

TALKING TOURISM

January 1, 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.

Official 2017 Travel Guide Available

The 2017 Official Travel Guide to Cambridge/Guernsey County is now available! The guide has been updated and expanded! Designed by Stonewall Group, the guide prominently features beautiful photography, special points of interests, a newly expanded dining section, and more. Pick-up your copy (or copies) today at the Tourist Information Center in historic downtown Cambridge!

GAP Deadline Feb. 15

For the fifth year, the VCB will offer the Grant Assistance Program (GAP) funds to assist 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 \$5,000 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 March 30, 2017. Grant applications can be found on the VCB's website at VisitGuernseyCounty.com/industry/gap-information.

Guernsey County Co-op Marketing Campaign

Each year, the Cambridge/Guernsey County Visitors & Convention Bureau offers our Guernsey County and surrounding area tourism partners an opportunity to stretch their marketing dollars by participating in our co-op marketing campaign. In 2017, we will be placing advertisements with media that yielded the best results for us in 2016 including local advertising. Non-profit tourism partners are eligible to participate. Space deadline is January 16. To commit to our co-op marketing plan, complete the agreement and return to the VCB no later than January 16, 2017. First come, first served. For more information or to participate in the co-op program, contact Debbie Robinson at director@VisitGuernseyCounty.com.

Team Tourism

Don't forget to mark your calendars for the VCB's next quarterly Team Tourism meeting scheduled for January 30, 2017 at noon at Theo's Restaurant in downtown Cambridge. Lunch is Dutch treat. Our speaker is Brock Gorrell, Director of Park Operations at the Wilds, who will share information on their newest project, Straker Lake at the Wilds and update us on the latest Wilds programs. Please RSVP to the VCB office by January 25 by calling 740-432-2022. We will also conduct a brochure swap! Please bring your new 2017 brochures, rack cards, or flyers to share with your Team Tourism partners.

Events to Discover

January 13 & 27	Pennyroyal Opera House Bluegrass Concerts, Fairview
January 15	Bridal & Prom Show, Pritchard Laughlin Civic Center
January 28	Forgotten Spaces & Places Tour, Historic Downtown Cambridge
January 28	Country on the Carpet, 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, or log onto VisitGuernseyCounty.com.