

TALKING TOURISM

January 3, 2021

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 2021 Travel Guide Available

The Cambridge/Guernsey County Visitors & Convention Bureau's 2021 Official Travel Guide is now available. (Look for a copy in the January 10 Sunday Jeff.) The new guide is smaller in stature but continues to be robust in content and imagery. The bureau has worked with a dozen or more travel writers over the past few years to develop engaging stories featuring the most notable attractions, shops, restaurants, and events.

Many of our bureau's counterparts across the state and country are opting not to print new guides this year or are waiting until 2nd or 3rd quarters to print their 2021 guide. The VCB is fortunate to have both the opportunity and the demand for a new guide.

From the beginning of January through the end of November 2020 the VCB distributed 92% (64,887 guides) of its annual travel guides. The interest in what this region offers was evident in how many guides we distributed, as well as its website traffic – which was up 118% over 2019. Please contact our office if you would like more guides for friends and family.

Team Tourism

Our first Team Tourism meeting in 2021 is scheduled for January 25 at 2 p.m. in the multipurpose room in the Guernsey County Administration Building (627 Wheeling Avenue) in downtown Cambridge. Our speaker is Norm Blanchard, executive director of the Guernsey County Community Improvement Corp (CIC). Mr. Blanchard will share plans for economic growth in Guernsey County in 2021 and review successes in 2020. Please RSVP to the VCB office by January 20 by calling 740-432-2022. We will also conduct a brochure swap! Tourism partners are invited to bring their new 2021 brochures, rack cards, or flyers to share.

2021 Travel Shows

Like so many other areas, COVID-19 has affected how the tourism industry is meeting and marketing destinations. During a typical year, the VCB staff attends multiple travel shows, representing the Cambridge/Guernsey County area and speaking with potential visitors face-to-face. While our staff prefers to speak with travelers in person, some shows have been cancelled like the AAA Travel Expo that takes place for the leisure market in Columbus or have switched to virtual shows like the Heartland Travel Show for the group tour market.

The Cambridge/Guernsey County VCB is partnering with Ohio Has It! (a state-wide group tour consortium) in 2021 to attend the virtual Heartland Travel Showcase beginning February 9th. In April, we will have our own table with Ohio Travel Pavilion at the Cincinnati Homeschool Expo, as well as partnering with other Ohio counties to attend the Southern Women's Show in Raleigh, North Carolina. In August, we will display its 2021 travel guides at the Ohio State Fair.

It will be an unusual year, but we are working hard to stay in front of both group and leisure travelers to ensure Cambridge/Guernsey County is top of mind.

2021 Calendar of Events

A full list of our events is located at VisitGuernseyCounty.com. Before attending any event, we suggest that you call before you go.

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.