

## TALKING TOURISM March 4, 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.

### **The GROUP TOUR Market**

Cambridge/Guernsey County Visitors & Convention staff works diligently to welcome new and returning groups to our region year after year. Dixie Lacy serves as the bureau's group sales manager and is responsible for working with groups interested in booking trips to Guernsey County. She works directly with group tour leaders and motor coach businesses to develop custom itineraries and coordinate accommodations.

Under Dixie's leadership, the VCB has developed 12 multifaceted themed itineraries just for groups. The itineraries offer a full range of experiential adventures, ranging from glass factory and museum tours to culinary and historical tours. New tours developed for 2018 include:

- Shuffle Off to Buffalo – a day tour in which groups encounter a bit of area history, animals in the wild and great music.
- How Did They Make That? – a two day/night tour that takes groups on a personal behind the scenes excursion of several of our Ohio-made treasures and historic buildings.
- Glasshouse with a Heart – a two day/one night tour (April 1 through October 30) in which groups learn about the importance of Victory Gardens during World War II through glass workers' eyes in 1940-1945.
- Make and Takes – the VCB has developed six unique make and take tours ranging from making chocolate desserts to pottery.

A native of southeastern Ohio, Dixie has more than 30 years of group tour tourism experience and is the owner of Eastern Ohio Tours, LLC. She also serves as a receptive guide for Ohio and northern West Virginia. Her connections and familiarity of the market are well-known and respected.

She recently represented the VCB at one of the nation's largest group tour show, Heartland Travel Show (Feb. 16-18, 2018). During the show, Dixie and Bev Kerr, Dickens Victorian Village Group Tour Coordinator, met with 23 tour operators from throughout the United States. We look forward to welcoming each group to Cambridge/Guernsey County – where history and adventure await!

### ***Events to Discover***

<b>March 2</b>	First Friday, Downtown Cambridge
<b>March 2, 9, 23</b>	Pennyroyal Opera House, Fairview
<b>March 3</b>	National Cambridge Glass Collectors "All Cambridge Benefit Auction," Pritchard Laughlin Civic Center (National Museum of Cambridge Glass open March 3 & 4)
<b>March 3</b>	Great Guernsey Trail Banquet, Eagles Club
<b>March 9-11</b>	Home, Garden & Business Expo, Pritchard Laughlin Civic Center
<b>March 16</b>	Living Word Banquet & Auction, Pritchard Laughlin Civic Center

**March 18** Southeastern Ohio Symphony Orchestra Children's Concert,  
Pritchard Laughlin Civic Center  
**March 22-24** Cambridge Lions Club Variety Show, Scottish Rite Auditorium  
**March 24** Annual Writers at the Crossroads, Crossroads Branch Library, Byesville  
**March 31** Easter Egg Hunt, Deerassic Park Education 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](mailto:info@visitguernseycounty.com), or visit [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com).

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