

## TALKING TOURISM

Dec. 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.

### YEAR IN REVIEW

Looking back on 2024 the Cambridge/Guernsey County area experienced tourism growth in several areas – by way of milestones (The Living Word Outdoor Drama Celebrated its 50<sup>th</sup> season) and new Seneca Lake Splash Pad opening and the Salt Fork State Park Eco-Discovery Center opening soon. The bureau is pleased to share a few of its own successes in 2024. Check them out:

#### NEW! Wild About Wine Tour

In June, the bureau launched a new campaign, Wild About Wine. The new trail is designed to encourage wine and craft beer enthusiasts to discover Southeast Ohio's most prestigious wineries and breweries. Three neighboring counties - Guernsey, Coshocton and Muskingum – and The Wilds are working together to promote the new spirit's trail. Learn more at [visitguernseycounty.com/wild-about-wine/](http://visitguernseycounty.com/wild-about-wine/).

#### Summer Campaign Success

The bureau's **outdoor board campaign** in Zanesville once again highlighted five area tourism partners (Deerassic Park Education Center, The Living Word Outdoor Drama, Salt Fork Arts & Crafts Festival, Guernsey County Fair and Paul Bunyan Show). Boards were on display in various locations May through September.

The VCB's **digital & broadcast campaigns** expanded in 2024. Digital ad placements were placed May through August to promote general summer getaways, the new Wild About Wine tour and fairs and festivals. A professional commercial aired on WTOV Channel 9 during the Memorial Day Weekend, as well as on YouTube in June. Digital media partners include AdOhio and MediaOne. The bureau experienced stellar results.

Year-over-year (through July 30, 2024):

- Visitor Sessions to the VCB website were up 46%.
- Organic Traffic to the VCB website was up 103%.
- Top 3 markets – Cleveland, Columbus and Pittsburgh
- YouTube Summer Video Views – 62% of viewers watched the entire ad

#### NEW! Dickens Victorian Village Commercial

In November, the VCB unveiled its new 30 second commercial promoting Dickens Victorian Village. The bureau took advantage of a TourismOhio co-op in late 2023 that paired destinations with video production companies to produce video assets appropriate for use in broadcast TV, digital TV, website, digital ads and social media. The PPS Group from Cincinnati, Ohio visited Cambridge last December to capture the magic and wonder of Dickens Victorian Village. The bureau promoted the commercial through digital marketing efforts on YouTube and Facebook. Check it out here.

<https://www.youtube.com/watch?v=qlCfVxoesfY>

## Economic Impact Report of Ohio Travel

The VCB 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.

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.

## 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>Dec. 1-Jan. 1</b>	Dickens Victorian Village, Downtown Cambridge
<b>Dec. 1-Jan. 1</b>	Courthouse Holiday Lights Show, Guernsey County Courthouse
<b>Dec. 1 – Dec.29</b>	Dickens Victorian Village Welcome Center & Curiosity Shoppe
<b>Dec. 1</b>	Cambridge City Band Christmas Concert, Pritchard Laughlin Civic Center
<b>Dec. 1</b>	Nutcracker Ballet - Paint & Play, Happy Messy Plan, Byesville
<b>Dec. 2</b>	Holiday Open House, John & Annie Glenn Museum
<b>Dec. 5</b>	Mixology 101 with Manny, Dickens Welcome Center
<b>Dec. 5</b>	The Ultimate Elvis Tribute, Pritchard Laughlin Civic Center
<b>Dec. 5</b>	Southeastern Ohio Symphony Orchestra, Secrest Auditorium, Zanesville
<b>Dec. 6</b>	Naturalist Program, Salt Fork Lodge & Conference Center
<b>Dec. 6</b>	Let it Snow – Snowball Fight, Happy Messy Play, Byesville
<b>Dec. 6 &amp; 20</b>	Bluegrass Concert, Pennyroyal Opera House, Fairview
<b>Dec. 6-7,13-14, 29-21</b>	Holiday Hours, National Museum of Cambridge Glass
<b>Dec. 6-7,13-14,20-21, 27-28</b>	Horse Drawn Carriage Rides, Downtown Cambridge
<b>Dec. 6-8, 13-15</b>	Babes in Toyland, Cambridge Performing Arts Center
<b>Dec. 7</b>	Cookies with Santa, Deerassic Educational Park
<b>Dec. 7</b>	North Pole Adventures with Santa Claus, Historic Downtown Cambridge
<b>Dec. 7</b>	Breakfast with Santa, Salt Fork Lodge & Conference Center
<b>Dec. 7</b>	Breakfast with Santa, Stop Nine Senior Center
<b>Dec. 7</b>	Breakfast with the Grinch, First Baptist Church of Cambridge
<b>Dec. 7</b>	Christmas in the Country, Quaker City/Salesville
<b>Dec 7</b>	Holiday Cookie Exchange & Ugly Sweater Party, Crossroads Branch Library
<b>Dec. 7</b>	Old Washington Winterfest Event & Craft Show, Old Washington
<b>Dec. 7</b>	Byesville's 9 <sup>th</sup> Annual Christmas Parade & community Party, Byesville
<b>Dec. 7</b>	Next Stop Comedy at Guernsey Brewhouse
<b>Dec 7-8</b>	Cambridge Singers present Holiday Magic, Scottish Rite Auditorium
<b>Dec. 7,14 &amp; 21</b>	Santa's North Pole Outpost at Salt Fork, Salt Fork State Park Golf Course
<b>Dec. 8</b>	Sounds of the Seasons, National Road/ Zane Grey Museum, Norwich
<b>Dec. 10</b>	Teen Christmas Party, Crossroads Branch Library
<b>Dec. 12</b>	Paint & Sip with Cathy Gadd, Dickens Welcome Center

- Dec. 14** 7<sup>th</sup> Annual 12K's of Christmas 12K/5K Race & Fun Run & Walk, Great Guernsey Trail
- Dec. 14** Jingle Bell Bash, Crossroads Branch Library
- Dec. 14** 'Twas the Murder Before Christmas – Murder Mystery Event, Salt Fork Lodge & Conference Center
- Dec. 14 & 21** Historic Trolley Tours, Downtown Cambridge
- Dec. 14** Victorian Tea, Masonic Ballroom
- Dec. 14-15** Bigfoot 50K, 20 & 10 Miler, Salt Fork State Park
- Dec. 15** Grinchmas Slime, Happy Messy Playhouse, Byesville
- Dec. 15** Morgan's Knob Trail Hike, Salt Fork State Park
- Dec. 17** AVC Communications Christmas Show, Pritchard Laughlin Civic Center
- Dec. 21** Hosak's, Cave Hike, Salt Fork State Park
- Dec. 21** Squatch Talk, Salt Fork Lodge & Conference Center
- Dec. 21** Candlelight Walk, Dickens Welcome Center
- Dec. 23** Milk & Cookies Decorating & Play, Happy Messy Playhouse, Byesville
- Dec. 27** Family Luau Picnic, Crossroads Branch Library
- Dec. 28** Snakes Alive! And Outdoor Knot Tying, Salt Fork Lodge & Conference Center
- Dec. 31** Blue Years Eve Balloon Drop, Happy Messy Playhouse, Byesville
- Dec. 31** Nearly New Year's Eve Party, Downtown Branch Library, Cambridge

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).