

Tourism Generates \$214 Million Economic Impact in Guernsey County

CAMBRIDGE, Ohio (June 25, 2026) – Tourism continues to be a powerful economic driver for Guernsey County, generating **\$214 million in total economic impact** and supporting **1,823 jobs**, representing 8.8% of all jobs in the county in 2025, according to the latest Tourism Economics report provided by TourismOhio.

Visitors spent **\$130.3 million directly** in Guernsey County last year on lodging, dining, shopping, attractions and other travel-related experiences. As those dollars circulated throughout the local economy, they generated an additional **\$83.7 million in indirect and induced impacts**, bringing tourism's total economic contribution to **\$214 million**.

Tourism also supported **\$60 million in labor income**, benefiting workers and families across a broad range of industries.

"Tourism is much more than an enjoyable experience for visitors to our area—it is a major contributor to our local economy," said Debbie Robinson, Executive Director of the Cambridge/Guernsey County Visitors & Convention Bureau. "Visitor spending supports local businesses, creates jobs, generates tax revenue and helps enhance the quality of life for residents throughout Guernsey County."

The benefits of tourism extend far beyond hotels, restaurants and attractions. Visitor spending supports suppliers, service providers, healthcare, construction, manufacturing, financial services and numerous other sectors across the county, creating a ripple effect that strengthens the entire local economy.

Tourism also generated significant tax revenues in 2025, producing **\$28.3 million in total tax revenue**, including **\$21.9 million in federal and state taxes** and **\$6.4 million in local tax revenues alone**.

Perhaps most importantly for residents, tourism helps offset the local tax burden. According to the report, visitor-generated tax revenues equated to a savings of approximately **\$877 per household**—funds that would otherwise be needed to maintain current levels of government services.

"Every time someone chooses to visit Guernsey County, they are making an investment in our community," Robinson said. "Those tourism dollars support essential services, strengthen local businesses, create employment opportunities and contribute to the economic vitality that benefits residents and visitors alike."

The Tourism Economics study measures the direct, indirect and induced impacts of visitor spending and provides a comprehensive assessment of tourism's contribution to local economies across Ohio.

For more information about tourism in Guernsey County, contact the Cambridge/Guernsey County Visitors & Convention Bureau at **740-432-2022** or visit **VisitGuernseyCounty.com**.