

## TALKING TOURISM Dec. 4, 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.

### **Looking Back at 2022**

The Cambridge/Guernsey County CVB is pleased to report 2022 was another year of tourism growth. We are seeing new businesses pop up ranging from a new ice skating rink to locally-owned shops and restaurants – all important experiences to offer visitors. The bureau is also happy to share a few highlights from 2022 that provided success in marketing this region as a vacation destination. Check them out:

### **Economic Impact Study**

The VCB took part in a state-wide economic impact of tourism study for 2021. This information was a result of an integrated consumer based research study organized by TourismOhio and conducted by Tourism Economic - An Oxford Economics Company. 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. We also learned that if it weren't for lodging and sales tax created by our tourism industry each household in Guernsey County would have to pay an additional \$937 in annual taxes.

### **New Website Launches**

The bureau worked with its agency of record, Stonewall Group, to launch a new website ([www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com)) in May with a visually informative design and greater functionality. The site's custom messaging, content and overall look provides easy navigation for all users. The website provides leisure travelers, meeting planners and group tour operators with up-to-date area information and is the number one tool used by the bureau to promote Cambridge/Guernsey County. The website won a first place RUBY Award at the Ohio Travel Association's annual Travel Conference in October.

### **Travel Influencer Visit**

The bureau hosted travel influencer Samantha Curtis of The Samantha Show ([www.thesamanthashow.com/#/](http://www.thesamanthashow.com/#/)) in June in partnership with TourismOhio. The bureau participated in a co-op program which leveraged Ohio-based influencers to spotlight and encourage travel to specific destinations across the state with compelling, inspirational content. Samantha, who has expertise and interest in statewide travel, shared her first-person experiences about Cambridge through a published blog post, Instagram story and Facebook posts!

### **Promotional Video**

The bureau took advantage of another TourismOhio co-op this year that paired destinations with video production companies to produce video assets appropriate for use in broadcast TV, digital TV, website, digital ads and social media.

In June, the PPS Group from Cincinnati, Ohio worked with the bureau to shoot several area points of interests. A final 30 sec spot was created and used for a YouTube campaign in July. The video has also been placed on the bureau's website home page. We're pleased to report the video has been viewed nearly 154,000 times since it launched in July! Check it out: <https://youtu.be/msKNQYpOM5Y>

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 on to [www.VisitGuernseyCounty.com](http://www.VisitGuernseyCounty.com).