

TALKING TOURISM Dec. 1, 2019

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.

Looking Back at 2019

The VCB works to find new avenues to promote the region as a vacation destination each year. As you well know, video is king these days. In 2019, the bureau partnered with local tourism entities to capture key footage of the region for use on social networking sites, niche publications and general event promotion.

In addition to increasing our video archives, the bureau also expanded its digital marketing reach this year by co-opting with TourismOhio on email, social media, digital display options, and working with influencers (travel writers who have an expanded reach online through social media channels). In June, the VCB worked with TourismOhio to host influencer Nedra McDaniel. McDaniel is a Cincinnati-based writer who travels the country experiencing and promoting destinations through her blog "Adventure Mom". Through her stories about Cambridge a number of our points of interests and businesses have already welcomed visitors.

In October, the Bureau was recognized with two Ruby Awards during the Ohio Travel Association's annual Ohio Conference on Travel. The bureau received first place honors for its leisure itinerary campaign and brought home a Citation of Excellence award for its 2019 Southeast Media FAM Tour.

The FAM (familiarization) tour was a joint effort with Marietta-Washington County and Morgan County CVBs who helped to host a four-day media tour in May. The tour consisted of eight travel writers throughout United States who visited key points of interest, restaurants, shops and more in each county. We've already received several story placements and blog posts as a result of this partnership.

Our new Communications Manager, Karen Castello, has been diligent in raising the profile of the bureau's social media pages. And, Dixie Lacy, our Group Sales coordinator has done a great job expanding and hosting group tours to the area.

As we close the book on another year, we wish you and your family have a wonderful holiday season and happy New Year!

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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