



DTTD FY2010 STRATEGIC MARKETING PLAN

SITUATION

The Division of Travel and Tourism Development plays the central role in shaping and promoting the New Hampshire image laying the groundwork for generating visitor interest in the state and response to industry-specific promotion. In essence, the Division is the steward of the New Hampshire tourism brand.

MISSION

As a steward for the New Hampshire tourism brand, DTTD has successfully established a brand identity that has resulted in nearly a \$9.00 return for every dollar spent on advertising and promotion, and increased rooms and meals tax revenue. Moving forward, the goal of The Division will be to provide a greater return on investment by leveraging industry dollars and partnering with other state agencies that contribute to the visitor experience. This will be accomplished by working closely with the industry and appropriate state agencies to deliver a unified brand message, develop cooperative programs and enhance our tourism product.

GOAL

Increase rooms tax revenue by a rate of 5 percent and meals tax revenue by a rate of 2 percent per year for a combined increase of 2.6 percent per year through increased visitor spending and maintaining the integrity of New Hampshire's resources and visitor experience. (Measurement: INHS via NH Dept. of Revenue).



OBJECTIVES

1. Attract new domestic and international visitors from current priority markets who will stay longer and spend more per day.
2. Expand shoulder season visitation promoting specific vacation experiences to special interest/niche travel markets.
3. Develop new product and promotion tools to expand return-visitor knowledge of New Hampshire and target new visitor interests (e.g., younger audiences, extreme adventurers, etc.).
4. Develop programs that will engage and provide value to the industry (e.g. Meetings, Weddings, Reunion markets) and other state agencies (State Parks, Department of Agriculture) while generating additional dollars for promotion.
5. Protect core audiences/geographic markets while cultivating emerging audiences. Continue speaking to upscale younger audiences living in the Northeast about features and activities in New Hampshire that will appeal to them.
6. Increase awareness and knowledge among New Hampshire residents about re-discovering New Hampshire's relatively unknown features (historic sites, farms) and attractions (hiking/biking and snowmobiling trails).



BUSINESS STRATEGIES

The following represent the foundational assumptions underpinning recommendations for FY10:

1. The Official Visitors Guide and www.visitnh.gov are the primary tools for persuading potential visitors to come to New Hampshire for short or long vacations.
2. Expand, upgrade, and maintain the website as the most readily-available tourism fulfillment piece.
3. Focus on developing different products to satisfy consumer needs for a traditional or “non-traditional” vacation experience (ie: “edu-tainment” – learn to cook trip).
4. Promote tourism year-round to selected geographic markets.
5. Maintain/grow overnight trip visitation from densely populated, generally upscale eastern Massachusetts.
6. Partner with other state agencies who contribute to the visitor experience in order to leverage both DTTD and partner budgets.
7. Improve customer service through better information capture, and, for domestic fulfillment, implement a 60-day-travel-plan policy for first class mail delivery.



NEW HAMPSHIRE ASSET MATRIX & ACTIVITY CLUSTERS

The New Hampshire Asset Matrix, an in-depth spreadsheet of best in class New Hampshire experiences, was developed as an organized way to look at what New Hampshire offers visitors. The Matrix was shared in early FY08 with key tourism organizations, refined, and then used to define those experiences that are uniquely New Hampshire and represent the best-of-the-best available in Northern New England.

From that Matrix, selected activity clusters were identified for targeted promotion. These programs were named and categorized according to geographic reference points and audience type (families/adults). Content differs for each category and can include print advertising, web advertising, online content, streaming video, searchable database listings, pay-per-click, printed brochures, itineraries, PR and more. It is important to note that many experiences cross category lines. A vacation can include a variety of experiences, but usually one or two categories dominate.

The following is a list of programs that were developed in FY08 and will continue to be promoted in FY10:

- Action & Adventure
- Birds & Beasts
- Farms & Flowers
- Maple Sugaring
- Mills & Main Streets
- Natural Splendors
- Wine & Cheese
- Winter Wonderlands
- Food, Glorious Food
- Fabulous Finds (shopping)



The following are brief descriptions of each activity cluster:



Action & Adventure

This cluster of activities is centered around the variety of action & adventure experiences available to families or couples. Activities range from hot air balloons, paragliding and surfing, to canoeing, kayaking, hiking, rock climbing, and white water rafting. Includes specialized niche markets such as girlfriend getaways and extreme adventure.



