

TALKING TOURISM

July 5, 2009

Each month this space is devoted to a column written by Debbie Robinson, executive director of the Cambridge/Guernsey County Visitors & Convention Bureau, who will provide information about upcoming events, area attractions, bureau services and projects, and most importantly, communicate the tremendous impact that the travel and tourism industry has on this region.

Electronic Communications/Marketing

The Cambridge/Guernsey County Visitors & Convention Bureau has embarked into new frontiers this year that include electronic communications and marketing tools designed to increase awareness of Guernsey County and its offerings to visitors. At the start of this year the VCB began publishing three electronic newsletters. These quarterly e-newsletters are tailored with messages to meet the needs and interests of our three key audiences – leisure travelers, group tour operators and local tourism industry partners and supporters. We are pleased to report that the VCB has received positive feedback on all three. In fact, if you have not already registered for the leisure e-newsletter on our newly re-designed website (www.VisitGuernseyCounty.com), please do so. It's full of great ideas and events to entertain your visiting friends and family members with throughout the year! If you are a tourism-related business and do not currently receive our quarterly industry Team Tourism e-newsletter, just send me an e-mail at director@VisitGuernseyCounty.com

In addition, the VCB staff continues to blog about the area and organizational events through <http://cambridgevcv.blogspot.com/>. We are also working to make frequent updates to our new website with the posting of new getaway packages, special events and other happenings.

Speaking of packages, please do go onto our website and read about several exciting new packages combining area attractions and events while at the same time giving back to our community. *Think Pink: Getaways with a Purpose* are women's weekend getaway packages. The first takes place on August 8 during Salt Fork Arts & Crafts Festival and the second during Dickens Victorian Village on November 7-8. A portion of each package sold is donated to Southeastern Med's Pink Link Pass that offers free mammograms to under and uninsured women. Another new and exciting package also involves Dickens Victorian Village. On January 8-10, 2010, Sherlock Holmes Weekend will take place in downtown Cambridge, in and among the Dickens mannequins, and Victorian homes throughout Cambridge. The three-act murder mystery is filled with suspense as the drama unfolds. A portion of each package sold will help fund educational trips for children who attend St. Benedict School. Visitors to our website are able to order all of these packages on line.

Staying in touch electronically is a vital way of communicating to visitors that Cambridge/Guernsey County has a wonderful array of attractions, shops, special events, and PEOPLE! Get to know the VCB better this summer – visit us online and stay in touch!

Events to Discover

Looking for something to do this month? Check-out what's coming up:

- July 7 Rhythm and Arts Walk, Downtown Cambridge
- July 8- 11 Ohio Hills Folk Festival, Quaker City
- July 10 -12 "Guys & Dolls Jr.", Cambridge Performing Arts Centre
- July 10 -12 Gus Macker Basketball Tournament, Cambridge City Park
- July 14 Rhythm & Art Walk Tea, My SweetPie Tea Boutique
- July 25 Cambridge Run & Countryside Ride, Downtown Cambridge
- July 26 There is Freedom Here, Living Word Outdoor Drama Amphitheater

To learn more about the VCB, area events and activities visit the Cambridge/Guernsey County VCB office at 627 Wheeling Avenue, Suite 200 in downtown Cambridge, call 740-432-2022, email info@visitguernseycounty.com, or visit www.VisitGuernseyCounty.com