

## TALKING TOURISM

**December 4, 2016**

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). She 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.

### **Year-In-Review**

It's hard to believe we're wrapping up the year. As the Cambridge/Guernsey County Visitors & Convention Bureau Board of Directors and staff look back on 2016 we're very pleased and impressed with the results.

#### ***We're pleased because ...***

During the past year, we expanded our marketing campaign and extended our audience reach to include several new online services, such as *Trip Advisor*, and a new national publication, *Food Traveler*. The increased exposure helped to drive more requests for information about the Cambridge/Guernsey County area.

The bureau continued its outdoor board campaign for a second year in the Zanesville market featuring events by our tourism partners April through November. And, for a third year, we renewed our cable television campaign in Columbus, Akron/Canton and Cleveland - featuring five seasonal commercials May through November.

We pursued new initiatives in 2016 including a "Made in Cambridge" web video that will be promoted through our social media channels soon. We also completed a comprehensive visitor study with our hotel partners.

To cap off the year, the bureau was once again recognized for its outstanding marketing efforts by the Ohio Travel Association. The VCB was recognized with two Ruby Awards within its budget division during the Ohio Conference on Travel Oct. 27 in Columbus, Ohio. The bureau received first place honors for its print advertising campaign and a Citation of Excellence award for its fall television commercial.

#### ***We're impressed because ...***

This year we had more tourism partners participate in our marketing co-ops than any other year. This means we were able to make our marketing dollars stretch further and help you elevate the promotion of your event, attraction, or organization. Our success is your success. If you're interested in learning more about the VCB's grant program, co-ops, and activities, please contact me at the VCB office!

### **Events to Discover**

<b>Now – Dec. 9</b>	Gingerbread House Contest and Display, Guernsey County Senior Center
<b>Now-Dec. 31</b>	Dickens Victorian Village, Downtown Cambridge
<b>Now-Jan. 1</b>	Guernsey County Courthouse Holiday Light Show, Downtown Cambridge
<b>Dec. 2-4 &amp; 9-11</b>	A Christmas Story, Cambridge Performing Arts Center
<b>Dec. 2, 9 &amp; 16</b>	Pennyroyal Opera House Bluegrass Concerts, Fairview
<b>Dec. 3</b>	Annual Steeple Walk, Various Churches through Downtown Cambridge
<b>Dec. 3</b>	Steeple Walk Brunch, Guernsey County Senior Center
<b>Dec. 3</b>	Cookies with Santa/Little Dickens Day, Deerassic Park Education Center
<b>Dec. 3</b>	Cambridge Singers Christmas Concert, Scottish Rite Auditorium
<b>Dec. 3</b>	The Matthew Voorhies Memorial Concert, Pritchard Laughlin Civic Center
<b>Dec. 3</b>	Marathon Dickens Reading, Guernsey County Public Library
<b>Dec. 3</b>	Chris Hart in <i>Creating the Carol</i> , First Presbyterian Church

- Dec. 3 & 10** Trolley Rides through Historic Downtown Cambridge
- Dec. 3, 10 & 17** English Tea in the Victorian Room, Dickens Welcome Center
- Dec. 4** Southeastern Ohio Symphony Orchestra Holiday Concert, Muskingum University, New Concord
- Dec. 4** National Road/Zane Grey Museum Open House National Road, Norwich
- Dec. 4** Christmas Tea & Tour, Colonial Taylor Inn
- Dec. 9** Paint N Party with Cindy, Dickens Welcome Center
- Dec. 9** Wine & Cheese Tasting, McKenna's Market, Downtown Cambridge
- Dec. 10-11** Harper Cabin Holiday Hours, New Concord
- Dec. 10-11** John & Annie Glenn Museum Special Holiday Hours, New Concord
- Dec. 10-11** National Road & Zane Grey Museum Holiday Hours, Norwich
- Dec. 10 & 17** Dickens by Lantern Tours, Historic Downtown Cambridge
- Dec. 16** Chef in the Vineyard Dinner, Terra Cotta Vineyards, New Concord
- Dec. 16** A Dickens of a Holiday Music Show, Cambridge Performing Arts Centre
- Dec. 17** Prince and Princess Festival, Ninth Street Methodist Church
- Dec. 17** Forgotten Places & Spaces Walking Tour, Downtown Cambridge
- Dec. 17** The Queen presents Chris Hart, First Presbyterian Church
- Dec. 18** Joy of Christmas Concert and "Favorite Quilts" Show, First United Methodist Church
- Dec. 31** New Year's Eve Gospel Sing, Pritchard Laughlin Civic Center

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](mailto:info@visitguernseycounty.com), or visit [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com).

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