Birds & Beasts

This category includes “wildlife viewing” in all its forms – from bird watching and whale watch tours to moose spotting, hunting and fishing. Fish & Game would be a prominent partner for this category.



Farms & Flowers

“Farms & Flowers” experiences include visiting working farms, dairies, nurseries that allow consumer visitors, and gardens like Fuller Garden and St. Gaudens. Family attractions such as Friendly Farm would also be included in this category.



Maple Sugaring

This topic includes all activities having to do with Maple Sugaring.



Mills & Main Streets

This category was developed to include cities/towns with a Mill history as well as the many vital Main Streets we have in New Hampshire. This category also includes experiences ranging from holiday strolls, fairs and historic architecture to shopping and dining. In FY08 and FY09, fifteen communities were highlighted on visitnh.gov. Additional destinations will be developed in FY10.



Natural Splendors

Natural splendors include scenic drives, hikes, bike tours, boating, leaf-peeping, etc. – all the ways to enjoy nature’s wonders year-round. Promotion of Natural Splendors will cross over into other activity clusters in most cases.



Wine & Cheese Trail

This activity cluster includes all things wine & cheese, from farm tours and winery visits to pairing dinners and tastings. Hinges on partnership with the Dept. of Agriculture, Markets and Food.



Winter Wonderlands

Winter Wonderlands includes all types of winter activities – indoors and outdoors. The biggest seasonal attractions include all holiday experiences from turkey farms to cut-your-own Christmas tree farms and specialty gift shops featuring New Hampshire-made products.



Food, Glorious Food

This category includes all kinds of culinary tourism experiences from fine dining and New Hampshire-grown produce to NH-made food products and livestock. Farmer's markets, farm stands and pick-your-own orchards are included as well as farm-to-table dining. While some of the experiences in this category are seasonal, others are available year-round.



Fabulous Finds

This is the shopping category, and includes every type of shopping experience from malls and main streets to museum shops, galleries, antique stores and outlet malls. This activity cluster has a domestic focus, and a separate international visitor focus.



YEAR-ROUND PROMOTION

One of the FY10 objectives is to promote year-round visitation. This chart identifies the promotion “seasonality” of different activity clusters:

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Action & Adventure	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Birds & Beasts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Farms & Flowers	✓	✓	✓	✓						✓	✓	✓
Maple Sugaring									✓			
Mills & Main Streets	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Natural Splendors	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Wine & Cheese Trail		✓	✓	✓	✓					✓	✓	✓
Winter Wonderlands						✓	✓	✓	✓			
Food, Glorious Food	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Fabulous Finds	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

The timing for each activity cluster is synchronized amongst all partners of DTTD so transitions from one promotion to the next are seamless.

DTTD COMMUNICATIONS CALENDAR

Launch Date - SEASON	Paid Media	Search Terms	PR	visitnh.gov	winternh.com
September 1 - FALL	✓	✓	✓	✓	
November 1 - WINTER I	✓	✓			✓
November 24 - WINTER II			✓	✓	
March 1 - SPRING I	✓		✓		
April 1 - SPRING II	✓	✓	✓	✓	
June 1 - SUMMER	✓	✓	✓	✓	



MEDIA ADVERTISING

Media advertising in FY08 and FY09 evolved to project a more active, dynamic brand and to present more types of experiences appealing to upscale visitors. Media advertising is directed more towards “lifestyle” groups than to traditional demographic groups.

PRIZM is a geo-demographic marketing system developed by Claritas Corporation. In FY08, we began using the PRIZM system as a way to segment the potential leisure travel market for DTTD. The PRIZM system is robust in two ways:

1. It differentiates households by lifestyle characteristics into 66 different cluster groups based on an algorithm of income, education, household ownership, and possessions.
2. The PRIZM system is integrated with other types of marketing and media research, most importantly with the MRI (Mediamark Research, Inc.) Study of the American Consumer.

