

TALKING TOURISM

August 6, 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.

TRAVEL TRENDS

The desire to travel has become so great this year that the industry has even coined a new phrase “revenge travel.” People are making up for the inability to travel three years ago during the pandemic in big ways – despite inflation, distance or expense.

Two trends that are exceeding expectations this summer include 1) the demand to travel overseas and 2) the desire to visit warm-weather locations.

The first trend focuses on the demand to visit international cities. Expedia's Summer Travel Forecast in May indicated flight searches were already up 25% for international cities in Europe and Asia. And the most-searched destination on Google Flights by U.S. Google users was London. (It is also listed as the No. 2 international destination by Expedia). Other European countries also ranked high in Google searches: Paris was No. 3; Rome was No. 5 and Athens was No. 14.

The second trend includes warm-weather destinations and domestic hot spots. Cancun, Orlando, Miami, Los Angeles, Honolulu and Fort Lauderdale, Fla. — are listed among the top 20 most-searched destinations from Google, which overlaps with Expedia's data.

(Source: *travelagewest.com*)

TourismOhio also tracks visitor data within Ohio. Earlier this year, the reported overnight trip activities by Ohio Travelers were trending slightly below the U.S. Average. While at the same time day trip activities by Ohio Travelers were slightly above the national average.

Overnight Trip Activities by Ohio Travelers vs. U.S. Average

- Outdoor Activities 42% Ohio vs. 48% U.S. Norm
- Entertainment Activities 56% Ohio vs. 55% U.S. Norm
- Cultural Activities 27% Ohio vs. 29% U.S. Norm
- Business Activities 17% Ohio vs. 18% U.S. Norm
- Sporting Activities 21% Ohio vs. 24% U.S. Norm

Day Trip Activities by Ohio Travelers vs. U.S. Average

- Outdoor Activities 33% Ohio vs. 36% U.S. Norm
- Entertainment Activities 52% Ohio vs. 48% U.S. Norm
- Cultural Activities 23% Ohio vs. 22% U.S. Norm
- Business Activities 14% Ohio vs. 14% U.S. Norm
- Sporting Activities 18% Ohio vs. 17% U.S. Norm

(Source: *TourismOhio 2022*)

UPCOMING EVENTS

August 3-5

Antrim Fireman's Festival, Antrim

August 3, 13 & 17

Cambridge City Band Concerts in the Park, Big Pavilion

August 3, 10, 17, 24, 31

Byesville Farmer's Market, Byesville Village Park

August 4 & 5

Deerassic Classic Giveaway & Outdoor Expo, Deerassic Park Education Center

August 4 -6

Buffalo Trade Days, 57419 Vocational Road

August 4, 11, 18, 25	Rt. 40 Open Air Market Cambridge, Urban Twigs
August 5	29th Annual Family and Friends Jubilee, Cambridge City Park
August 11-13	53 rd Salt Fork Arts & Crafts Festival, Cambridge City Park
August 11-13	Arts in the Parks at Salt Fork Lodge
August 11-13 & 18-20	The Little Mermaid, Jr., Cambridge Performing Arts Center
August 12	4th Annual Legacy Ride, Kennonsburg United Methodist Church
August 12	Back to School Bash- Barefoot McCoy, Quaker City
August 12	Bourbon & Cigars, Pritchard Laughlin Civic Center
August 17	Byesville Third Thursday Block Party, Second Street
August 18	Cambridge Area Chamber of Commerce Golf Outing, Cambridge Country Club
August 19	35 th Annual Cambridge Classic Cruise-In, Downtown Cambridge
August 19	Living Free Events – August Concert, Pritchard Laughlin Civic Center
August 21	History of Guernsey County, Guernsey County Public Library
August 26	Johnathan Bye Days, Byesville Village Park
November 3-4	Sherlock Holmes Murder Mystery Weekend, Pritchard Laughlin Civic Center

A full list of our events is located at VisitGuernseyCounty.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.