

TALKING TOURISM February 5, 2017

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.

Marketing Initiatives

The bureau works year round to attract new and repeat visitors to this region through a comprehensive and strategic marketing and public relations campaign. There are several marketing initiatives that have been “tried and true” in the past which we will continue to build upon in 2017. Those opportunities include a partnership with Matador Media, a leading online travel magazine geared toward marketing to the growing millennial generation, and Trip Advisor, a gateway APP to other travel APPs.

Through our partnership with Matador Media, Guernsey County will be promoted through online stories and ads. Last year we experienced a tremendous response on social media channels from these efforts. The bureau’s Trip Advisor sponsorship will help us connect to travelers. Whether they are preparing for a visit or are already in the area, we want them to have access to as much information as possible – as conveniently as possible.

The bureau’s co-op opportunities continue to be an important element for our partners to reach more people at more affordable prices. For instance, the bureau’s outdoor board campaign in Zanesville the past two years has been a great success. We’ve already sold out of space for the 2017 campaign (May-Sept.).

Of course, just as important to our advertising efforts is our local media. We rely on them to keep our community informed about opportunities, not only for our residents and visitors from surrounding areas, but also their visiting family and friends, easily our largest market. We continue to be blessed with local media outlets that help us to promote the opportunities in our county, and for that we are grateful.

GAP Applications

The VCB is now accepting Grant Assistance Program (GAP) applications. Our GAP program assists qualified non-profit organizations with the advertising and promotion of activities which directly increase lodging occupancy in designated periods throughout the year, create positive image building publicity for the Cambridge/Guernsey County area, and enhance the tourism environment of our area. Grants are available from a minimum of \$500 to \$1,500 and will be contingent upon the amount of overnight stays the event, project, or program generates. **The deadline to submit applications is Feb. 15, 2017.** Grants will be awarded/announced March 30, 2017.

Events to Discover

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| February 4 | 8th Annual Great Guernsey Trail Winter Banquet, Guernsey Co. Aerie #386 Eagles Club |
| February 10 & 24 | Pennyroyal Opera House Bluegrass Concerts, Fairview |
| February 18 & 19 | Heritage Arms Gun Show, Pritchard Laughlin Civic Center |
| February 24 & 25 | A Night of One Acts, Cambridge Performing Arts Center |
| February 24 | “Route 66,” Pritchard Laughlin Civic Center |
| February 25 | Jammin’ For Johnson, Guernsey Co. Aerie #386 Eagles Club |
| February 25 | Forgotten Spaces & Places Tour, Downtown Cambridge |

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