

## TALKING TOURISM February 4, 2018

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 Time**

The VCB staff is busy this time of year attending various travel shows to promote Cambridge/Guernsey County as a vacation destination to both leisure and group tour audiences.

In January, the VCB attended the annual AAA Great Vacations EXPO in Columbus, Ohio (Jan. 19-21). This year, VCB joined efforts with the Marietta/Washington County CVB to offer a regional destination stop for travelers. The event welcomed more than 10,000 people. This show is the perfect opportunity for the general public to plan upcoming vacations, shop for customized travel packages, and learn about quick, easy, and affordable getaways.

In February, Dixie will represent Cambridge/Guernsey County at the annual Heartland Travel Showcase in Buffalo, NY. (Feb. 16-18). Heartland Travel Showcase bolsters the group travel economy in the Heartland region of the United States and Ontario. It connects tour operators looking for sellable tour itineraries with group travel representatives for businesses and destinations that provide the Heartland group experience, resulting in more group business. For more than 33 years, this has attracted group tour business to 12 states and Ontario. During this show, Dixie will meet one-on-one with tour operators to book groups to our area in 2018-2019 and build relationships. Downtown Cambridge and Dickens Victorian Village have partnered with the VCB and will also be represented at the show.

### **GAP Applications**

The VCB is now accepting Grant Assistance Program (GAP) applications. The refundable grant assists qualified non-profit organizations doing business in Guernsey County 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 \$5,000 and will be contingent upon the amount of overnight stays the event, project, or program generates. **The deadline to submit applications is Feb. 10, 2018.** Grants will be awarded/announced Feb. 28, 2018.

### ***Events to Discover***

<b>February 2</b>	First Friday "Love of Cambridge," Historic Downtown Cambridge
<b>February 9 &amp; 10</b>	40 Years of Music Revue, Cambridge Performing Arts Centre
<b>February 16 &amp; 23</b>	Pennyroyal Opera House, Fairview
<b>February 10</b>	Legends of Rock, Pritchard Laughlin Civic Center
<b>February 10</b>	Jammin' For Johnson, Fraternal Order of the Eagles
<b>February 15</b>	Chamber of Commerce Annual Dinner, Pritchard Laughlin Civic Center
<b>February 17 &amp; 18</b>	Heritage Arms Gun Show, Pritchard Laughlin Civic Center
<b>February 24</b>	Flash Back Dance, Francis Family Restaurant

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 on to [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com).

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