

TALKING TOURISM

August 7, 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.

Travel Trends

This year has been referred to as the year of the “GOAT” – Greatest of All Trips. Since COVIDs arrival two years ago the pent-up demand to travel has been building. This summer, despite rising gas prices, more families have decided to “go big.” Across the board the industry is seeing families take vacations that are longer and more meaningful. No longer do we take travel for granted.

- Twenty percent of travelers surveyed expect to travel for longer than a week this summer, while the majority (52%) are planning a long weekend vacation. In the middle are 38% of travelers, who are planning a summer trip between five and seven days long. *Source: [travelpulse.com](https://www.travelpulse.com)*
- Friend trips are on the rise. Just like the big family reunion trips anticipated in 2022, friends are finding ways to connect on once-in-a-lifetime trips. *Source: [BalckTomato.com](https://www.balcktomato.com)*
- Hotels can expect travelers to return in 2022. “High tech is the new high touch” with keyless room entry, robot room service and sustainability initiatives.” *Source: [New York Times](https://www.nytimes.com), Feb. 2022*
- Rental cars are expected to remain “pricy and hard to get.” Daily rental prices are on average 47% higher than in 2019 (pre-pandemic). Experts advise to book your rentals early. *Source: [New York Times](https://www.nytimes.com), Feb. 2022*
- Family travel is all about the “edu-vacation.” Families traveling in 2022 are looking for “adventure mixed with cultural immersion, ecological outdoor experiences and pop-up glamping experiences.” *Source: [New York Times](https://www.nytimes.com), Feb. 2022*

UPCOMING EVENTS

- Aug. 3, 10, 17, 24, 31** Courtside Open Air Market Cambridge,
Guernsey County Courthouse Lawn
- Aug. 4** Cambridge City Band Concert, City Park
- Aug. 4, 11, 18, 25** Byesville Farmer's Market, Byesville Village Park
- Aug. 5-6** Annual Deerassic Classic, Deerassic Education Center
- Aug. 5** First Friday's: Back To School Theme, Downtown Cambridge
- Aug. 5-7** Buffalo Valley View Complex Trade Days, Vocational Road, Buffalo
- Aug. 12-13** Salt Fork Festival, Cambridge City Park
- Aug. 13** Bourbon & Cigar Night, Pritchard Laughlin Civic Center
- Aug. 14** Cambridge City Band Concert, City Park
- Aug. 19** First Annual Golf Scramble, Cambridge Country Club
- Aug. 20** 3rd Annual Legacy Ride for Hospice, Salesville
- Aug. 20** Annual Cambridge Classic Cruise-In, Wheeling Avenue
- Aug. 25** Cambridge City Band Concert, City Park
- Aug. 27** Jonathan Bye Days, Byesville Village Park

A full list of our events is located at [VistGuernseyCounty.com](https://www.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](https://www.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, or log onto [VisitGuernseyCounty.com](https://www.visitguernseycounty.com).