

Hello. We hope everyone had a great Thanksgiving and is excited about the upcoming Christmas holiday season. This newsletter is designed primarily to inform our local hotel owners & managers and other community leaders of tourism and recreation events going on in or near Laurel County. If you know of others that would benefit from receiving this newsletter please give us a call at 606-878-6900 or drop us an email at tourism@lltc.net or better yet stop in and visit with us. Our office is located just off exit 41 of Interstate I-75.

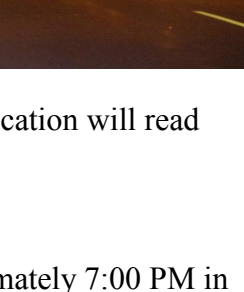
London-Laurel County Tourist Commission Strategic Plan– We would like to take this opportunity to thank each of you who participated in the London-Laurel County Tourist Commission strategic planning work sessions. We were fortunate to have input from city and county government, hotel owners, the chamber of commerce, London Downtown Inc., tourism business owners and other folks interested in the future of tourism in London and Laurel County. The work groups suggested 5 main goals for the Laurel County Tourist Commission. The goals are to:

- Enhance the infrastructure (facilities and services) to support growth in tourism.
- Identify key sectors within tourism as foci of development.
- Encourage a more welcome climate for visitors.
- Encourage a broader array of tourism-supporting private businesses in Laurel County.
- Enhance the marketing of tourism assets and the tourism sector in London and Laurel County.

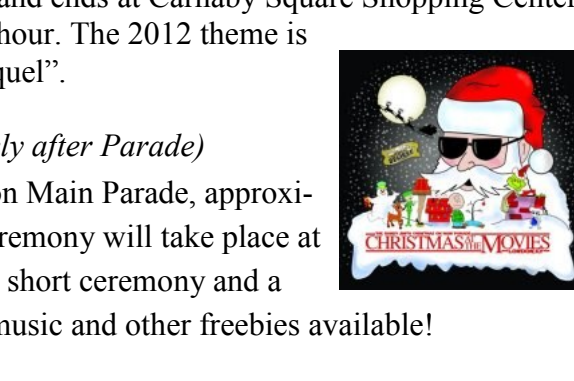
The group has outlined numerous strategies and actions to accomplish each of these goals. The next steps are to have the plan published and begin working towards the strategies and actions outlined in the plan.

If you would like a copy of the draft of the London-Laurel County Tourist Commission Strategic Plan please let us know and we would be happy to get you a copy.

The London Karate Classic– The London Karate Classic was held on November 3 at the London-Laurel County Optimist Sports Complex. The London Karate Academy, the organizers of the event, have reported that about 500 competitors from 6 states participated in the competition. We look forward to the London Karate Classic being even bigger next fall.



Christmas on Main set for Nov 30;- Christmas on Main is an annual celebration that takes place in downtown London, Kentucky. Each year, features a different theme for the event. The 2012 Christmas on Main theme is “Christmas at the Movies 2: The Sequel”.

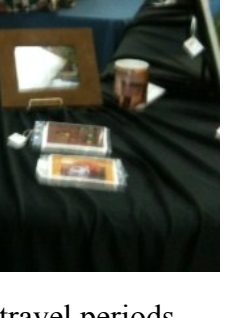


Children’s Book Walk (5:30 PM)

Downtown businesses will welcome children of all ages to listen to holiday readings. Each location will read their stories at 5:30, 6:00 and 6:30 PM.

The Randy Smith Christmas on Main Parade (7:00 PM)

The Randy Smith Christmas on Main Parade starts at approximately 7:00 PM in downtown London. The parade begins at the intersection of 16th Street and Main Street (London Elementary School) and ends at Carnaby Square Shopping Center. The parade lasts approximately one hour. The 2012 theme is “Christmas at the Movies 2: The Sequel”.

