



For Immediate Release

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Pike Tourism Director Elected to Appalachian Ohio Tourism Board

Grooms to serve as Member-at-Large for the 32-county organization

WAVERLY, Ohio (November 22, 2023) — Chandler Grooms will serve as the newest board member for *Appalachian Ohio*, a regional association of tourism and hospitality professionals in Ohio's 32 Appalachian counties. For the past 15 years, *Appalachian Ohio* (formerly known as Ohio's Appalachian Country) has worked to promote and develop tourism, and support efforts to showcase our region as a great place to live, work, learn, and visit.

As a non-profit tourism association, Appalachian Ohio believes tourism is the most sustainable form of economic development for this region. The organization's partners include the Governor's Office of Appalachia, tourism organizations operating in the region, along with attractions, parks, shopping, dining and lodging businesses.

Grooms, *Tourism Development Director* with the Pike County Chamber of Commerce & Tourism, will begin his term in 2024. "Chandler is a welcome addition to the board team" says Appalachian Ohio President, Diane Lautenschleger. "He has actively participated in our regional meetings since taking his role as Tourism Development Director. His positive perspective and tourism industry knowledge will benefit the board and the entire 32-county region we serve."

Since taking over as the county's tourism organization in 2022, *Visit Pike County* and the Chamber have continued to see positive success and growth in tourism locally. They believe that tourism serves as a catalyst for community development and improving quality of life for residents and visitors alike. Having a seat at the table in various organizations like Appalachian Ohio has been a priority to allow Pike County to be a contributor to southern Ohio's growth and progress.

With major changes in tourism coming to Appalachian Ohio after the recent UNESCO World Heritage Designation for the Hopewell Ceremonial Earthworks in neighboring Ross County, it is certainly an exciting and prime opportunity for Pike County to help lead the region's collaborative tourism effort.

For more information on Appalachian Ohio, or if you're a business interested in becoming a member, you can visit www.appalachianohio.com. For more information on Pike County, you can visit www.visitpike.com and follow *Visit Pike County* on Facebook.

About Appalachian Ohio (formerly Ohio's Appalachian Country). For the past 15 years, Appalachian Ohio has worked to draw attention and visitors to Ohio's Appalachian Region. Our organization operates as a non-profit tourism association working with the 32 Appalachian Counties of Ohio to promote tourism. We believe tourism is the most sustainable form of economic development for this region.

About Visit Pike County. Operating within the Pike County Chamber of Commerce, Visit Pike County serves as the local Destination Marketing Organization, promoting our communities, attractions, events, and more to enhance the county's social and economic vitality. Check out VisitPike.com for more information.

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