

TALKING TOURISM February 3, 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.

Road Warriors

The world's top travel companies and destinations are all under one roof this February, bringing travelers the best travel packages, experiences and deals. The VCB will attend the annual AAA Great Vacations EXPO in Columbus, Ohio (Feb. 8-10). The event will welcome more than 10,000 people. This show is the perfect opportunity for the general public to plan upcoming vacations, shop for customized travel packages, and learn about quick, easy, and affordable getaways. (Senior Day - Feb. 8 and Kid Day - Feb. 9). Stop by booth #213 to see us!

Later this month, Dixie Lacy (VCB Sales Manager) will represent Cambridge/Guernsey County at the annual Heartland Travel Showcase in Detroit, Michigan (Feb. 22-24). Heartland Travel Showcase connects tour operators with group travel representatives for businesses and destinations that provide the Heartland group experience. For more than 34 years, this has attracted group tour business to 12 states and Ontario. During the show, Dixie will meet one-on-one with tour operators to book groups to our area in 2019-2020 and build relationships. Dickens Victorian Village and Salt Fork Lodge & Conference Center will attend the show with the VCB.

GAP Deadline Feb. 8

Time is almost up for non-profit tourism events or organizations to submit an application for the bureau's Grant Assistance Program (GAP). Looking for additional funding to help spread the word about your tourism entity? This is your chance!

Now in its 7th year, the Cambridge/Guernsey County VCB program assists qualified non-profit organizations with the advertising and promotion of activities which directly increase lodging occupancy in designated periods throughout the year, create positive image building publicity for the Cambridge/Guernsey County area, and enhance the tourism environment of our area. Grants are available from a minimum of \$500 to \$5,000 and will be contingent upon the amount of overnight stays the event, project, or program generates. **The deadline to submit applications is Feb. 8, 2019.** Grants will be awarded Feb. 28, 2019. Grant applications may be found on the VCB's website at www.VisitGuernseyCounty.com/industry/gap-information

Events to Discover

February 1	"Merry Murder," Salt Fork Lodge & Conference Center
February 2	"Bye-Bye Blake," Salt Fork Lodge & Conference Center
February 8, 15, 22	Pennyroyal Opera House, Fairview
February 9	Jammin' For Johnson, Fraternal Order of the Eagles
February 9 & 10	40 Years of Music Revue, Cambridge Performing Arts Centre
February 15-17, 22-23	Mama Mia, Pritchard Laughlin Civic Center
February 16 & 17	Heritage Arms Gun Show, Pritchard Laughlin Civic Center
February 21	Chamber of Commerce Annual Dinner, Pritchard Laughlin Civic Center
February 23	Flash Back Dance, Francis Family Restaurant

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 on to www.VisitGuernseyCounty.com.

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