

Cambridge/Guernsey County represented at Heartland Travel Showcase

CAMBRIDGE, OHIO (March 15, 2017) – During the first weekend in March, Dixie Lacy, sales manager for the Cambridge/ Guernsey County Visitors & Convention Bureau, Donna Hill, executive director of Cambridge Main Street and Bev Kerr, group tour coordinator for Dickens Victorian Village were three of the 500 travel industry members who met in Pigeon Forge, Tennessee for the Heartland Travel Showcase to build relationships, explore new tour ideas and generate solid sales leads. Of the 500 attendees, approximately 60 companies represented brand new buyers and sellers at Heartland.

Attendees first heard from Mark Hoffmann with Sports Leisure Vacations on emerging trends in group travel. They learned how to create exceptional experiences for travelers. After learning more about the group travel industry, the three-day showcase focused on booking big business. From the Four-Minute Meet to numerous six-minute scheduled appointments, attendees conducted business on the showcase floor and established strong relationships throughout the event.

From a Smoky Mountain reception filled with music and tastings, to dine-around and discount options encompassing more than 30 participating restaurants, attractions and stores, those who attended were treated to the area's rich culture. The Pigeon Forge Department of Tourism and more than 36 sponsors pulled out the red carpet for attendees by offering exceptional hospitality and opportunities. Those who attended enjoyed the Smoky Mountain Opry, the Titanic Museum Attraction, Hatfield & McCoy Dinner Show and more. They used these opportunities and more to further develop business relationships.

We are very fortunate to have three seasoned tourism professionals attend this show, said Debbie Robinson, executive director of the Cambridge/Guernsey County Visitors & Convention Bureau. The group tour market is big business in our county, and Heartland Travel Showcase provides us with the opportunity to meet with tour operators during a three day period and share with them information about our destination and experiences their groups can enjoy.”



For more information on group tours in Cambridge/Guernsey County or on other attractions and events, log onto VisitGuernseyCounty.com or call 740-432-2022 or toll free 800-933-5480. The Cambridge/Guernsey County Visitors & Convention Bureau is located in Historic Downtown Cambridge at 627 Wheeling Avenue, Suite 200. Hours of operation are 8am-5pm Monday – Friday and 9am-5pm on Saturday.

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