

TALKING TOURISM

July 2, 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.

2024 TRAVEL GUIDE

The VCB staff is already working on the 2024 travel guide. It is a six month process from start to finish and is one of the most significant projects the Visitors Bureau undertakes all year. The 2024 Official Cambridge/Guernsey County Travel Guide will be distributed through direct mail, at travel shows and numerous other outlets. The guide is heavily distributed to the Cleveland/Akron/Canton, Columbus, and Amish Country markets as well.

Now is the time to take advantage of advertising in this important marketing piece! Each year the VCB prints 70,000 travel guides. It features attractions and museums, outdoor recreation, shopping, arts & entertainment, lodging, dining, events, a county map and much more. The travel guide is also available to view online, which means print ads are also seen online. Visitors to our website, VisitGuernseyCounty.com, may click the link on the home page to view the digital edition of the current travel guide. Contact Terri Herron at the VCB office 740-432-2022 or by email at info@VisitGuernseyCounty.com to secure your ad space today! **Deadline is Aug. 25, 2023**

NEW LEISURE BLOG

The VCB launched a new leisure blog on its website earlier this year to better serve and engage visitors in all there is to see and do in Guernsey County. The blog helps to package and push out stories featuring Guernsey County's attractions, history, events, restaurants and unique shops. Blog posts appear bi-monthly. Check out the latest leisure post at: <https://visitguernseycounty.com/blog/>

Stay tuned for the launch of the VCB's group tour blog later this summer!

A full list of our events is located at VistGuernseyCounty.com. Before attending any event, we suggest that you call before you go. **For a complete listing of events, log on to 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.