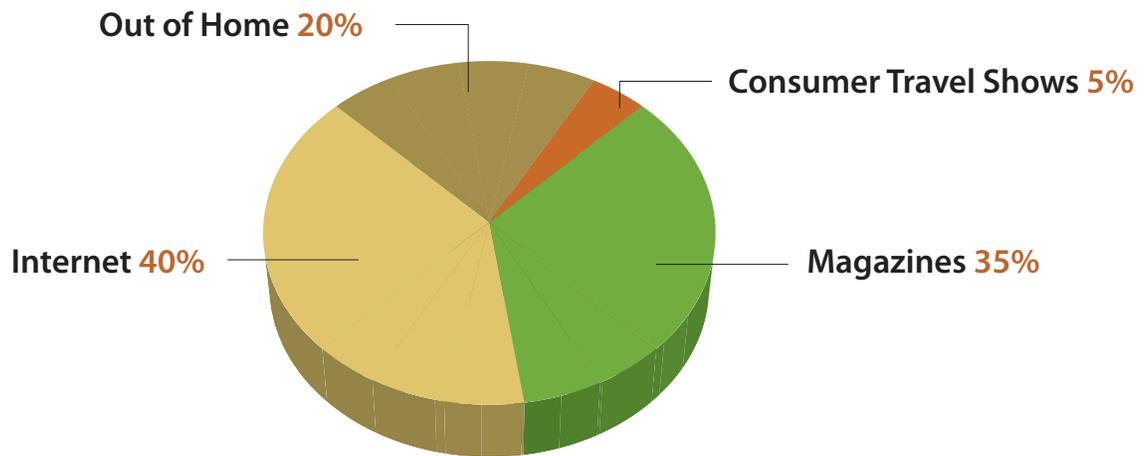
Cluster groups with the highest potential as prospective visitors were cross-tabulated with MRI media use to determine specific media preferences and habits. Specific media vehicle selection and use is being driven by the effectiveness and efficiency of cluster group coverage. Ad content is driven by activity preferences and interests of each target cluster group.



Media plans will ultimately depend on proposed strategies and programs for FY10. The following is an estimate of media spending in FY10

Category	Medium	FY10 % total
Domestic	Internet	40%
	Broadcast	0%
	Out of Home	20%
	Magazines	35%
	Newspaper	0%
	Other	5%
	International	Internet
	Magazine/Catalogs	40%

FY 10 Domestic Spending by Medium





Domestic spending priorities by geographic market will be modified to reflect budget cuts while maintaining support in key Northeast markets. Percentages shown are percentages of the combined domestic and international media budgets:

Full Northeast	39.5%
New York	20.1%
Philadelphia	15.8%
Boston	14.9%

International spending priorities by geographic market will remain about the same, though spending will increase in the UK:

Canada	8.2% total media budget
UK & Germany	1.5%

MEDIA ADVERTISING CONTENT

As noted earlier, media advertising content will focus on promoting individual activity clusters. Creative development will be based on the following:

- Recognizing tomorrow's best prospective visitors as active and upscale with interests in diverse areas and activities.
- Tomorrow's best prospective visitors engage with advertising and media that reflects their own energy and interests.
- Tourism advertising, as the largest category of NH State advertising, becomes the state "brand" and creates a halo-effect for other state agencies.
- A contemporary, high-energy style with vibrant color palette and an experiential tone are vital characteristics of the advertising content and presentation.



MARKET CONDITIONS & RESEARCH - DOMESTIC

Predicting the impact of the current economic environment on individual or group vacation planning is not possible at this time. Domestic marketing programs will need to reflect “best estimates” of the impact on US vacation travel.

