

TALKING TOURISM

February 6, 2022

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.

2022 Travel Shows

Dixie Lacy (VCB Sales Manager) is representing Cambridge/Guernsey County at the annual Heartland Travel Showcase in Cleveland, Ohio (Feb. 4-6). Heartland Travel Showcase connects tour operators with group travel representatives for businesses and destinations that provide the Heartland group experience. For more than 35 years, this has attracted group tour business to 12 states and Ontario. During the show, Dixie will meet one-on-one with tour operators to book groups to our area in 2022-2023 and build relationships. Accompanying her and representing The Living Word Outdoor Drama is Heath Dawson, executive director.

GAP Deadline March 4

Now in its 9th year, the Cambridge/Guernsey County VCB Grant Assistance Program works with qualified non-profit organizations with the advertising and promotion of activities which (1) directly increase lodging occupancy in designated periods throughout the year, (2) create positive image building publicity for the Cambridge/Guernsey County area and (3) enhance the tourism environment of our area. Grants are available from a minimum of \$500 to \$5,000 and are contingent upon the amount of overnight stays the event, project, or program generates. The deadline to submit applications is March 4, 2022. Grants will be awarded March 25, 2022. Grant applications may be found on the VCB's website at www.VisitGuernseyCounty.com/industry/gap-information

Hidden Travel Treasures

The Cambridge/Guernsey County Visitors & Convention Bureau has partnered with the Cambridge Area Chamber of Commerce for the Business, Garden & Home Expo at Pritchard Laughlin Civic Center March 10-12, 2022. Look for Hidden Travel Treasures in the meeting rooms where tourism partners will share information on their attraction, upcoming events and fun opportunities for the entire family this year. There will be a treasure hunt for a grand prize!

Events to Discover

February 6	Southeast Ohio Symphony Orchestra, Brown Chapel, Muskingum University, New Concord
February 11 & 25	Pennyroyal Opera House, Fairview
February 12-20	Special Valentine Dinners, Salt Fork State Park Lodge
February 17	Cambridge Area Chamber of Commerce Annual Dinner, Pritchard Laughlin Civic Center
March 4 & 25	Pennyroyal Opera House Bluegrass Concert, Pennyroyal Opera House
March 5	12 th Annual Community Development Corporation Banquet, Pritchard Laughlin Civic Center
March 11 & 12	Home, Garden & Business Expo, Pritchard Laughlin Civic Center
March 19	National Cambridge Glass Collectors "All Cambridge Benefit Auction," Pritchard Laughlin Civic Center
March 19	Flash Back Dance, Francis Family Restaurant
March 20	Southeast Ohio Symphony Orchestra Children's Concert, 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, or log onto VisitGuernseyCounty.com.