

TALKING TOURISM
September 6, 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.

Planning an Event in 2021? Please let the VCB Know.

What a year for events this has been! We started off with a bang in January and February, and then by March, events slowly started being postponed or cancelled. This summer some events were even held virtually. Fast forward to September, and very slowly, carefully and safely, some events are taking place. Let's hope this trend continues into the next year.

Do you have a special travel or tourism related event or activity planned for 2021? If so, please submit your information to the Cambridge/Guernsey County Visitors & Convention Bureau by October 1.

Our staff and tourism counselors help to share the news about our unique and numerous activities, festivals, and exhibits in this region year-round. That's why we're asking you – our attractions and businesses who market to visitors – to submit your event information for 2021. The bureau publishes a comprehensive list of area events in several forms – such as our annual travel guide, on our website, in our quarterly e-newsletters, my monthly Talking Tourism columns (like this one!) and social media postings.

If you are planning a 2021 event that will attract visitors to our area, please completed a Calendar of Event form and submitted it to the VCB. You may download the form by logging on to our website VisitGuernseyCounty.com and clicking on "Industry." For assistance with completing the form or general questions, please contact our office manager, Terri Herron, info@VisitGuernseyCounty.com.

Those events that qualify are also placed on the state's travel and tourism website, DiscoverOhio.com and from that, some are chosen by the Tourism Ohio to be listed in their Calendar of Events Magazines. It is important to know that each publication needs detailed information at least three to six months ahead of time.

Travelers who come to the area often stay overnight, shop locally, eat in our local restaurants, and fuel up at our gas stations. They make a significant economic impact (typically \$100-\$300 per person, per visit). Events play a key role in attracting travelers to consider our destination over another location. So, please, send us your event information!

Events to Discover

Sept. 4, 11, 18, 25	Rise & Shine Farmers Market, Southgate Hotel Parking Lot
Sept. 12	Music, Food and Arts Festival, Downtown Cambridge
September 18-20 & 26-30	"Beverly Hillbillies," Cambridge Performing Arts Center
Sept. 19	Fair Food Saturday-OPEN TO PUBLIC, Guernsey County Fairgrounds, Old Washington
Sept. 26	Lore City Car Show, Lore City
Sept. 26-30	11th Annual Trail Fest 10K and 5K Virtual Race, "Race in Place"

All events subject to change. Please call ahead.

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 visit VisitGuernseyCounty.com.

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