

## NEWS RELEASE

For Immediate Release Contact: Park City Tourism 270.537.1213

### Park City Ky announces: Mammoth Cave Area Trail Town Certification

**Park City, KY – April 12th 2021.** PARK CITY named latest KENTUCKY TRAIL TOWN in the Mammoth Cave area. Linda Watts, Executive Director of Park City Tourism stated; "Tourism is already a major part of our economy in the Mammoth Cave area. We've seen a significant increase in the number of users on our current trails in Bells Tavern Park and Mammoth Cave National Park. Park City is the trailhead for the Mammoth Cave Railroad Hike & Bike Trail, and becoming a certified Trail Town will add another tourist destination and marketing opportunity for our region." The designation seeks to help communities improve their tourism economy, add more jobs and create tourism opportunities for the entire state. Trail enthusiasts, business owners and citizens interested in the economic potential of trail-based tourism within the Mammoth Cave region were invited to take part in the final phases of the certification process. Seth Wheat, Kentucky Department of Tourism said, "The Trail town program is part of the effort to promote and develop adventure tourism destinations across the state. Trail Towns are located along long-distance trails, recreation destinations like National Parks and water trails. We will be back later this year for a Public Trail Town Celebration."

The Kentucky Trail Town Program works to develop interested communities into gateways to area trails and rivers and helps them establish directional signage for local services and attractions, letting users know what's available and enhancing the local tourism economy. Trail Town certification signal visitors that these locations have the services and accommodations one may need while enjoying Kentucky Trails, including; hiking, biking, paddling and horseback.

Once a community has been certified as a Kentucky Trail Town, the Kentucky Department of Tourism will market these communities and the services they offer. Park City will receive assistance in acquiring highway signage, prominent placement on websites and promotional materials and maps. To find information about all of the outdoor opportunities and locations, visit Park City's official website at [www.visitparkcityky.com](http://www.visitparkcityky.com). For more information about Trail Towns and adventure tourism in Kentucky, visit [www.kentuckytourism.com](http://www.kentuckytourism.com).

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MEDIA NOTE: For interviews and photos email: [visitparkcityky@gmail.com](mailto:visitparkcityky@gmail.com).

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