

TALKING TOURISM

March 8, 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, 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.

VCB Lobbies for Tourism

Staying connected is key to the future growth of any industry. In an effort to keep state senators and representatives in Ohio informed of the tourism industry, VCB Executive Director Robinson will travel to Columbus, Ohio, March 17 to attend the Ohio Legislative Day.

Robinson, the legislative chairperson for the Ohio Association of Convention & Visitors Bureau (OACVB), has requested to meet with Senator Jimmy Stewart and Representative Jennifer Garrison, to thank them for their support of the tourism industry and remind them of the important economic role it plays in the state. In addition OACVB will host an evening reception for state legislators and supporters March 17.

Consumer Travel Shows

The VCB, along with eight other area attractions, attended the AAA Great Vacations EXPO January 22-24 in Columbus, Ohio. The VCB experienced great success in distributing our new vacation guide, as well as encouraging people to register for our leisure e-newsletter and stay in touch about upcoming events.

The next consumer travel show scheduled for the VCB is "Spotlight on Appalachia" April 9-10 at the Fort Steuben Mall in Steubenville, Ohio. The annual event is organized by Ohio's Appalachian Country and features 75 destinations and attractions in Ohio's Appalachian region. The event provides participants with a unique opportunity to showcase each unique aspect of their own Appalachian heritage to the public.

Tourism Award Nominations

Do you know an individual or organization that deserves to be recognized for their contributions to tourism in Guernsey County? The Cambridge/Guernsey County VCB will recognize those individuals and organizations that have made significant and outstanding contributions to the tourism industry in the past year. Nominations are now being accepted for the Tourism Development Award, Tourism Volunteer Award, and (new in 2010) the Recognition of Service Excellence (The ROSE Award). Nominees for these awards are solicited from any person who wishes to submit the name and requested information of an eligible recipient on the appropriate form to the VCB office by Friday, April 16. Recipients will be announced during a special reception in the Tourist Information Center in conjunction with the 27th Annual National Tourism Week celebration.

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