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VISIT GREATER SPRINGFIELD RECEIVES SEVEN STAR AWARDS

Columbus, Ohio. The Ohio Association of Convention & Visitors Bureaus (OACVB) held its 23nd Annual STAR Awards Luncheon before their September Board Meeting in Columbus, Ohio on Thursday, September 16, 2021. At the luncheon, STAR Awards were presented for destination marketing and tourism development efforts in ten different categories.

Visit Greater Springfield received STAR awards in seven categories including four first-place awards in the categories of Visitor Guide, COVID-19 Response Marketing, Promotional Video and Print Advertisement. The Bureau received second place awards in three other categories: Website, Marketing Campaign (for IndieCraft) and Specialty Marketing (for the Discovery Pass).

The OACVB STAR Awards (“State Tourism Achievement Recognition”) honor outstanding efforts by Ohio Convention & Visitor Bureaus in their work to market and promote their area destinations and to generate overall awareness of the tourism industry. Recipients were honored for their innovation, creativity, effectiveness and impact in travel and tourism marketing and advertising. Being recognized for a job well-done in the promotion of travel and tourism throughout the state of Ohio is a highly valued achievement.

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