



## Southern & Eastern Kentucky Tourism Development Association

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**PURPOSE:** The Southern and Eastern Kentucky Tourism Development Association (SEKTDA), headquartered at the Center for Rural Development in Somerset, was formed in 1987 with the strong support of U.S. Congressman Hal Rogers of Kentucky's 5<sup>th</sup> Congressional District, to improve tourism promotion and the development of tourism resources in this part of the state.

SEKTDA is governed by a Board of Directors with an Executive Committee and is administered by a staff of seven by Executive Director Sheila Kuczko. The Association works with a more than 42-county area known as Kentucky's Highlands and Waterways.

Contact persons in each of the counties serve as liaisons with the SEKTDA staff and assist in the dissemination of information from SEKTDA to tourism industry members in their counties. Corridor teams organized around the major transportation routes running through the region also supply SEKTDA with valuable information on tourism resources and ideas on tourism initiatives.

SEKTDA is the principal mechanism for encouraging tourism in the Highlands and Waterways region and for networking private tourism industry resources with each other and with government at the federal, state, and local levels.

Kentucky's Highlands and Waterways is an undiscovered vacation destination. SEKTDA's goal is to make tourists aware of the region and through increased tourism improve the overall economic vitality and quality of life in the area.

COUNTIES IN SEKTDA:

Adair	Harlan	Magoffin	Rockcastle
Bath	Jackson	Martin	Rowan
Bell	Jessamine	McCreary	Russell
Breathitt	Johnson	Menifee	Taylor
Casey	Knott	Metcalf	Wayne
Clay	Knox	Monroe	Whitley
Clinton	Laurel	Morgan	Wolfe
Cumberland	Lawrence	Owsley	
Estill	Lee	Perry	
Floyd	Leslie	Pike	
Garrard	Letcher	Powell	
Green	Lincoln	Pulaski	

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