

Cambridge/Guernsey County Visitors & Convention Bureau Lauded for Marketing Efforts as among Ohio's best

CAMBRIDGE, OHIO (November 5, 2019) – The Cambridge/Guernsey County Visitors & Convention Bureau was recently recognized with two RUBY Awards in their budget category during the Ohio Conference on Travel hosted by Ohio Travel Association October 16-18, 2019 in West Chester, Ohio.

The VCB received first place honors for its leisure itinerary campaign: *Kid Tested...Mother Approved; Mama's Day Out* and *Bargains for Your Brood*. In addition, the VCB brought home a Citation of Excellence award for its 2019 Southeast Media Familiarization Tour itinerary.

The Ohio Travel Association (OTA) received hundreds of entries submitted by convention and visitor bureaus, tourist attractions and lodging facilities from throughout the state.

Now in their 22nd year, the RUBY Awards, which "Recognize Uncommon Brilliance Yearly," honor the most innovative examples of marketing by Ohio travel entities each year. Entries were judged based on impact, relevance, clarity, creativity and overall communication of the organization's message.

"This award is a tremendous compliment," said Debbie Robinson, Cambridge/Guernsey County VCB Executive Director. "It is an endorsement from our industry peers and demonstrates the dedication the VCB staff and its partners have in promoting Cambridge/Guernsey County as a travel destination."

Founded in 1976, the Ohio Travel Association is the largest travel and tourism trade association in Ohio. OTA's nearly 700 members include hotels, restaurants, attractions, convention and visitors bureaus and tour companies.

For additional information on Cambridge/Guernsey County, log onto VisitGuernseyCounty.com.



###