

TALKING TOURISM

June 6, 2021

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.

2022 TRAVEL GUIDE

The VCB staff is busy preparing for the 2022 travel guide. It is a six month process from start to finish and is one of the most significant projects the Visitors Bureau undertakes all year. The 2022 Official Cambridge/Guernsey County Travel Guide will be distributed through direct mail at travel shows (which are returning in 2022) and numerous other outlets. The guide is heavily distributed to the Cleveland/Akron/Canton, Columbus, and Amish Country markets as well.

Now is the time to take advantage of advertising in this important marketing piece! We are pleased to announce that advertising rates will not increase this year. Each year the VCB prints 75,000 travel guides. It features attractions and museums, outdoor recreation, shopping, arts & entertainment, lodging, dining, events, a county map and much more. The travel guide is also available to view online, which means print ads are also seen online. Visitors to our website, VisitGuernseyCounty.com, may click the link on the home page to view the digital edition of the current travel guide. Contact Terri Herron at the VCB office 740-432-2022 or by email at info@VisitGuernseyCounty.com to secure your ad space today! **Deadline is Aug. 27, 2021**

TOURISM MATTERS

Travel matters. The coronavirus public health crisis has had a devastating impact on the U.S. travel and tourism industry—and the entire American economy. It is clear; our country cannot fully recover without a robust return of travel. The power of travel will help rebuild our economy, rehire America's workforce, rescue small businesses, reconnect America and revive our communities. We encourage you to get out and travel this summer as much as you can and are comfortable in doing so. Supporting small businesses plays a tremendous role in any community – near or far. Cambridge/Guernsey County is the perfect place to re-discover and enjoy. From regional cuisine to locally owned shops to fresh air and rolling hills, our area has a lot to offer your family - anytime of the year. Stop by our Tourist Information Center located at 627 Wheeling Avenue in downtown Cambridge, and let our friendly staff share all the attractions, businesses and events you can discover in your own back yard!

UPCOMING EVENTS

June 5-6	Buffalo Valley View Complex Trade Days, Buffalo
June 5-6	Summer Sasquatch 50K, 20 & 10 Miler, Salt Fork State Park
June 11	Salt Fork Arts and Crafts Festival Golf Scramble, Cambridge Country Club
June 12	Hospice of Guernsey's Touch a Truck Fundraiser, Deerassic Park
June 12 & 26	Rocky Fork Rodeo Company Youth Rodeo K-12, Kimbolton
June 17	Cambridge City Band "Concerts in the Park" Series, Cambridge City Park
June 18	Advanced Auto Parts & Millennium Street Rodders Cruise In All, Advanced Auto Parts
June 19	Drive-In Theater, Old Washington Fairgrounds
June 19	National Road Bike Show/Ribfest, Downtown Cambridge

A full list of our events is located at VistGuernseyCounty.com. Before attending any event, we suggest that you call before you go. ***For a complete listing of events, log on to VisitGuernseyCounty.com.***

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 onto VisitGuernseyCounty.com.