

Doughnut trail brings travel award to visitors bureau

Sue Kieseewetter, Enquirer Contributor 3:15 p.m. EDT September 6, 2016



Butler County Visitors Bureau spokeswoman Tracy Kocher is seen here with the Destiny Award for Special Projects the bureau received last week from the U.S. Travel Association for the Butler County Donut Trail).

.(Photo: Provided photo)

WEST CHESTER TWP. – Creation of Ohio’s only doughnut trail earlier this year has earned the Butler County Visitors Bureau an award from the U.S. Travel Association.

The bureau received the prestigious Destiny Award for Special Projects for the Butler County Donut Trail – established earlier this year with nine mom and pop doughnut shops – during the travel association’s annual conference earlier this week.

The bureau was one of only 13 nationally – and the only one in Ohio – to receive the award. Judges included leaders from National Geographic, Facebook, Google, McGarryBowen and Fathom.

“The Butler County Visitors Bureau works every day to create compelling programs to bring more visitors to our destination,” said Mark Hecquet, executive director of the visitors bureau. “To be recognized as one of the absolute best in the United States ... is an enormous honor.”

Since the doughnut trail was created last February, 3,914 people have completed the tour and turned in their passport.

“We’re going to do an economic impact study soon,” said Tracy Kocher, spokeswoman for the visitors bureau. “We’ve had people from 36 states and five countries turn in (passports).”

Kocher said the bureau expects to have its 4,000th passport turned in yet this month