

# TALKING TOURISM

February 4, 2024

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 Group & Leisure Shows

Dixie Lacy (VCB Sales Manager) is representing Cambridge/Guernsey County at the annual Heartland Travel Showcase in South Bend, Indiana (March 1-3) along with the Living Word Outdoor Drama. The Heartland region is known for its warm hospitality and excitement for group tours! This annual show is designed to foster networking and create sales opportunities for tourism related businesses and events throughout the Heartland states (Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, New York, Ohio, Pennsylvania, Tennessee, West Virginia, and Canada). During the show, Dixie and Heath will meet one-on-one with tour operators to book groups to our area in 2024-2025 and build relationships.

In 2023, the area welcomed a total of 48 bus groups. This was a slight increase in groups compared to 2022.

The bureau will also participate in the Cambridge Area Chamber Of Commerce's Home, Garden & Business Expo on March 8 & 9 Pritchard Laughlin Civic Center. There will be 14 Guernsey County tourism partners featured in the Travel & Tourism Room. The event will take place March 8 from 11 a.m. to 8 p.m. and on March 9 from 10 a.m. to 6 p.m. Be sure to stop in and find out why Cambridge/Guernsey County is an *Out of This World* Travel Destination!

## GAP Deadline March 1

Now in its 11th year, the Cambridge/Guernsey County VCB Grant Assistance Program (GAP) assists qualified non-profit organizations 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 of our area.

Grants are available from a minimum of \$500 to \$5,000 and will be contingent upon the amount of overnight stays the event, project or program generates. The deadline to submit applications is March 1, 2024. Grants recipients will be announced on March 29, 2024. Grant applications may be found on the VCB's website. <https://visitguernseycounty.com/tourism-partners/grants/>

## Events to Discover

February 3	Fleetwood Macked Dinner & Show Package, Pritchard Laughlin Civic Center
February 9-11 & 16-17	Mean Girls, Cambridge Performing Arts Center
February 9 & 23	Pennyroyal Opera House Bluegrass Concerts, Fairview
February 15	Murder Mystery Dinner   A Fragile Heart, Salt Fork Lodge & Conference Center
February 18	Run Your Hear Out 5K, Byesville Village Park, Byesville
February 24	Jammin' for Johnson, Pritchard Laughlin Civic Center
February 28	Wild Wednesdays, Deerassic Park Education Center
Now – March 1	The Cambridge Skating Rink, Cambridge City Park Large Pavilion

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).