

TALKING TOURISM

October 2, 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.

Tourism Economic Impact

The Cambridge/Guernsey County Visitors & Convention Bureau took part in a state-wide economic impact of tourism study in 2021. This information is a result of an integrated consumer based research study organized by TourismOhio and conducted by Tourism Economic - An Oxford Economics Company.

Tourism is an integral and driving component of our local and state economy. Visitor spending and employment figures are essential factors to consider when evaluating the importance of travel and tourism. By shaping the quality of our lives, leisure destinations play an important role in shaping our climate for business. The indirect benefits that result from this important industry span across various industries including transportation, recreation, retail, lodging, and food and beverage.

According to the report, Cambridge/Guernsey County's tourism industry contributed more than \$30 million in local taxes; generated \$219 million in sales for local businesses; and sustained 1,792 local jobs (9.3% of private employment) in 2021.

For the State of Ohio:

- Visitor spending of \$35 billion generated \$60.5 billion in sales for Ohio businesses.
- More than 497,000 jobs were sustained by visitors to Ohio in 2021
- Ohio welcomed 219 million visitors, mostly domestic, in 2021.

"To see so many visitors coming to Ohio speaks volumes to the dedication and reputation of our tourism partners across the state," said Gov. Mike DeWine. "People from all over recognize that Ohio has so much to offer when it comes to destinations and experiences including outstanding state parks and one-of-a-kind attractions! We are confident that even more travelers will find the fun and enjoyment they're looking for in Ohio this year."

Tourism Economics conducted research for the study on behalf of TourismOhio which uses the data to track industry performance and monitor visitor trends.

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.