentucky Division of Soil and Water Resources.—Elder photo.



NIHRT LIFE—Robertson County Junior Conservation leaders, Nelson Henderson, Eddie Hendrick, and Zollar Stewart, spoke on their experiences at the Leaders Camp near London.—Elder photo.



DISTINGUISHED GUESTS of the Nicholas County and Robertson County Soil Conservation District annual meeting and fish fry held last Monday night at Blue Licks State Park, are from left, William C. Gayle, State Director of the Division of Soil and Water Resources; Robert Ellis, Director of the 5th Area SCS; and Foster Adams, Field Representative of the Kentucky Division of Soil and Water Resources.—Elder photo.

KENTUCKY VACATION
(Continued from Page 1)
Shepherd Trail atop Pine Mountain, the pioneer farms are seen everywhere.

The Kentucky Highlands captures repeat vacationers year after year. Here along the eastern border the Big Sandy River, with its many branches and forks, leads the way from Ashland in the north down past Jenny Wiley State Park and beyond the Breaks Interstate Park on the Kentucky-Virginia border. Along the way, through the Highlands, the mountain spirit and hospitality are prevalent and the mountain folk is delicious.

Visit Any Time
Any time is a good time to vacation in Kentucky. From the first rustle of spring the green meadows and hillsides are refreshing. Long summer days bring fresh-grown produce from Kentucky gardens and lay hours or busy part-time in the golden sunbath.

Then come fall—Summer and autumn—may say Kentucky's best season.

Woodlands Abound
Nearly half of Kentucky's varied-parked areas are in woods or forest lands and the state is in the direct path of the fortunate strip of the U.S. where leaves turn every hillside, sun and blanket the ground with fallen gold in autumn.

The vacationer not only can choose from a dozen climate vacations and returns year after year for new pleasures in Kentucky's distinctive regions - he can pick his own favorite vacation season.

OLYMPIC SITE POOL AT BLUE LICKS