

# TALKING TOURISM

October 6, 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.

## The Economic Impact of Travel

The Cambridge/Guernsey County Visitors & Convention Bureau took part in a state-wide economic impact of tourism study in 2023. This information is a result of an integrated consumer-based research study organized by TourismOhio and conducted by Tourism Economic - An Oxford Economics Company.

Tourism is an integral and driving component of our local and state economy. Visitor spending and employment figures are essential factors to consider when evaluating the importance of travel and tourism. By shaping the quality of our lives, leisure destinations play an important role in shaping our climate for business. The indirect benefits that result from this important industry span across various industries including transportation, recreation, retail, lodging, and food and beverage.

According to the report, Cambridge/Guernsey County's tourism industry contributed more than \$30 million in local taxes; generated \$227 million in sales for local businesses; and sustained 1,777 local jobs (8.7% of private employment) in 2023. In addition, each household in Guernsey County would need to be taxed an additional \$962 to replace the visitor generated taxes received by state and local governments in 2023.

For the State of Ohio:

- Visitor spending grew 5.5% to \$42.8 billion in 2023.
- More than 523,904 were sustained by visitors to Ohio in 2023.
- Ohio welcomed 238 million visitors, mostly domestic, in 2023.

"Tourism goes beyond stunning landscapes and exciting adventures—it's about people," said Lydia Mihalik, director of the Department of Development, which oversees TourismOhio. "It's about Ohioans fulfilling their dreams, growing businesses, and crafting unforgettable experiences for visitors. Tourism highlights the heart and soul of our communities."

Tourism Economics conducted research for the study on behalf of TourismOhio which uses the data to track industry performance and monitor visitor trends.

## America 250 Ohio

The community is invited to learn more about the 2026 celebration of the 250<sup>th</sup> anniversary of our nation. Join the Cambridge/Guernsey County Visitors & Convention Bureau staff on October 9, 2024 at 5pm at the Scottish Rite Auditorium (941 Wheeling Ave, Cambridge) to hear Todd Kleismit, Executive Director of the America 250 Commission, present plans for the year-long celebration and how our county can participate. For more information, call us at 740-432-2022.

## 2024 Calendar of Events

A full list of our events is located at [VistGuernseyCounty.com](http://VistGuernseyCounty.com). Before attending any event, we suggest that you call before you go.

<b>Oct. 3</b>	Live Music by Ethan Timm, Georgetown Vineyards
<b>Oct. 4</b>	Live Music by Matt Frampton Georgetown Vineyards
<b>Oct. 4-6</b>	Paul Bunyan Show, Guernsey County Fairgrounds
<b>Oct. 4-6</b>	Buffalo Valley View Complex Trade Days, Vocational Road, Buffalo
<b>Oct. 4-5;11-12;18-19;25-26</b>	Kason's Fright Haunted Trail 60079 Hickory Trail
<b>Oct. 4-6 &amp; 11-13</b>	One In a Billion Comedy, Cambridge Performing Arts Center
<b>Oct. 5</b>	Live Music by Randy Gleason, Georgetown Vineyards

- Oct. 9** American 250 Ohio-Guernsey County Community Meeting, Scottish Rite Auditorium
- Oct. 10** Tipple Farm Pumpkin Painting with the Guernsey County Library Staff, Tipple's Country Pumpkin Patch
- Oct. 10** Live Music by Micah Ian Kesselring, Georgetown Vineyards
- Oct. 11** Live Music by Austin Kerr, Georgetown Vineyards
- Oct. 11 & 25** Bluegrass Concert at Pennyroyal Opera House, Fairview
- Oct. 11-31** Guernsey County Courthouse Halloween Light Show
- Oct. 11** Live Music by Austin Kerr, Georgetown Vineyards
- Oct. 12** Living Free Concerts, Pritchard Laughlin Civic Center
- Oct. 12** Dog Days in the Park, Old Washington Park
- Oct. 12** Historic Walking Tour at The Founders Cemetery, starting out at the Downtown Branch Library
- Oct. 12** Monster Mash Bash at Happy Messy Play, Byesville
- Oct. 12** Live Music by Jarron Sollee, Georgetown Vineyards
- Oct. 17** Fall Cookie Decorating Class, Dickens Welcome Center
- Oct. 18-20** Battle Hours Knives Campout, 7303 Sherrard Road
- Oct. 18** Quaker City Halloween Party, Quaker City Fire House
- Oct. 19** Coffee & Cars, Advance Auto
- Oct. 19** Halloween Party, Salt Fork State Park Campground
- Oct. 19** Heritage Arms Gun Show, Pritchard Laughlin Civic Center
- Oct. 19** Boo Bash, Crossroads Branch Library
- Oct. 19** 7<sup>th</sup> Annual Treats on the Trail, Great Guernsey Trail, Lore City
- Oct. 19** Second Annual Witch's Brew in Memory of Kacey Lee, Elks Lodge #448
- Oct. 20** Southeastern Ohio Symphony Orchestra presents Puddles Pity Party, Secrest Auditorium, Zanesville
- Oct. 22** Christmas Tree Decorating with Bonnie Perkins, Dickens Welcome Center
- Oct. 23** Wild Wednesday, Deerassic Park Education Center
- Oct. 24** Chamber of Commerce's Witch's Brew, Pritchard Laughlin Civic Center
- Oct. 24-26** Booganza, Salt Fork Lodge
- Oct. 25** Live Music by Brice George, Georgetown Vineyards
- Oct. 25** Bluegrass Concert, Pennyroyal Opera House, Fairview
- Oct. 26** Trick or Treat on Main, Downtown Cambridge
- Oct. 26** Murder Mystery (Henry Pottery & The Vanishing), Salt Fork Lodge
- Oct. 27** Train Show, Pritchard Laughlin Civic Center
- Oct. 28** Coffee & Cars After Dark, Pritchard Laughlin Civic
- Oct. 29** Adult Halloween Party: Sleepy Hollow Revisited, Guernsey County Public Library, Byesville Branch
- Oct. 30** Treats on Track, Buckeye Trail High School
- Oct. 30** Ladies Night – Etta May, Pritchard Laughlin Civic Center
- Oct. 30** Pints for Polio, Bear's Den
- Oct. 31** Halloween Parade, Byesville

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).