



Paducah CVB Unveils the Creative City Companion Experience Guide

A New Resource Showcasing the Many Ways Paducah Inspires Exploration

PADUCAH, KY, January 22, 2025 – The Paducah Convention & Visitors Bureau (CVB) is excited to announce the launch of the *Creative City Companion*, an all-new experience guide designed to inspire both travelers and locals to explore the best of Paducah, Kentucky. Packed with engaging content, stunning new photography of Paducah’s locally owned businesses and organizations, and QR codes linking to additional resources, the guide is a must-have tool for planning an unforgettable Paducah experience.

The *Creative City Companion* highlights Paducah’s vibrant arts and culture, diverse dining scene, unique shopping destinations, and welcoming lodging options. It also features personal stories from Paducah’s creative minds, offering readers a deeper understanding of what inspires this UNESCO Creative City. Serving as both a planning tool for visitors and a source of inspiration for Paducah locals to rediscover their city, the guide offers a rich narrative that connects readers to the heart of Paducah.

The *Creative City Companion* isn’t just about exploring—it’s about impact. Tourism is a vital part of Paducah’s economy, generating \$232.8 million in direct expenditures and contributing to a \$319.1 million total economic impact in 2023. The visitor economy supports 2,463 jobs in McCracken County and produces approximately \$25 million in state and local taxes annually.¹ The guide serves as a valuable tool to attract visitors and drive continued growth in this key sector.

“Paducah offers so many ways to connect, explore, and be inspired,” said Alyssa Phares, Executive Director of the Paducah Convention & Visitors Bureau. “Our new Experience Guide is designed to be a starting point for discovering the vibrant creativity and cultural richness that make our city unique. Whether it’s art, retail shopping, history, cuisine, or the natural beauty along the Ohio River, there’s something here for everyone. We hope this guide not only helps visitors navigate what Paducah has to offer but also inspires them to visit our website and start

¹ Kentucky Department of Tourism, *2023 Economic Impact by County*, <https://www.kentuckytourism.com/industry/tourism-resources/2023-tourism-economic-impact>.

planning their perfect trip to experience Paducah in their own way."

The guide is available online as an interactive digital flipbook and in print at the Paducah Visitors Bureau, located at 128 Broadway. Visitors and community members can explore the guide and additional resources at <https://www.paducah.travel/about-paducah/paducah-visitors-guide/>.

In addition to the *Creative City Companion*, the CVB has released two complementary resources: the *Paducah Arts Insider*, which highlights Paducah's local art galleries and performance spaces, and the *Paducah Outdoor Guide*, designed for those seeking scenic trails and outdoor adventures. Together, these guides provide an in-depth look at the many ways visitors can experience Paducah.

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