

TALKING TOURISM

August 2, 2009

Each month this space will be devoted to a column written by Debbie Robinson, executive director of the Cambridge/Guernsey County Visitors & Convention Bureau (VCB), 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.

Travel Trends

Americans are expected to take 322 million domestic leisure person-trips during the summer of 2009, according to the annual summer travel forecast by the U.S. Travel Association. Consumers are expected to take an average of two trips by the end of this summer, staying approximately seven nights away from home and spending more than \$900 on their longest trip.

The Cambridge/Guernsey County Visitors & Convention Bureau staff and board of directors feel very fortunate to report that our local numbers have been up in every category from website hits to phone calls to lodging tax revenue. When larger Ohio cities are reporting a downturn in their tourism numbers, it appears the smaller communities like Cambridge/Guernsey County are realizing growth.

What do our local travel trends and numbers show?

- VCB is up in revenue 7% based on the lodging tax
- Visitor Count to the Tourist Information Center is 8 %
- Requests for Information are up 15%
- Toll Free Calls are up 6 %
- Website Hits to www.VisitGuernseyCounty.com are up 5%
- Motor Coach Group bookings are up with 82 motor coaches visiting Byesville Scenic Railway
and 26 coaches booked to attend the annual Dickens Victorian Village event

As Americans continue to plan to take more day trips or long weekend getaways, in lieu of week-long vacations, our region is poised to benefit. We are very fortunate to have quality attractions and events at very reasonable prices. Our tourism partners work very hard at providing good experiences for our visitors. And the VCB continues to strategically marketing the region through a variety of advertising outlets and partnerships.

Consumers seek out packages to book and comparison-shop, especially online, to save money. The Cambridge/Guernsey County VCB has answered the call of this trend with individual leisure based packages for purchase online at www.VisitGuernseyCounty.com. Packages available include Think Pink Girlfriend Getaways and a special Sherlock Holmes Weekend Getaway.

We believe the success being experienced locally, in spite of the overall national economic struggles, is due to the collective partnerships that Cambridge/Guernsey County businesses and residents bring to the table. Together we are making an impact that benefits all of us.

Events to Discover

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

- August 4 Rhythm and Arts Walk, Downtown Cambridge
- August 6- 8 Antrim Community Volunteer Fire Dept. Festival, Antrim
- August 7-8 Deerassic Classic, Cambridge
- August 7-9 Salt Fork Arts & Crafts Festival, Cambridge City Park
- August 14-16 First Annual Woman's Wellness Retreat, Pine Lakes Lodge, Salesville
- August 14-15 Lore City Festival, Lore City
- August 15 24th Annual Cambridge Classic Cruise-In, Downtown Cambridge
- August 21 Bluegrass Concert, Pennyroyal Opera House, Fairview
- August 22 Gospel in the Valley, Rocky Fork Recreation Center
- August 22 Saturday Night at the Movies, National Road/Zane Grey Museum, New Concord
- August 23 Cambridge Amateur Radio Assn. Hamfest & Computer Show, Cambridge
- August 28 The Honor Run, Cambridge

Guernsey County Visitors Savings Cards are still available. To pick up your savings cards or 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.