

## TALKING TOURISM February 7, 2016

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.

### Marketing Initiatives

The VCB's mission is to market and promote this community as a tourism destination. Each year we look for new and unique ways to share what we have to offer and enjoy. We're excited to introduce several new marketing initiatives in 2016, as well as renew opportunities that have worked in the past.

This spring we will expand our print advertising presence in new, regional publications. The VCB will also partner with Matador Media, a leading online travel magazine to promote Guernsey County through online stories and ads. Matador is geared toward marketing to the growing millennial generation. Later in the year, we will work with our agency of record, Stonewall Group, to film and produce a professional web video to use on our website, social media platforms, within email newsletters, etc.

The bureau's co-op marketing program, partnerships and opportunities continue to grow. Our outdoor board campaign in Zanesville last year was a huge success. We've already sold out of space for the 2016 campaign (April-November) with new locations in Zanesville. The bureau has also renewed its Time Warner Media television campaign in the Columbus and Akron/Canton markets.

We also work closely with our local media who are terrific tourism industry supporters to help us keep our community informed of area events and attractions. These are just a few of the many instances where the bureau is working to attract new and repeat visitors to this region.

### GAP Applications

The VCB is now accepting Grant Assistance Program (GAP) applications. GAP assist qualified non-profit organizations with the advertising and promotion of activities which directly increase lodging occupancy in designated periods throughout the year, create positive image building publicity for the Cambridge/Guernsey County area, and enhance the tourism environment of our area. Grants are available from a minimum of \$500 to \$1,500 and will be contingent upon the amount of overnight stays the event, project, or program generates. **The deadline to submit applications is Feb. 15, 2016.** Grants will be awarded/announced March 31, 2016. For more information or an application, contact the VCB.

### *Events to Discover*

Looking for something to do?

<b>February 12</b>	Chef in Vineyard Dinner, Terra Cotta Vineyard, New Concord
<b>February 12 &amp; 26</b>	Pennyroyal Opera House Bluegrass Concerts, Fairview
<b>February 20</b>	Jammin' For Johnson, Eagles Club
<b>February 20- 21</b>	Heritage Arms Gun Show, Pritchard Laughlin Civic Center
<b>February 26- 27, March 4- 5</b>	Mary Poppins, Pritchard Laughlin Civic Center
<b>March 5</b>	National Cambridge Glass, Collectors "All Cambridge Benefit Auction," Pritchard Laughlin Civic Center

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](mailto:info@VisitGuernseyCounty.com), or log onto [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com).

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