



## About New Hampshire Travel and Tourism Development



The mission of the Division of Travel and Tourism Development (DTTD) is to develop and promote New Hampshire, domestically and internationally, as a preferred travel destination to increase visitation and spending, business activity, and employment throughout the state. The Division has two functions - tourism promotion and visitor services.

### NH Tourism by the Numbers/Highlights – FY 2011

- Travel and Tourism is NH's second largest industry.
- Approximately 34 million people visited NH during FY11.
- Direct Spending in NH by travelers in FY11 reached \$4.22 billion
- Traveler spending in FY11 supported around 61,821 direct full-time & part-time jobs.
- Visitors to NH in FY11 paid \$139.2 million in meals and rooms taxes (60.1% of all rooms and meals tax collected).
- The Return on Investment Model for FY11 shows that for every \$1 spent by DTTD, \$9.23 was returned in the form of state and local taxes and fees.

### Tourism Promotion

- Domestic marketing targets the New York, Boston DMAs as well as in-state.
- Advertising via magazine ads, TV commercials, radio, digital advertising, promotional material, social media and our website.
- International marketing targets Canada, England, Germany, France and Japan. We work with Discover New England (DNE) in those markets as well.

### Quick Tourism Facts for FY 12

- **Domestic media** - \$4.7 million in earned media/34.7 million in media circulation.
- **International media** - \$16,876,413 in earned media/186,193,745 in media circulation.
- **Website - unique visits** - 818,735
- **Social media as of 1/16/13:**
  - Facebook 103,894 fans
  - Twitter: 6,874 followers
  - Pinterest: 743 followers
- **JPP Funds Granted** - \$663,789

### Bureau of Visitor Services

- The Bureau of Visitor Services manages 13 welcome and information centers throughout the state.
  - There are 29 full-time and 42 part-time employees;
  - Over 5 million people visit the Centers annually; and
  - Over 1.5 million pieces of tourism literature is distributed to the Centers annually.
- The Division has implemented the new brand into the Welcome and Information Centers through welcome mats, window decals and uniform shirts. Customer service training has been a bigger focus for the employees.

