

TALKING TOURISM

July 7, 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 to Watch

The Visitor & Convention Bureau staff always like to track the latest travel trends. It is no surprise to us that short getaways continue to rise, as well as the combining of business with leisure trips. What was new to us this year is the increase in wildlife-focused trips (we're thrilled to say we have several options in this region!) and "skip generation trips" that leave the parents at home!

Weekend Trips & Short Getaways

Over half of all travelers report that they plan to take more weekend and "mini-trips" in 2019. However, even though they may be shorter trips, travelers still expect authentic experiences that are personal, rewarding and tailored to their interests. Most notably, visitors are leaning towards unique types of accommodations to get the most authentic travel experience, even on the shortest of stays. Source: <https://ttra.com/top-5-travel-trends-for-2019/>

Skip Generation Trips

A recent AARP survey found that "Skip generation" trips, in which grandparents travel with grandkids and leave the middle generation at home, are already being planned by about 15% of Boomers in 2019. Source: AARP.com

Bleisure Travel

In 2017 alone, over 60% of business trips were extended to include leisure time — a nearly 40% increase from the prior year. We've seen this trend steadily escalate in 2018 with no signs of slowing down. In fact, over 70% of travelers who combine business and leisure travel have reported that there are destinations they have visited or will visit in the future for business that they would like to extend for leisure travel. Source: <https://ttra.com/top-5-travel-trends-for-2019/>

Adventure Travel

With a preference for the unique and worldly, millennials contributed to the growth of adventure travel and are guiding it in new directions. Wildlife-focused trips seem to be taking preference in the coming year. Among 2019 travel trends are tours focused on educating travelers on everything from endangered species to herd migration. Source: magazine.northeast.aaa.com

Children also play an influential role in family travel planning, with clear ideas about what constitutes an ideal trip. And families as a whole are starting to forego traditional beach vacations and Disney trips in favor of adventurous, off-the-beaten-path experiences. This preference for experiential travel over consumer-driven trips is beginning to have an impact on travel & tourism and is expected to play a dominant role in 2019. Source: <https://ttra.com/top-5-travel-trends-for-2019/>

Events to Discover

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| July 1-3 | Kids Kamp, Deerassic Park Education Center |
| July 4 | BOOM-A-RAMA, Cambridge City Park |
| July 4, 11, 18, 25 | Guernsey County Farmers & Flea Market, Guernsey County Fairgrounds |
| July 4 and 18 | Cambridge City Band Concert, Cambridge City Park |
| July 5, 12, 19, 26 | Rise & Shine Farmers Market, Southgate Parkway |
| July 5-7 | Buffalo Valley View Complex Trade Days, Buffalo |

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| July 6 | Seneca Lake Firework Celebration, Seneca Lake Park |
| July 6 | Byesville Blast, Byesville Village Park |
| July 10-13 | Ohio Hills Folk Festival, Quaker City |
| July 13 | Live Animal Presentation with Ohio Wildlife Center, Seneca Lake Park |
| July 16 | Space Camp, John & Annie Glenn Museum, New Concord |
| July 26-28 | Gus Macker 3 on 3 Tournament, Meadowbrook High School, Byesville |

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.

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