

TALKING TOURISM

March 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.

Travel Trends for 2019

The Visitors & Convention Bureau staff is always interested in learning more about the latest travel trends to help its partners and visitors. The outlook for 2019 travel is full of people desiring new experiences versus just seeing the sights, the continued rise of “bleisure trips” (business + leisure trips), and the priority to connect with family and friends. Here are a few of the tips we found the most interesting for 2019:

New Experiences

70% of people think that trips where you have new experiences are more important than those where you see all the sights. By visiting skilled artisans, family run businesses or having an exclusive dinner in a local's home, genuine connections are formed with the people who know the destinations best.

Source: *SmarterTraveler.com*

“Bleisure” Trips on the Rise

The survey finds more Millennials than Boomers will use all or most of their vacation time (77% versus 62%). But once out of town, the younger generation is more likely to bring work with them (78% versus 59%). Source: *AARP.com*

Family Gap Years

It is estimated that by 2020 roughly half the American workforce will be freelance. In addition, 40% more children are being home-schooled in recent years. It's no surprise that parents are embracing the freedom this lifestyle lends. You'll begin to hear more about family gap years – taking a year to travel the world as a family while working and learning abroad. Source: *cntraveller.com*

Family First

Visiting family and/or friends is by far the most popular reason for travel amongst Americans – 64% cited this as a type of trip that they will take in 2019. Boomers are more likely to be planning this type of trip than other demographics – 71% will take this type of trip. Source: *wexinc.com*

Events to Discover

March 5	Rhythm of Dance, Pritchard Laughlin Civic Center
March 8-10	Home, Garden & Business Expo, Pritchard Laughlin Civic Center
March 8,15,22,29	Pennyroyal Opera House Bluegrass Concert, Pennyroyal Opera House, Fairview
March 15	Living Word Banquet & Auction, Pritchard Laughlin Civic Center
March 22-23	Annual Writers at the Crossroads, Crossroads Branch Library, Byesville
March 23	National Cambridge Glass Collectors “All Cambridge Benefit Auction,” St. Benedicts Gymnasium
March 24	Southeastern Ohio Symphony Orchestra Children's Concert, Pritchard Laughlin Civic Center
March 28-30	Cambridge Lions Club Variety Show, Scottish Rite Auditorium

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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