

## TALKING TOURISM

May 3, 2020

*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.*

### **Impact on Travel Plans**

The Cambridge/Guernsey County VCB staff has been working diligently to support our travel industry by participating in a number of travel industry webinars during the past several weeks then sharing the information with our partners. These webinars have ranged in topics to help the travel industry understand and anticipate traveler needs now and in the future.

Longwoods International, the most respected strategic market research firm for travel and tourism, recently released a study detailing what the travel industry should expect in the coming months regarding American travel plans and expectations.

### **Are Americans planning to travel?**

- 82 % of travelers planning to travel in the next six months will change their travel plans due to coronavirus
- 47% Canceled trip completely
- 47% Reduced travel plans
- 21% Changed destination to one they can drive to as opposed to fly
- 11% Changed trip from international to domestic

### **Factors Impacting Decisions to Travel in Next 6 Months**

- 63% Coronavirus/COVID-19
- 23% Concerns about the economy
- 15% Transportation costs

The good news is Longwoods found that destinations that are within a day's drive and offer outdoor experiences for a span of ages will likely be the first to welcome visitors and begin to recover from the economic tailspin. Other key travel intentions may be visiting friends and relatives. This places Cambridge/Guernsey County in an ideal position. When leisure travel is allowed again, our beautiful lakes and parks offer unparalleled options for relaxing and retreating outside the home.

Southeast Ohio has always been a special place, and we believe visitors will rediscover the plethora of outdoor opportunities we offer. We have cause to hope! Hope that soon we will celebrate what makes us unique and delight in the freedom to travel again. We encourage you to start dreaming of your next adventure!

For more information pertaining to Ohio's latest information regarding the re-opening of businesses, please visit <https://coronavirus.ohio.gov/wps/portal/gov/covid-19/responsible-restart-ohio/welcome/or> call 1-833-427-5634.

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 log on to [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com).

###