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## **2010 Official Cambridge/Guernsey County Vacation Guide now available online**

CAMBRIDGE, OH (April 25, 2010) – The 2010 Official Cambridge/Guernsey County Vacation Guide may now be viewed in its entirety online at the <http://www.visitguernseycounty.com/contact.aspx#guide>.

A growing trend within the tourism industry is to convert print files into enhanced online digital publications that use flash-based, page-flip technology to simulate the look and feel of traditional paper publications. The Cambridge/Guernsey County Visitor & Convention Bureau is among one the first travel and tourism organizations in southeastern Ohio and northwestern West Virginia to offer this technology.

“Let’s face it the average person/traveler is very computer-savvy. Most people will research a trip online before making a decision to travel,” said VCB Executive Director Debbie Robinson. “We have an award-winning website that we are continually updating and advancing to meet the needs of our visitors. This new application is a great addition to our mix of marketing and promotional tools.”

Robinson indicated that the digital guide has several features that both visitors and guide advertisers will appreciate. The digital publication contains numerous interactive features such as hyperlinked websites, email addresses, page links, and more.

“Our Official Vacation Guide is updated and printed each year to attract potential visitors to our area. This new digital feature is an added bonus, at no extra cost, to our guide advertisers. It something we believe everyone will benefit from,” Robinson said.

To learn more about the Cambridge/Guernsey County VCB visit their office at 627 Wheeling Avenue, Suite 200 in downtown Cambridge, call 740-432-2022 or email [info@VisitGuernseyCounty.com](mailto:info@VisitGuernseyCounty.com).

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