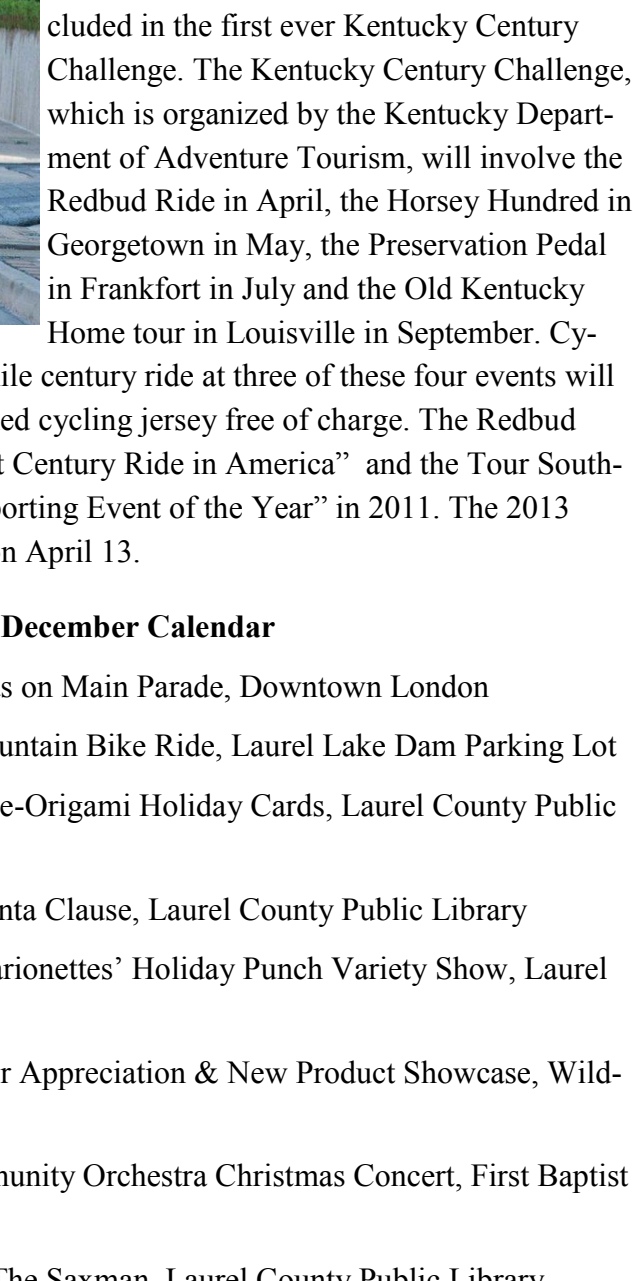


Tree Lighting Ceremony (Immediately after Parade)

At the conclusion of the Christmas on Main Parade, approximately 8:00 PM, a Tree Lighting Ceremony will take place at The Farmer’s Market that includes a short ceremony and a chance for photos with Santa. Live music and other freebies available!

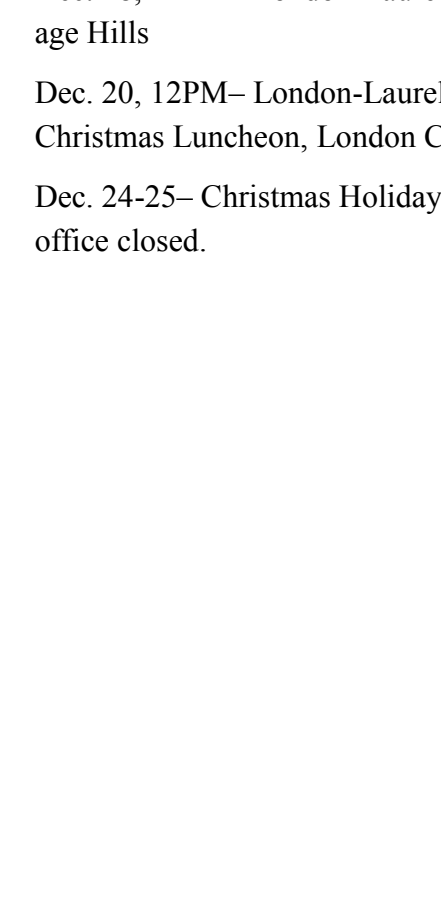
Local Artisans Sell Wares at the London-Laurel County Tourist Commission

– During the heavy travel days leading up to Thanksgiving 14 local artisans sold their hand made arts and crafts at the London-Laurel County Tourist Commission building, located just off exit 41 of I-75. The Mountain Heritage Artisan Guild displayed their work from Nov. 19-21. The Tourist Commission is looking forward to hosting the Artisans Guild in the near future during other high travel periods. You can view displays of local art works by visiting the tourist information center Monday-Saturday from 9-5



London’s own Redbud Ride to be included in Kentucky’s Bicycle Century Challenge

– The 2013 Redbud Ride is honored to be included in the first ever Kentucky Century Challenge. The Kentucky Century Challenge, which is organized by the Kentucky Department of Adventure Tourism, will involve the Redbud Ride in April, the Horsey Hundred in Georgetown in May, the Preservation Pedal in Frankfort in July and the Old Kentucky Home tour in Louisville in September. Cyclists that complete the 100-mile century ride at three of these four events will receive a free specially designed cycling jersey free of charge. The Redbud Ride was selected as the “Best Century Ride in America” and the Tour Southern and Eastern Kentucky “Sporting Event of the Year” in 2011. The 2013 Redbud Ride will take place on April 13.



December Calendar

- Nov. 30, 5:30 PM– Christmas on Main Parade, Downtown London
- Dec. 1, 7:30 PM– Group Mountain Bike Ride, Laurel Lake Dam Parking Lot
- Dec. 4, 5PM– Make and Take-Origami Holiday Cards, Laurel County Public Library
- Dec. 4, 6PM– Legends of Santa Clause, Laurel County Public Library
- Dec. 6, 6PM– The Frisch Marionettes’ Holiday Punch Variety Show, Laurel County Public Library
- Dec. 7, 6PM– 2012 Customer Appreciation & New Product Showcase, Wildcat Harley Davidson
- Dec. 8, 7PM– London Community Orchestra Christmas Concert, First Baptist Church
- Dec. 10, 6PM– David Hall, The Saxman, Laurel County Public Library
- Dec. 14 & 15, 7PM– Jesus, the One and Only, Old Union Holiness Church
- Dec. 15, 7:30 PM– Group Mountain Bike Ride, Laurel Lake Dam Parking Lot
- Dec. 18, 12PM– London-Laurel County Tourist Commission Meeting, Heritage Hills
- Dec. 20, 12PM– London-Laurel County Chamber of Commerce Annual Christmas Luncheon, London Community Center
- Dec. 24-25– Christmas Holiday, London-Laurel County Tourist Commission office closed.