1. Trip length: The trend over the last few years has been towards shorter trips but more of them; however, while shorter trips have increased substantially, there are still traditionalists who take 1-week and/or 2-week vacations.
2. Planning tools: The Internet is now a very important tool for consumers researching vacation destinations. It has become as important as NH State publications and other print media vehicles.
3. Planning cycle: The planning cycle has shortened consistent with the trend towards shorter trips, and consumer preference for prepackaged vacations. Planning, depending on the distances to be traveled and the length of the trip, can range from 2-3 weeks for nearby overnights or weekends, to 2-3 months for long distance week-long vacations and/or international trips.
4. Method of travel: The predominant mode of travel to/from New Hampshire is by car. Economic conditions and resulting airline policy changes will effect the growth of Boston-Manchester Airport; however, it is likely that car travel, currently used by 85% - 90% of vacationers, will remain the dominant mode of travel over the next decade.
5. Advertising seasonality: DTTD spending is allocated (1) late spring/summer - the longest season and the season least weather-dependent; (2) winter - slightly shorter season than summer but more weather-dependent; (3) fall - shorter season and historically high visitor counts; (4) early spring - shortest season, smallest universe of travelers nationally, dubious weather conditions, and limited attraction availability.
6. Brand advertising will feature different vacation experiences, not descriptions of specific packages with pricing. The value to be found in a New Hampshire vacation ranges from tax-free shopping and incomparable scenic views to the state’s cultural heritage – a sense of place enriched by its people and their traditions.



MARKET CONDITIONS & RESEARCH - INTERNATIONAL

The impact of current worldwide economic conditions on international vacation travel is unclear at this time.

1. The Canadian dollar continues to be reasonably strong; interest in spa and golf vacations and getaways is increasing.
2. Canadian proximity, size, affluence and language contribute to it being DTTD's strongest potential international market.
3. The UK is considered our strongest European market for a variety of reasons: affinity for New England, currently a strong currency and current interests in New Hampshire's assets: skiing, soft adventure, moose tours and bird watching, and historic sites.
4. With the world economies in flux, German visits have been down and it is unclear when conditions will stabilize; however, as their economy improves we appear to be receiving more inquiries from German operators.
5. Ireland is a new addition to the DTTD International priority market list. It has a growing economy, is the shortest trans-Atlantic flight to New England, and New Hampshire ranks #2 as the New England state with the most people of Irish descent.
6. France is considered a secondary market for New Hampshire travel; however DTTD is working with the other two northern New England states to promote "2-nation vacation" trips: the French flying into Montreal first and then visiting the northern New England states. The summer 2007 vacation by the French president to the Lakes region has generated more interest in New Hampshire.
7. Japan, Spain and Italy remain markets of interest and with potential. Efforts to develop these markets will be through the DNE organization programs.



PARTNERING FOR MAXIMUM IMPACT

With no end in sight for the current economic recession, the need for DTTD to maximize synergy across the spectrum of marketing tools is critical. DTTD has contracts with the best-of-the-best vendors in each industry, and by working closely to leverage one another's efforts, we can increase collaboration and move DTTD forward in its core mission of increasing rooms and meals revenue.

The integrated communications strategy recommendation for FY10 focuses on two areas:

- 1) Creating community
- 2) Creating engagement

This strategy is as important for team building among the partners and throughout the industry as it is in raising the visibility and distinctiveness of the New Hampshire brand. Similarly, the strategy applies to more tightly integrating the "products" offered to visitors. Thus a commitment to an integrated communications strategy that focuses on creating and building community and creating and building engagement includes not only creative and media strategies but a publications strategy and, perhaps most importantly, an integrated electronic marketing strategy.

INTEGRATED STRATEGIES - FY10 AND BEYOND

In order to achieve a higher level of visibility more efficiently, we recommend implementing a well-organized, totally integrated marketing strategy with the focus being on electronic components. Our overarching strategy remains the same with recommended expansion and growth of the key activity clusters, however our implementation of these promotions will shifting in order to gain maximum momentum and reach with DTTD messaging.

We are recommending integrating on-line and off-line elements more completely as well as maximizing the integration of online tools. With this strategy, all program topics would be predetermined by the beginning of the fiscal year, and all elements would be fully coordinated as program topics roll out in order to communicate the complete visitor experience.



This strategy includes content on visitnh.gov, online search strategies, banner ads and video pre-roll, social media strategies and traditional media where appropriate. We recommend prioritizing refinement of remarketing strategies via the DTTD email database through better metrics, more specific tracking and significantly more refined segmentation.

