

Tourism, It's Everyone's Business!

By Debbie Robinson,
Guernsey/Cambridge County Visitors & Convention Bureau Executive Director

A flourishing tourism industry is important to everyone; even those not directly involved. It means a better quality of life, a better place to live and work and a better place to do business.

For 28 years, the Cambridge/Guernsey County Visitors & Convention Bureau has partnered with an array of businesses to promote the region's fastest growing industry – tourism.

Through the efforts of the VCB, the region benefits in several ways – the most important being a constant, concerted effort by a competent sales and marketing organization to maintain a healthy market – a market with a constant influx of visitors and their dollars.

No area, regardless of its charm, facilities, or other qualities totally sells itself. Destinations around the world continually court leisure travelers, tour groups, meetings and conventions. Through a strong and effective team of businesses and individuals, the city of Cambridge and Guernsey County may continue to be a destination of choice for travelers.

Each year the VCB

- Provides a comprehensive vacation guide
- Advertises in regional and national publications promoting the region's best attributes
- Maintains a comprehensive web site
- Responds to more than 64,500 inquiries for visitor information
- Attends travel/trade shows throughout the Midwest and Eastern U.S.
- Organizes and assists with numerous events and activities, (i.e. Dickens Victorian Village events and the Paul Bunyan Show)

Even businesses not directly involved in tourism receive substantial benefits from the VCB's efforts to maintain a growing tourism industry in Guernsey County. Everyone benefits from tourism since dollars spent by visitors eventually reach all segments of the community – through salaries, supplies, services, and other purchases by tourism businesses and their employees.

The total economic impact of tourism in the county tops out at more than \$286 million in direct sales annually. In addition, more than 8,000 people are direct and indirectly employed by tourism businesses. And, \$16 million in direct and indirect taxes are generated annually by our friends, family, and tourists who make our area their vacation destination.

The VCB is also a great resource for information on what to enjoy in the county. The bureau's knowledgeable staff is happy to assist individuals and groups in planning a trip to the region. And don't forget that a comprehensive list of special and reoccurring events, attractions, shops, and other points of interest may be found 24/7 on the bureau's web site!

For more information, contact the Cambridge/Guernsey County VCB office at 627 Wheeling Avenue, Suite 200 in downtown Cambridge, by phone at 740-432-2022, email info@visitguernseycounty.com, or at VisitGuernseyCounty.com