

Cambridge/Guernsey County VCB releases Economic Impact Results

CAMBRIDGE, OH (August 2, 2010) – The Cambridge/Guernsey County Visitors & Convention Bureau (VCB) recently reported that area travel numbers were up in 2009 and current numbers predict an increase in 2010 travel.

“The Cambridge/Guernsey County area is blessed with an abundance of outdoor recreation, unique and affordable attractions, events that draw visitors from around the state and beyond, and tourism partners who offer exceptional services to our guests whether they are paid employees or serve as volunteers,” said Debbie Robinson, executive director of the VCB. “For these reasons, our Guernsey County tourism industry remains strong even in a weakened economy.”

The Cambridge/Guernsey VCB has released the data detailing the economic impact of tourism in Guernsey County for 2009. The data is a result of an integrated consumer-based research study organized by the Ohio Department of Development’s Tourism Division and conducted by Longwoods International and Tourism Economics. The VCB is one of 53 county/city convention and visitors bureaus, cities and economic development boards that took part in the study.



According to the report, Guernsey County’s tourism industry contributed more than \$13.3 million in local taxes; generated \$99.2 million in sales for local businesses; and sustained more than 1,512 local jobs in 2009.

Local travel trends and numbers show that the Cambridge/Guernsey County VCB reported an increase in 2009 inquiry leads, website hits, calls and new initiatives. Almost 4,000 visitors stopped by the Tourist Information Center in downtown Cambridge last year. The VCB office also received over 7,000 direct leads from advertisements and services over 53,000 requests for vacation guides from its new website and toll free calls. In all, almost 80,000 vacation guides were distributed in 2009.

“The VCB staff and board of directors continue to position Guernsey County as a fun, affordable, family-friendly getaway to many different market segments,” says Robinson. “As one of the *Best Hometowns in Ohio* this year, through our strategically placed advertisements, our Guernsey County Savings card, our award-winning website, and the dedication of our staff, we continue to stay on top of the curve of the travel trends. Case in point, in 2009, the total number of booked group tours was 137. Already in 2010, we have 184 motor coaches booked. Of course, we don’t do this alone. Our tourism partners and the VCB’s group tour consultant, Jonett Haberfield, work very hard to attract motorcoach companies to our area.”

To learn more about Cambridge/Guernsey County 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.