

TALKING TOURISM Dec. 2, 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.

Last Look at 2018

This year has been a year of validation and growth for the Cambridge/Guernsey County Visitors & Convention Bureau.

In July, we learned tourism really is everyone's business! Tourism has a direct economic impact of \$160.9 million in Guernsey County. More than 1,597 people are directly and indirectly employed by a tourism related business or organization (sustaining 9.2% of salaried employment). And, tourism is one of the largest employers in this region. (Source: TourismOhio Economic Impact Study 2017)

Under the leadership of our Group Sales Manager, Dixie Lacy, the VCB continues to develop multifaceted themed itineraries for our group tour market. Four new tours were developed in 2018 that offer a full range of experiential adventures, from glass factory and museum tours to culinary and historical tours.

Discovering the best places to eat is a must for any traveler. Earlier this year, the VCB hosted its first Restaurant & Refreshment Week in conjunction with National Tourism Week (May 7-12) and the promotion of its new Food Guide. The program was a success! The event encouraged visitors and locals to explore local dining establishments and specialty shops. More than 100 entries were submitted for three gift packages worth over \$100 each in local restaurant gift cards.

Our Communications Manager, Ashley McManaway, has been diligent in raising the profile of the bureau's social media pages. We recently surpassed the 10,000 + followers milestone on Facebook! And, Dawn Beasley, our Office Manager, just wrapped up the 2019 Travel Guide – selling more ads than last year!

We are thrilled to promote this region as a 2019 Best Hometown in the coming year! *Ohio Magazine* editors selected Cambridge because our city embodies all of the qualities and characteristics that make Ohio hometowns so special: historic landmarks and architecture, quaint shopping and galleries as well as an amazing sense of community. This marks the second time our city has been given this distinction!

We learned this fall that our very own Nothing But Chocolate was selected as a stop on the state's Buckeye Candy Trail, and just recently we learned that the Guernsey County Courthouse Light & Music Show is featured in the Ohio Holiday Lights Trail!

Here's to another successful and wonderful year in 2019!

Events to Discover

Now – Jan. 1	Dickens Victorian Village, Historic Downtown Cambridge
Now – Jan. 1	Guernsey County Courthouse Holiday Light Show, Guernsey County Courthouse
Now-Dec. 7	Gingerbread House Contest and Display, Senior Citizens Center
Dec. 1	Scavenger Hunt, Dickens Welcome Center
Dec. 1	Steeple Walk, St. Benedict Catholic Church
Dec. 1 & 8	Victorian Teas, Masonic Lodge Ballroom
Dec. 1, 2, 7, 8, 14, 15	Winter Hours, National Museum of Cambridge Glass
Dec. 1-15	Carriage Rides, Downtown Cambridge (Fridays and Saturdays only)

- Dec. 2** Christmas Open House National Road & Zane Grey Museum, Norwich
- Dec. 2** Christmas Tea and Tour at the Colonel Taylor Inn, Cambridge
- Dec. 7** Olive or Twist, McKenna's Market
- Dec. 7 & 14** Pennyroyal Opera House Bluegrass Concerts, Fairview
- Dec. 7- 9 & 14-16** The Best Christmas Pageant Ever, Cambridge Performing Arts Centre
- Dec. 8** Marathon Reading of Dickens Classic, First Presbyterian Church
- Dec. 8** Cookies with Santa Little Dickens Day, Deerassic Park Education Center
- Dec. 8 & 15** Trolley Tours, Downtown Cambridge
- Dec. 9** Cambridge Singers Annual Christmas Concert, Scottish Rite Auditorium
- Dec. 14** Chef in the Vineyard Dinner, Terra Cotta Vineyards, New Concord
- Dec. 16** Queen's Theatrical Troupe Children's Presentation, Cambridge Performing Arts Center
- Dec. 16** Joy of Christmas Concert, First United Methodist Church
- Dec. 31** New Year's Eve Gospel Sing, Harvest Christian Fellowship

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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