

## TALKING TOURISM

March 5, 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.

### ***Marketing Initiatives***

The VCB works to find new avenues to promote the region as a vacation destination each year.

Video is important when communicating any destination's experience. The bureau is pleased to share it will once again take advantage of a TourismOhio co-op that pairs destinations with video production companies to produce video assets appropriate for use in broadcast TV, digital TV, website, digital ads and social media. Later this year the bureau and TourismOhio will work to develop a 30 second commercial focusing on Dickens Victorian Village.

In addition to increasing our video archives, the bureau is also expanding its digital marketing reach by co-oping with TourismOhio on email, social media and online storytelling.

In regards to print advertising, the VCB will place advertisements in outlets that have proven to be lead generators (outlets that offer readers the chance to request a travel guide) and drivers to the VCB website, [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com). We will also sprinkle in several placements for motorcycling and group tours in niche publications, two areas that we continue to see growth in.

Finally, we would be remiss if we didn't mention our regional outdoor boards. Now in its eighth year, the VCB and area partners have teamed up to promote Cambridge events in Zanesville, Ohio. This routinely drives greater attendance to our fairs and festivals throughout the year.

Promoting our community's assets to our residents is also an important function of the VCB. To do so, we will have an area at Pritchard Laughlin Civic Center during the Home, Garden & Business Expo to highlight 12 of our tourism partners and their 2023 activities and events. Be sure to check out *Your Passport to Guernsey County* March 10-11 at the Pritchard Laughlin Civic Center.

To learn more about the VCB and everything it offers, log on to [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com) or call 740.432.2022.

### ***Events to Discover***

<b>March 4</b>	Guernsey County Longbeard Chapter of the National Wild Turkey Federation Banquet Pritchard Laughlin Civic Center
<b>March 10-11</b>	Home, Garden & Business Expo, Pritchard Laughlin Civic Center
<b>March 17</b>	Pennyroyal Opera House Bluegrass Concerts, Fairview
<b>March 17-19, 24-26</b>	Jekyll & Hyde, Cambridge Performing Arts Center
<b>March 18</b>	National Museum of Cambridge Glass Collectors Auction, Pritchard Laughlin Civic Center
<b>March 19</b>	Southeastern Ohio Symphony Orchestra Children's Concert, Pritchard Laughlin Civic Center
<b>March 25</b>	Living Free Events Concert, Pritchard Laughlin Civic Center
<b>March 29</b>	Wild Wednesdays, Deerassic Park Education Center
<b>March 30-April 1</b>	Cambridge Lions Club Variety Show, Pritchard Laughlin Civic Center
<b>March 31</b>	Pennyroyal Opera House Bluegrass Concerts, Fairview

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).

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