

TALKING TOURISM

January 1, 2023

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.

Official 2023 Travel Guide Available

The Cambridge/Guernsey County Visitors & Convention Bureau's 2023 Official Travel Guide will be available beginning January 8th as an insert in The Daily Jeffersonian.

The 40-page full-color magazine style guide is stocked with key information regarding Cambridge/Guernsey County, Ohio. The free guide highlights the area's extensive outdoor recreation, charming boutique shops, fun and festive events in 2023, sensational side trips, artful adventures, local flavors and much more.

The bureau's staff has worked with regional writers and photographers to craft a guide that tells Guernsey County's story. We couldn't be more pleased to share it! Pick-up your copy (or copies) today at the Tourist Information Center in historic downtown Cambridge!

Team Tourism

Our first Team Tourism meeting in 2023 is scheduled for January 18 at 2 p.m. in the multipurpose room in the Guernsey County Administration Building (627 Wheeling Avenue) in downtown Cambridge. Our speakers will be Karen Castello (VCB Communications Manager) and Kari Pigg (Stonewall Group). Our topic will focus on the use of hashtags and their importance for gathering photos of Guernsey County events and attractions for our website. Please RSVP to the VCB office by January 16 by calling 740-432-2022. We will also conduct a brochure swap! Tourism partners are invited to bring their new 2023 brochures, rack cards or flyers to share.

GAP Deadline

Now in its 10th year, the Cambridge/Guernsey County VCB Grant Assistance Program (GAP) assists qualified non-profit organizations with the advertising and promotion of activities which directly increase lodging occupancy in designated periods throughout the year, create positive image building publicity for the Cambridge/Guernsey County area and enhance the tourism environment of our area.

Grants are available from a minimum of \$500 to \$5,000 and will be contingent upon the amount of overnight stays the event, project, or program generates. The deadline to submit applications is March 3, 2023. Grants will be awarded March 31, 2023. Grant applications may be found on the VCB's website at 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.

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