

## TALKING TOURISM

**Aug. 7, 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.

### **Tourism Economic Impact Study**

Visitor spending and employment figures are essential factors to consider when evaluating the importance of travel and tourism to Guernsey County's economy. By shaping the quality of our lives, leisure destinations play an important role in shaping our climate for business directly and indirectly.

The Board of Directors of the Cambridge/Guernsey County Visitors & Convention Bureau has released data detailing the economic impact of tourism in Cambridge/Guernsey County for 2015. This information is a result of an integrated consumer-based research study organized by the Ohio Department of Development's Office of Tourism and conducted by Longwood's International and Tourism Economics.

According to the report, Cambridge/Guernsey County's tourism industry contributed more than \$21.2 million in local taxes; generated directly and indirectly \$162.5 million in businesses sales; and sustained more than 1,763 local jobs (1 in every 11 jobs in Guernsey County) in 2015.

Tourism is an integral and driving component of the Guernsey County economy, sustaining 9.2% of salaried employment. The industry is a diverse composite of economic activities, including transportation, recreation, retail, lodging, and food and beverage sectors.

For the State of Ohio:

- Tourism contributed more than \$3.2 billion in combined state and local taxes;
- Visitor spending generated \$49.7 billion in sales;
- More than 484,263 jobs (growing 2.2% in 2015) were sustained by visitors to Ohio with total income of \$12.6 billion;
- Visits to Ohio destinations grew 3.5% in 2015

The research model provides detailed information on the Ohio tourism industry, including economic impact, visitor profile, image, advertising awareness/effectiveness and return on investment.

### **Events to Discover**

<b>Aug. 7</b>	Family and Friends Jubilee, Cambridge City Park Big Pavilion
<b>Aug. 7</b>	Kimbolton Homecoming Festival, Kimbolton
<b>Aug. 12-14</b>	Salt Fork Festival, Cambridge City Park
<b>Aug. 14</b>	Cambridge City Band "Concert in the Park" Series, Cambridge City Park
<b>Aug. 13 &amp; 14</b>	12th Annual Eastern Ohio Traditional Archery Rendezvous, Sportsmen for Conservation
<b>Aug. 19</b>	Chef in Vineyard Dinner, Terra Cotta Vineyards
<b>Aug. 19 &amp; 20</b>	Lore City Rails to Trails Festival, Lore City
<b>Aug. 19-21 &amp; 26-28</b>	"Seussical Jr.," Cambridge Performing Arts Center
<b>Aug. 20</b>	31st Annual Cambridge Classic Cruise-In, Historic Downtown Cambridge
<b>Aug. 27</b>	Jerusalem Experience, Living Word Outdoor Amphitheater
<b>Aug. 27</b>	United Way Community Day, Cambridge City Park
<b>Aug. 27</b>	Forgotten Places & Spaces Walking Tour/Rock the Block, Historic Downtown Cambridge

**Aug. 27-28**

Kimbolton Homecoming Festival, Kimbolton

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).

###