

TALKING TOURISM

May 7, 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.

National Travel & Tourism Week

The Cambridge/Guernsey County VCB invites you to participate in National Travel & Tourism Week, May 7-13, 2023, an annual tradition for the U.S. travel community. Established in 1983 by a congressional resolution, it's held the first full week of May for the travel and tourism professionals across the country to unite and celebrate the value travel holds for our economy, businesses and personal well-being. Be sure to stop by the Tourist Information Center to pick up a 2023 Cambridge/Guernsey County Travel Guide, map of the area and a Guernsey County Food Guide to keep or to share with visiting family and friends.

Our community relies on travel for tax revenue and jobs and the benefits they bring to our economy. Guernsey County's travel industry accounts for an estimated \$30 million in tax revenue and 1,792 direct/indirect jobs (9.3%) that generate a total economic impact of \$219 million.

GAP Recipients Announced

The Cambridge/Guernsey County Visitors & Convention Bureau recently announced 12 local non-profit organizations that are recipients of the 2023 Grant Assistance Program (GAP) totaling \$55,000. Now in its eleventh year, the program assists qualified non-profit area tourism events, organizations, and businesses to "fill in the gap" 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 in the area.

This year's recipients are:

- Cambridge Lions Club
- Cambridge Main Street
- Cambridge Performing Arts Center
- Deerassic Park Education Center
- Dickens Victorian Village
- Guernsey County Community Improvement Corporation
- Guernsey County Historical Society
- Living Free Events
- National Museum of Cambridge Glass
- Ohio Hills Folk Festival
- Salt Fork Arts & Crafts Festival
- The Living Word Outdoor Drama

Events to Discover

May 4, 11, 18, 25	Farmers Market, Byesville Park
May 5	Bluegrass Concert, Pennyroyal Opera House
May 5-7	Cambridge Singers Spring Show "Screen Time," Scottish Rite Auditorium
May 6	Spring Fest, Deerassic Education Park
May 6	Ohio Bigfoot Conference, Salt Fork Lodge & Conference Center
May 7 – 13	National Travel & Tourism Week
May 13	5 th Annual Spring Race, Great Guernsey Trail

May 13	Coming Alive Cemetery Tour, Founders Cemetery, Cambridge
May 13	Wine Pairing with Hocking Hills Winery, Salt Fork Lodge & Conference
May 19-21	American Triple-T, Salt Fork State Park
May 20	Day of Enchantment, Downtown Cambridge
May 20	Guernsey County Street Art Fest, Downtown Byesville
May 20	2 nd Annual Guernsey County Reading Festival, Pritchard Laughlin Civic Center
May 20	Summer Kick-off Block Party, Quaker City
May 26-June 4	Rt. 40 Open Air Market, Urban Twigs
May 31-June 2	Historic National Road Yard Sale, Rt. 40

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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