

TALKING TOURISM

Oct. 7, 2018

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 Marketing Initiatives

This year has been tremendous in many ways for Cambridge/Guernsey County tourism and its partners. In August, we learned that *Ohio Magazine* selected Cambridge as one of its Best Home Towns for 2019! This marks the second time our city has been given this distinction. During the Dickens Victorian Village kick-off on November 2, a special ceremony will take place to officially recognize this honor (stay tuned for more detail). I can't tell you what wonderful exposure this will bring for our region during the coming year. *Ohio Magazine* will feature Cambridge in three issues – November 2018, January 2019 and July 2019. In addition, the VCB will be using the "Best Home Towns" logo on all its marketing and advertising materials.

In September, we learned a new tourism trail had been created. The Buckeye Candy Trail highlights more than 30 unique candy shops, including Cambridge's very own Nothing But Chocolate, that craft tasty buckeye treats. The new trail is sure to offer visitors a sweet time as they crisscross the state. To learn more, check out OhioBuckeyeCandy.com. Nothing But Chocolate is stop #22.

The bureau staff works year round to attract new and repeat visitors through a number of marketing and public relations efforts. In the next few weeks, we will unveil local co-op opportunities for tourism related businesses, organizations, and events to participate in. Those opportunities include partnerships with leading online and print publications, as well as social media outlets.

The bureau's co-op opportunities are an important element for our partners to more reach people at more affordable prices. If you have not participated in our co-ops, I encourage you to contact the bureau office and inquire. Space is limited!

Events to Discover

Oct. 5	First Friday Breast Cancer Awareness & Pet Halloween, Downtown Cambridge
Oct. 5, 12, 19	Bluegrass Concerts, Pennyroyal Opera House
Oct. 5-7	Paul Bunyan Show, Guernsey County Fairgrounds, Old Washington
Oct. 6	Fall Festival Day, National Road & Zane Grey Museum, Norwich
Oct. 7	10th Annual Car, Truck, and Motorcycle Show, Eagles Club
Oct. 7	Friendship VII Chorus Annual Show, Pritchard Laughlin Civic Center
Oct. 11	Ladies Night Out, Deerassic Park Education Center
Oct. 12-14 & 19-21	What to Expect When Expecting Your In-Laws, CPAC
Oct. 14	Southeastern Ohio Symphony Orchestra, Brown Chapel, New Concord
Oct. 19	Witch's Brew Banquet, Theo's Restaurant
Oct. 19	Chef in the Vineyard, Terra Cotta Vineyard, New Concord
Oct. 27	Trail of Treats, Deerassic Park Education Center
Oct. 27	Jamboree 85th Anniversary Roadshow, Pritchard Laughlin Civic Center
Oct. 28	Annual Toy & Craft Show, 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 visit www.VisitGuernseyCounty.com.

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