

## TALKING TOURISM

July 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.

### 2023 TRAVEL GUIDE

The VCB staff is busy preparing for the 2023 travel guide. It is a six month process from start to finish and is one of the most significant projects the Visitors Bureau undertakes all year. The 2023 Official Cambridge/Guernsey County Travel Guide will be distributed through direct mail at travel shows and numerous other outlets. The guide is heavily distributed to the Cleveland/Akron/Canton, Columbus, and Amish Country markets as well.

Now is the time to take advantage of advertising in this important marketing piece! Each year the VCB prints 75,000 travel guides. It features attractions and museums, outdoor recreation, shopping, arts & entertainment, lodging, dining, events, a county map and much more. The travel guide is also available to view online, which means print ads are also seen online. Visitors to our website, [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com), may click the link on the home page to view the digital edition of the current travel guide. Contact Terri Herron at the VCB office 740-432-2022 or by email at [info@VisitGuernseyCounty.com](mailto:info@VisitGuernseyCounty.com) to secure your ad space today! **Deadline is Aug. 26, 2022**

### PROMOTIONAL VIDEO

In today's mobile-first environment, video is key to communicating any destination's experience. The bureau recently took advantage of a Tourism Ohio co-op that paired destinations with video production companies that produce video assets appropriate for use in broadcast TV, digital TV, website, digital ads and social media. Video assets ultimately could be used in Ohio. Find It Here. core marketing campaigns by the state.

In June, the PPS Group from Cincinnati, Ohio worked with the bureau to shoot several area points of interests. A final 30 sec spot is being created for use. Watch our social media channels to see the finished product soon!

### UPCOMING EVENTS

- July 1 First Friday, Downtown Cambridge
- July 1-3 Buffalo Valley Trade Days, Buffalo
- July 1,2,9,15,22,30 Live Music at the Wildlife Lounge, Salt Fork Lodge & Conference Center
- July 2 Seneca Lake Fireworks
- July 3,4,10,17,24,30,31 Live Music Poolside, Salt Fork Lodge & Conference Center
- July 4 Cambridge City Band 4<sup>th</sup> of July Concert, Cambridge City Park
- July 4 Firecracker 5 & 10 K, Great Guernsey Trail
- July 4 Boomerama, Cambridge City Park
- July 6, 13, 20, 27 Courtside Open Air Market Cambridge, Guernsey County Courthouse Lawn
- July 6-9 118th Ohio Hills Folk Festival, Quaker City
- July 7, 14, 21, 28 Byesville Farmer's Market, Byesville Village Park
- July 8 Cambridge City Band Clown Band, Quaker City
- July 9 New Concord Fireman's Festival
- July 9 John Glenn Friendship 7 Miler Race, Cambridge to New Concord
- July 9 Living Free Concerts, Pritchard Laughlin Civic Center
- July 11-12 Space Camp, John & Annie Glenn Museum
- July 22 Cruise Inn & Celebration of our Veterans and Military, Pritchard Laughlin Civic Center
- July 22 Vintage Van Convoy, Salt Fork State Park Beach area
- July 23 Millennium Street Rodders 5<sup>th</sup> Annual Car Show, Elks Parking Lot
- July 23 9th Annual Flamingo 5k Memorial Run/Walk, Cambridge City Park
- July 23 1st annual Mom Prom Fundraiser, Pritchard Laughlin Civic Center

A full list of our events is located at [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com). Before attending any event, we suggest that you call before you go. ***For a complete listing of events, log on to VisitGuernseyCounty.com.***

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).