Audiences

There are two primary target audience communities: New Hampshire residents and potential/current visitors from outside the state. The overarching purpose is to build a welcoming community among residents, the industry, advocates of NH Tourism and potential/current visitors. What better way to promote New Hampshire and increase ROI than to have advocates providing outreach to friends, family and contacts.

Implementation/Tactics

Our recommendation for implementing this strategy involves partnering with the Granite State Ambassadors program (GSA), or a similar organization with a vested interest in New Hampshire tourism. DTTD would lead the charge by creating themes, messaging and materials. All DTTD partners and advocate organizations would seed and promote predetermined messaging through customer contact, Facebook pages, Twitter messages, YouTube.com video postings/comments, etc. as representative NH residents.

ELECTRONIC STRATEGIES

Goals

1. Improve the user experience throughout all DTTD interactive mediums to assist in getting people to stay longer, spend more money, and use more of New Hampshire's many assets.
2. Improve integration and promotion of New Hampshire State Parks and Agriculture.
3. Expand knowledge of our existing and potentially new interactive audience.
4. Improve efficiencies and reduce maintenance workload for DTTD staff.



Strategies/Tactics

1. Continued enhancement of the email system by expanding upon the automated content and interest group segmentation features. With well over 100,000 subscribers, email marketing is the most cost effective way for us to reach such a large audience.
2. Increase mobile functionality to mirror the success of efforts such as the foliage alerts. Several valuable services could be provided by visitnh.gov to its industry members via its core infrastructure such as coupon and discount transmission, reminder notices, and guided tours.
3. Begin the overhaul of content on VisitNH.gov so things such as the navigation and site flow are more streamlined. The content and labeling used on VisitNH.gov are due for some updating. We need to lead people around the website, so they see all NH has to offer, and ultimately want to do more while visiting the state.
4. Roll all of the “marketing” content for NH State Parks into the VisitNH website. Although the sites share some information now and link back and forth, some visitors are still missing out on what the two sites have to offer. A combined site provides maintenance efficiencies, the visibility and audience NH State Parks needs, the content VisitNH needs, and more importantly, it keeps the industry-specific back office information separate from the tourism marketing information.
5. The content management system currently being used by DTTD is several years old now and would benefit from the newer technologies now available.
6. In addition to these initiatives, SilverTech would like to once again explore some of the social media and syndication opportunities we’ve spoken about in the past. Features such as blogging, visitor generated itineraries, and commenting are huge traffic generators, but due to staff resources they were never really an option. With some of the new partners on board, now may be the time to move forward with these options, which are now mainstream and expected by today’s web user.



Integrated Electronic Strategy

Under the recommended integrated strategy, the following electronic components would be linked:

Visitnh.gov website – our brand to the world

- Stay “relevant” in terms of site functionality and content
- Enrich with more targeted tools

Downloadable GPS directions to selected trips

Promote WAP-enabled versions of content

(i.e. events listings)

Electronic database remarketing and development

- Use the database to become better acquainted with recipients
- Use e-newsletters to promote engagement and community

Social networks

- Coordinate and enhance presence on YouTube, MySpace, Facebook, Twitter and Flickr (and any new social networking sites) with the same/similar video/stills across all sites
- Start a video community by testing a site such as fliggo.com, which is password protected and would not require strict DTTD regulation; give password to trusted advocates of the state for posting videos

Internet banner ads including video pre-roll

- Same/similar video and content used to create ads (not necessarily identical across all sites)
- Promote to NH residents/advocates to post their own relevant video and/or stills to appropriate sites



PUBLICATIONS STRATEGIES

Goals

1. Create a Visitors Guide that is even more dynamic by providing compelling and actionable content, and making this content customizable and easily accessed on the web.
2. Strategically align the new program to the current travel and economic environment.
3. Communicate the value, monetary and intrinsic, of New Hampshire's travel options, driving visitors to stay longer, spend more money and use more of New Hampshire's assets.
4. Continue to distinguish the New Hampshire travel brand through a Visitors Guide that defines New Hampshire as the authentic New England experience.
5. Increase industry participation in the 2010 program, building upon our advertiser relationships and knowledge of the industry.

