

TALKING TOURISM

July 2, 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.

VCB Launches New Website

The Cambridge/Guernsey County Visitors & Convention Bureau recently launched a new, colorful, modern, and engaging website at VisitGuernseyCounty.com.

It has been five years since the site received a facelift. The primary intent of the new site design was to place a greater emphasis on new photography, points of interest and upcoming events.

The website was also created with leisure travelers, meeting planners, and members of the media in mind. Numerous new interactive site features are geared to each of those groups. A brand new feature for our tourism partners is the ability to submit their own events and activities directly on our website!

The VCB website is often the first impression a potential visitor has of Guernsey County and the bureau wants it be a positive, lasting one.

Travel Trends

Here are a few travel trends worth noting in 2017:

- Weekend getaways continue to be the most popular among Millennials and GenXers. (Source: *AARP 2017 Travel Study*) We position Guernsey County in our advertisements to these markets as a long weekend getaway!
- Trip Advisor is a consistent top resource for reviews and booking.
 - Millennials (48%) also favor Yelp for reviews more so than GenXers (26%) and Boomers (25%).
 - Boomers (37%) will utilize specific airline sites for booking more often than Millennials (22%) or GenXers (25%). (Source: *AARP 2017 Travel Study*) Check out our Trip Advisor page at tripadvisor.com/Tourism-g50160-Cambridge_Guernsey_County_Ohio-Vacations.
- Google Maps is the most popular mobile app used when traveling. (Source: *AARP 2017 Travel Study*)
- While Facebook is definitely the social media leader, 43% of Millennials and 22% of GenXers also turn to Instagram for trip planning/inspiration. (Source: *AARP 2017 Travel Study*) We have both! facebook.com/VisitGuernseyCounty and instagram.com/cambridgeohio.
- Boutique hotels are redefining and enhancing the continental breakfast concept. According to a recent 2016 survey conducted by the American Hotel & Lodging Association, 62 percent of hotels now offer a free breakfast with guests stays. With heightened interest in high-quality local cuisine and immersive food experiences, food-centric hotels are upping the ante with an abundance of locally sourced, artisanal options to satisfy guests and increase the chance of repeat visits. (Source: *7 Food Travel Trends of 2017 - US News*)

Events to Discover

June 29	Spring Valley Campground Fireworks, Cambridge
June 30 – July 2	Valley View Trade Days, Buffalo
Thursdays through July 27	Old Washington Farmers & Flea Market, Guernsey County Fairgrounds
Fridays through July 28	Cambridge Main Street Farmers Market, Turner Avenue
Saturdays through July 29	Byesville Farmers Market, Byesville Town Square
July 1	Live at the Vineyards - Giles Ponticello, Georgetown Vineyards
July 1	Gus Run 5K, Byesville Village Park
July 1	Seneca Lake Fireworks, Senecaville

July 2	Byesville Blast, Byesville Village Park
July 4	Boomerama, Cambridge City Park
July 6-8	Ohio Hills Folk Festival, Quaker City
July 8	Live at the Vineyards - Evan Abood, Georgetown Vineyards
July 8 & 9	Gus Macker 3 on 3 Basketball, Meadowbrook High School, Byesville
July 11	Space Camp, John & Annie Glenn Museum, New Concord
July 14	Live at the Vineyards - Bryan Phillips, Georgetown Vineyards
July 15	Princess for a Day, Downtown Cambridge
July 15	Live at the Vineyards – Loverduck, Georgetown Vineyards
July 20	Cambridge City Band, Cambridge City Park
July 21	Live at the Vineyards - Johnny Jamz, Georgetown Vineyards
July 22	Live at the Vineyards - Tequila Mary, Georgetown Vineyards
July 28	Live at the Vineyards - Barefoot McCoy, Georgetown Vineyards
July 29	Underground Cambridge Tours, Downtown Cambridge
July 29	Rock the Block, Downtown Cambridge
July 29	Live at the Vineyards - Matt Frampton, Georgetown Vineyards

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.

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