

TALKING TOURISM

September 1, 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 have on this region.

Travel Trends

Travel trends are often strong indicators as to what our hearts desire. Do we long for an experience in a new land with exotic foods and sounds? Or do we want to travel to a remote location and cozy in with no one around? Do we want to amplify our favorite hobbies with extravagant lessons or conferences? Or is a trip about traveling with the ones we love? Whatever it may be, the following trends reflect us in 2024.

Trend 1 – Meaningful Travel: More and more people are booking trips to see and experience lesser populated locations and specific nature quests to see animals. Destinations range from Alaska to the jungles of central America.

Trend 2 – AI Travel: As AI (artificial intelligence) rises in practice, the use of AI to request things at hotels (linens, towels, room service), book reservations, etc. will become more popular. Thus, freeing up hotel staff for other needs.

Trend 3 – Gig Tripping: Love music, will travel. A growing trend this year has American's traveling overseas to watch their favorite music artists perform. Travel expenses and concert tickets are more affordable in other countries than within the U.S.

Trend 4 – Astro Tourism: Northern lights and dark sky enthusiasts are clamoring to remote destinations to see the night's array of color and brilliance. More destinations are promoting dark sky friendly locations for people to gather with telescopes and cameras.

Trend 5 – Skip-Gen Travel: Older generations (grandparents) are traveling with their younger family members (grandchildren) to bond and create memories. Where are the parents? They are working or traveling on their own.

Trend 6 - Destination Dupe: This trend provides affordable opportunities to visit a locale destination with a similar vibe to a well-loved destination. Instead of a national park, for example, visit a state park or public lands.

Source: Forbs.com

Ohio Conference on Travel

Calling all travel and tourism partners to mark your calendars for Oct. 2-4, 2024, for the Ohio Conference on Travel. The conference will be held at the Renaissance Hotel in Downtown Toledo.

Travel and tourism are a powerful force contributing to communities across Ohio. If you represent an attraction, museum, lodging, restaurant, retail shop, destination marketing organization, state agency, associations, or any other travel sector, then the Ohio Conference on Travel is not to be missed. Get the latest on tourism trends. Learn from experts in travel marketing, AI, branding, content creation, sports tourism. Be inspired through best practices, award winners and thought-provoking ideas from tomorrow's industry leaders. Connect with industry colleagues. Build your tribe. Raise your voice. ROAR! Register today at: ohioconferenceontravel.com.

2024 Calendar of Events

A full list of our events is located at VisitGuernseyCounty.com. Before attending any event, we suggest that you call before you go.

Aug. 30, Sept. 1-2	Labor Day Weekend Bash, Salt Fork Lodge & Conference Center
Sept. 2	Cambridge City Band Concert in the Park, Cambridge City Park
Sept. 6, 13, 20, 27	Rt. 40 Farmers Market, Urban Twigs
Sept. 7	Youth Wings 'n Wheels Fly In & Drive In, Cambridge Airport
Sept. 7	Urban Twigs Annual Fall Market 2024 – Urban Twigs
Sept. 7	2024 Small Business Expo, Pritchard Laughlin Civic Center
Sept. 9-15	177 th Guernsey County Fair, Old Washington (Fairgrounds)
Sept. 11	Wild Wednesday, Deerassic Park Education Center
Sept. 14	Soul Yoga Festival, Byesville Village Park
Sept. 14	2 nd Annual Cambridge City Parks Pickleball Tournament
Sept. 15	Cemetery Preservation Workshop, Cambridge City Cemetery (S 11 th St)
Sept. 21	Coffee & Cars Guernsey Co., Advanced Auto
Sept. 21	Second Annual Ohio Author Festival, Pritchard Laughlin Civic Center
Sept. 21	Fall Gospel Sing, Cambridge City Park Pavilion
Sept. 27	Bluegrass Concert at Pennyroyal Oper House, Fairview
Sept. 28	Deerassic Fall Festival, Deerassic Park Education Center
Sept. 28	Fall Festival, Downtown Cambridge
Sept. 28	29 th Annual Lore City Fireman's Car & Truck Show, Lore City
Sept. 29	Coffee & Cars After Dark, Pritchard Laughlin Civic

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.