



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE  
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### **Cambridge/Guernsey County Visitors & Convention Bureau and Dickens Victorian Village Represented at Group Tour Tradeshow**

Cambridge, Ohio (March 13, 2020) – Dixie L. Lacy, Sales Manager for the Cambridge/Guernsey County Visitors & Convention Bureau and Bev Kerr, Group Tour Coordinator for Dickens Victorian Village recently attended Heartland Travel Showcase at the Lansing Center in Lansing, Michigan held February 28 - March 1, 2020. They joined other attendees in representing the heartland region group travel industry.

Throughout the showcase, tour operators (buyers) and exhibitors (sellers) networked with each other for the future of group travel in the Heartland region hosted by the Greater Lansing Convention & Visitors Bureau. Tour operators and exhibitors connected throughout the weekend with planned networking events.

The first networking event, the Four Minute Meet, allowed exhibitors to make brief introductions and extended invitations to tour operators to continue the conversation during scheduled appointments. Throughout the remainder of the weekend, travel industry exhibitors had booths, and buyers walked the floor and moved from exhibitor booth to exhibitor booth for their appointments. These six-minute appointments allow for tour operators and exhibitors to make the connections to help grow the group travel market in the Heartland.

During the weekend, Heartland encouraged attendees to enjoy the host city after the appointments. Operators and exhibitors also learned about trends in the travel industry, and how to use them in their business.

#### **About Heartland Travel Showcase**

Heartland Travel Showcase is produced by the Ohio Travel Association, a nonprofit representing Ohio's \$44 billion travel industry. Heartland Travel Showcase is a trade show designed to showcase the unique group tour products found in the Heartland. The goal of Heartland Travel Showcase is to connect tour operators looking for sellable tour itineraries with group travel representatives from businesses and destinations that provide the Heartland group experience.

For more information concerning Heartland Travel Showcase please contact Janet Johnson at [jjohnson@ohiotravel.org](mailto:jjohnson@ohiotravel.org), or visit [heartlandtravelshowcase.com](http://heartlandtravelshowcase.com).

For more information about Guernsey County events, attractions and experiences, log on to [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com) or call 740-432-2022.



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