

## TALKING TOURISM

June 4, 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.

### TOURISM ECONOMICS & INITIATIVES

Did you know that tourism has a direct economic impact of \$219 million\* in Guernsey County? Visitors also generate almost \$30 million in taxes in our area. You may also be surprised to learn, tourism is one of the largest employers in this region. More than 1,792\* people are directly and indirectly employed by a tourism related business or organization (sustaining 9.3%\* of salaried employment). And if it weren't for our tourism industry, every household in Guernsey County would pay an additional \$937\* in taxes!

The VCB staff and board of directors actively engage the area's tourism businesses and organizations to provide new and exciting products and services. This year the bureau has partnered with local entities like the Cambridge Area Chamber of Commerce to host the April Business After Hours and participated in the annual Home, Garden & Business Expo.

We continue to create aggressive marketing plans, lobby on federal and state levels for tourism growth and participate in industry meetings, as well as conduct local Team Tourism meetings to help our tourism partners stay abreast of the latest trends and services.

The VCB staff recently returned from OhioTourism Day at the on the Statehouse lawn where we spoke with hundreds of visitors and state leaders about the opportunities Cambridge/Guernsey County has to offer.

The bureau's marketing campaign is in full swing for 2023. The annual **outdoor board campaign** in Zanesville is underway. Five partners are participating (Cambridge Lion's Club, Deerassic Park Education Center, The Living Word Outdoor Drama, Salt Fork Arts & Crafts Festival, Guernsey County Fair and Paul Bunyan Show) between March-November.

In May we aired our new 30 second **television spot** on WTOV TV before the Memorial Day Weekend. The VCB's spring-summer **digital campaign** has expanded within the state (our number one audience!). And we've launched a brand new leisure focused blog at [VisitGuernseyCounty.com/blog](http://VisitGuernseyCounty.com/blog) with plans for a group tour blog later this summer.

The bureau continues to work in tandem with **TourismOhio** on a variety of **co-op programs**. A storytelling campaign with website landing page, YouTube advertising, eblasts, Instagram ads and a new professional video shoot are all essential components to the VCB's ongoing marketing efforts.

**Coming Soon!** The bureau is busy preparing for the next Sherlock Holmes Murder Mystery Weekend Nov. 3-4, 2023. Check-out all the packages we have available online at [VisitGuernseyCounty.com](http://VisitGuernseyCounty.com).

\*Source: TourismOhio 2021 Economic Impact Report

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

**June 1, 8, 15, 22, 29**

**June 2, 9, 16, 23, 30**

Farmers Market, Byesville Park

Rt. 40 Open Air Market, Urban Twigs

<b>June 2-4</b>	Buffalo Trade Days, Vocational Road, Buffalo
<b>June 9</b>	Salt Fork Arts & Crafts Festival's 4th Annual Golf Scramble, Cambridge Country Club, Byesville
<b>June 9-11 &amp; 16-18</b>	Sister Amnesia's Country Western Nonsense, Cambridge Performing Arts Center
<b>June 10</b>	Deerassic Park's Flea Market
<b>June 10</b>	9th Annual Touch a Truck, Deerassic Park Education Center
<b>June 10</b>	Fish with a Cop, Jackson Park, Byesville
<b>June 10-11</b>	Summer Sasquatch 50K, 20 & 10 Mile Trail Race, Salt Fork State Park
<b>June 17</b>	National Road Bike Show, Downtown Cambridge
<b>June 23-24</b>	Kicking Bear One-on-One, Deerassic Park Education Park
<b>June 23-24</b>	Byesville Fireman's Festival, Byesville Village Park
<b>June 23-24</b>	National Cambridge Glass Show & Sale, Pritchard Laughlin Civic Center
<b>June 24</b>	Guernsey County Public Library Outdoor Movie Extravaganza, Crossroads Branch
<b>June 24</b>	NCC Glass Dash, St. Benedict's Gymnasium
<b>June 26</b>	Guernsey County History Presentation, Crossroads Branch, Guernsey County Public Library

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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