Objectives

To achieve these goals we recommend the following objectives:

1. Produce a single print product that is inspiring and useful for planning a New Hampshire vacation – a product that helps deliver out-of-state and international travelers as well as in-state residents.
2. Create a web tool on visitnh.gov that enables travelers to create a personalized edition of the Visitors Guide.
3. Develop partnerships with state agencies and marketing partners to cost-effectively add impact to the program.
4. Capitalize on closer-to-home travel trends by creating new distribution points to potential visitors in key drive markets.

Visitors Guide

Business Strategies

A single print publication will deliver the biggest return-on-resources impact. With careful planning, it can successfully meet the needs of both the state's drive-market and out-of-market audiences. This new Visitors Guide will capture the imagination of travelers in search of an authentic New England experience and enjoyment of the outdoors. It will inspire visitors to take a New Hampshire getaway, offering actionable and "good value" ideas.



The Visitors Guide will introduce the exciting possibilities of New Hampshire to travelers across the country and around the world, and invite nearby and in-state residents to experience New Hampshire as a travel destination for the first time or in a different way.

The road trip element of the Travelers Handbook will be incorporated to add depth to the New Hampshire travel story and provide actionable content to drive travelers. State Parks content will be woven throughout the road trip content as it adds to the authentic nature of New Hampshire; and state park attractions speak to the value proposition as they are often low cost itinerary options.

Distribution

To ensure maximum effectiveness, the Visitors Guide distribution will be expanded to include new connection points. Where request fulfillment was the sole distribution; it becomes one of many. There will be more direct connection to nearby drive travelers. A 100,000 print run covers both request fulfillment and new distribution points.

Partnership programs will be pursued to secure other valuable distribution outlets. Possible partners include:

- NH State Liquor Stores, which would not only reach the in-state market, but also Massachusetts residents who come to New Hampshire to shop
- Doctor's offices/other public place copies

Personalized Visitors Guide on the Web

Extending the Visitors Guide to the web in the form a Personalized Visitors Guide tool, makes the content immediately accessible and even more compelling. Visitors will indicate their travel plans and interests and then receive a customized PDF of corresponding content; features, road trips, maps and listings.

This tool is well-suited to road trip and passion content, supporting the appeal to new visitors groups such as adventure travelers. As a "cool tool" it also adds a technologically hip dimension to the New Hampshire brand.



This customization capability supports marketing efforts to in-state residents and border visitors, as travelers can “rediscover their New Hampshire” by looking at the state in a different way.

As the personalized travel planner will likely more than double the visits the eBook garnered, it will contribute more e-mail addresses to the database. Partnerships can produce e-mail opportunities that will link prospective travelers to the Personalized Travel Guide. For example, a link can be sent to travelers who have scheduled a visit to a college in the state.

Targeted Display Ads on visitnh.gov

The targeted display ad model on visitnh.gov continues to perform well. The single ad per page view gives advertisers high visibility in targeted areas, resulting in strong click-through rates. To continue the growing industry participation on the site, ad rotations can be adjusted to create new inventory. Also, a new format can be introduced that allows multiple advertisers to share an ad space. The ad will promote a group message; links to individual participants will appear when a mouse rolls over the ad.

Travel Shows

A travel event program, similar to the Meetings Program trade show initiative, will bring the possibilities of a New Hampshire vacation to highly qualified travelers in key markets. New Hampshire will have a booth/branded presence at events such as the Big E and the NY Times Travel Show.

Meetings Program

The second year of the Meetings, Weddings and Reunions program will build upon year one with increased participation in these niche markets.

Integrated Publications Strategies

Rumbletree is recommending that publications be looked at horizontally across "products" rather than in vertical silos as they have traditionally been done. Paid industry participation could be sold as "suites" based on either geographic or demographic audience or topic to maximize efficiencies and profit.



