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New Ohio Foothills Region and Brand Launched to Market Appalachian Ohio as a Tourist Destination

Grant-Funded Project Through GOA and OMEGA Aims to Strengthen Tourism and Economic Development

Cambridge, OH (February 9, 2026) - A new regional tourism brand, Ohio Foothills, has officially launched to market a multi-county area of east-central Ohio as a unified travel destination, showcasing the region's rolling landscapes, rich history, outdoor recreation and small-town charm.

The Ohio Foothills region encompasses ten counties in Appalachian Ohio: Belmont, Carroll, Columbiana, Coshocton, Guernsey, Harrison, Holmes, Jefferson, Muskingum and Tuscarawas. Through a shared vision to increase visitor awareness, encourage longer stays and strengthen tourism-driven economic development, the Ohio Foothills project was made possible through grant funding from the Governor's Office of Appalachia (GOA) and the Ohio Mid-Eastern Governments Association (OMEGA).

Guided by a shared mission, Ohio Foothills connects travelers and new residents to a region where small towns tell big stories, inviting people to wander freely, experience authentic local life and plant roots in a place that feels like home. The initiative envisions the Ohio Appalachian foothills as a vibrant, welcoming destination known for its rich history and strong sense of community, drawing families, innovators and trailblazers to explore, contribute and build lasting roots.

The Ohio Foothills brand will be used across digital marketing, social media, storytelling campaigns and visitor-facing materials to highlight the region's heritage attractions, outdoor adventures, local dining and authentic Appalachian experiences.

"This new brand allows us to tell a cohesive story about our region," said Diane Lautenschleger, project lead and Partnership Development at the Tuscarawas County Convention and Visitors Bureau. "Over the past three years, tourism professionals have worked collaboratively to create a unified brand that serves both visitors and residents. By working together, we can better compete in Ohio's tourism marketplace while positioning tourism as a powerful economic driver through attracting visitors, talent, and investment by showcasing the exceptional quality of place and quality of life found here."



“Tourism is a key driver of economic growth for our region, supporting local businesses, jobs and community revitalization,” said Dr. Vicki King-Maple, Executive Director of OMEGA. “The Ohio Foothills brand reflects strong collaboration across county lines and positions the region as an accessible, welcoming destination. OMEGA’s investment underscores our commitment to regional strategies that enhance quality of place, attract visitors and strengthen local economies throughout Mid-Eastern Ohio.”

“The Ohio Foothills brand enhances our ability to position tourism as a true economic driver for Guernsey County and the surrounding region,” said Debbie Robinson, Executive Director of the Cambridge/Guernsey County Visitors & Convention Bureau. “By marketing our communities collectively, we can extend visitor stays, increase spending at local businesses and support job creation—while still highlighting the unique attractions, heritage and outdoor experiences that make Guernsey County an essential part of the Ohio Foothills story.”

The Ohio Foothills brand will launch throughout 2026 with coordinated marketing efforts targeting both in-state and regional travelers. To learn more about the Ohio Foothills region, visit <https://visitohiofoothills.com>.



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