

## TALKING TOURISM

April 3, 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.

### VCB MARKETING INITIATIVES

The bureau staff and its agency of record, Stonewall Group, have prepared an aggressive marketing campaign for 2022. The VCB has increased its digital efforts, as well as planned several traditional marketing strategies.

The bureau's **outdoor board campaign** in Zanesville will return this year May-September with five partners participating: Deerassic Park, The Living Word Outdoor Drama, Salt Fork Arts & Crafts Festival, Guernsey County Fair and Paul Bunyan Show. Keep an eye out for them while you are in Zanesville!

A brand **new website** is currently being created for the VCB by Stonewall Group. A beautiful new design will engage users, helping them navigate the site better and, ultimately, make plans to visit this region. The bureau anticipates launching the site mid to late May.

The VCB's spring-summer **digital campaign** will coincide with the launch of the new website in May and continues through August. The VCB will then resume a month-long digital campaign in November focused on Dickens Victorian Village.

In June and July, the bureau will work with **TourismOhio** on three **co-op programs**. The first will be to host a travel influencer. This person will visit the area and write a series of social media and blog posts about Cambridge/Guernsey County. The second co-op will include a professional video shoot with the goal to create a :30sec video usable on social media platforms and television. And the final co-op will place the finished video on YouTube for advertising in July.

**Coming up!** Celebrate National Travel & Tourism Week May 1-7 with us! The theme for the week will be "Oh, the places you'll go!" Cambridge merchants and attractions will offer special sales or discounts throughout the week. Learn more at [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com)!

### 2022 Calendar of Events

A full list of our events is located at [VistGuernseyCounty.com](http://VistGuernseyCounty.com). Before attending any event, we suggest that you call before you go.

- April 1, 8, 22** Pennyroyal Opera House Bluegrass Concerts, Pennyroyal Opera House
- April 8** The Living Word Outdoor Drama Auction/Banquet, Pritchard Laughlin Civic Center
- April 16** Deerassic Park Easter Egg Hunt, Deerassic Park
- April 17** Easter Brunch, Salt Fork Lodge & Conference Center
- April 21** Salt Fork Arts & Crafts Festival Roaring Twenties Bash, Pritchard Laughlin Civic Center
- April 23** Salt Fork Spring Challenge, Salt Fork State Park
- April 24** Southeast Ohio Symphony Orchestra, Brown Chapel, Muskingum University, New Concord
- April 29-30** 25th Annual Putnam County Spelling Bee, Cambridge Performing Arts Center  
(Also May 1 and 6-8)
- April 30** Ohio Bigfoot Conference, Salt Fork State Park Lodge & Conference Center
- April 30** K9 Rally in the Valley, Spring Valley Campgrounds

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).