

TALKING TOURISM September 5, 2010

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), who 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 has on this region.

GOT EVENTS?

Do you have an event or events that you want promoted? Contact the Cambridge/Guernsey County Visitors & Convention Bureau and let our staff help spread the word! Each year the VCB creates and publishes a comprehensive list of area festivals, fairs, and events. Why is it important for us to promote events?

In a 2009 travel and tourism study conducted by Longwoods International, the Ohio Tourism Division reported that of the 171.2 million visitors who traveled to Ohio, 31% came for a special event. (Outdoor recreation ranked 16%, theme parks ranked 11% and shopping 9%.) Needless to say, our events help drive the travel market to Guernsey County and that translates into dollars spent by those visitors when they are in our area. Visitors may pay an admission fee, purchase food, gasoline, souvenirs, and if the event takes place for a two or more day period, the visitor spends the night in one of our hotels, cabins, B&B's or campgrounds. This same travel and tourism study found that an overnight visitor spent on average \$249 in 2009 and a day-tripper spent on average \$107. One of our primary markets includes friends and relatives who enjoy visiting with their Guernsey County families and attending the vast array of events we have to offer.

If you are planning a 2011 event that will attract visitors to our area, and have not contacted or been contacted by the VCB staff, you need to do so by September 24. Some of the events are placed in our Official Vacation Guide and six month calendar of events. All tourism-related events are placed on our website.

Those that qualify are placed on the state's travel and tourism website, DiscoverOhio.com and from that, some are chosen by the Ohio Division of Tourism to be listed in their Calendar of Events Magazines. We have had fairly good luck in getting our events placed in Ohio Magazine.com and Country Living (produced by the electric cooperative. However, it is important for you to note, that each publication, plus the state website needs to know the particulars of events at least three to six months ahead of time. And, in keeping with the social media trend, we also place some of the events on our Facebook Fan Page and Twitter.

Events to Discover

Looking for something to do this month? Checkout what's coming up:

Sept.5, 12,19	The Sound of Music, Living Word Outdoor Amphitheater
Sept. 11 – 12	Salt Fork's 1st Annual Appalachian Festival, Salt Fork Lodge
Sept. 13 – 19	163 rd Guernsey County Fair, Old Washington
Sept. 16-18 & 23-25	Fall Gospel Sing, Spring Valley Campground, Cambridge
Sept. 17 & 24	Pennyroyal Opera House Bluegrass Concerts, Fairview
Sept. 18-19	Byesville Scenic Railway, Byesville
Sept. 25	13 th Annual EcoThon, the Wilds CANCELLED
Sept. 25	3 rd Annual Fall for the Animals 5K Run/Walk, Cambridge City Park

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, or visit www.VisitGuernseyCounty.com.