Under the recommended integrated strategy, the following publications would be linked based on the brand look:

Official Visitors Guide

Meetings/Weddings publication

International Lure Brochures

- Currently available in three languages

Press Kit Inserts

Official NH Highway Map

Niche Maps

- Various topics would be covered in a family of niche map publications with helpful tips and advertising on one side and a map on the other
- The topics are nearly endless, but some examples to be tested in FY10 include:
 - NH Parks Map
 - Agritourism Map (may incorporate Wine & Cheese, Farms & Flowers, Pick-Your-Own Farmstands, Farmers' Markets, etc.)
- These niche maps would be cost-effective to print and to mail. Would be targeted to particular activity clusters, thereby showing potential visitors that we directly cater to their interests

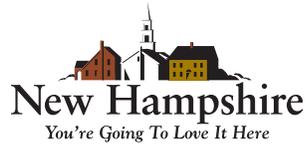
ADVERTISING SALES STRATEGIES

Packaging

The 2010 program brings a new level of value to advertisers. Visitors Guide participation is not a single ad, it is a comprehensive package. Advertisers will reach visitors through publication request fulfillment, at other targeted distribution outlets, and with the Personalized Visitors Guide on visitnh.gov.

Rates

Even with the expanded impact of the Visitors Guide program, advertisers will have the opportunity to maintain their same 2009 rates with a commitment by a to-be-determined date that is ahead of the sales close.



Discount Options

Visitors Guide advertisers can extend their cost-effective program to include targeted display ads on visitnh.gov. Participants in both the Visitors Guide and visitnh.gov display ad program receive a 10% combination discount. This discount can also be applied to participation in the Meetings program.

PUBLIC RELATIONS STRATEGIES

In order to achieve the DTTD objectives and business strategies, Montagne Communications recommends the adoption and implementation of the following communication strategies:

1. Promote New Hampshire as a year-round travel destination to in-state and out-of-state residents through editorial coverage and public relations initiatives using traditional and interactive media.
2. Create and tailor the communications message to proactively reach out to the media, focusing on the authentic “best-of-class” visitor experience, and unique features and activities.
3. Capitalize on the superior brand image created by DTTD’s communications partners to garner increased editorial and press coverage with an integrated and unified message.
4. Build the communications plan around the New Hampshire Asset Matrix and Activity Clusters to develop an organized and proactive approach to media relations. By using niches or activity clusters to help us promote targeted programs and itineraries, we can tailor our PR message with press and protect our core markets and target the active, upscale younger audience.
5. Enhance current public relations successes to create additional exposure for new and ongoing tourism initiatives, specifically the meetings and weddings web-based marketing program and the NH Dream Vacation Scavenger Hunt summer campaign.



6. Provide additional public relations reach and frequency, build online communities and engage consumers directly via social media, exploring interactive ways to reach our core and emerging audiences.

7. Collaborate with entire DTTD marketing and communications team and all industry partners to ensure tourism brand success for the State of New Hampshire.

Tactics

1. Media Relations/Publicity

Timeline: Ongoing

Market: Primarily Domestic, Some International

Draft monthly press releases based on niche/cluster activities and/or seasonal initiatives. Distribute these to the national travel and consumer media, with additional outreach conducted through targeted pitches to key media outlets.

Continue to develop cluster activities/niche pitches to targeted special interest magazines and websites, focusing on the media's interest in "experiential" and "educational" vacations – jumping off from our planned itineraries, and best of class experience offerings.

Respond appropriately to all out-of-state media inquiries on NH tourism stories reinforcing the message that New Hampshire is the New England experience. Additionally, we will create and distribute the weekly NH Weekends listing to local and regional broadcast outlets.

Work closely with DTTD on messaging and content for forecasting releases, as well as other DTTD-generated releases.

Manage and update regularly the Public Relations/Media Outreach Matrix.



Collaborate with full communications team to further optimize our capacity to proactively and creatively reach out to media. Capitalize on the successes to date, acknowledging the continued importance of “person-to-person” social media recommendations, and the delivery of quality, value and authentic experiences.

As appropriate, strategize and arrange for desk side briefings/editorial board meetings with top high-priority media outlets for key DTTD staff members.

Organize and help execute familiarization tours to New Hampshire with select national and international media. Assist in the screening process, and lining up industry members to participate as necessary.

Focus on Geographic Market Outreach/Regional Target Markets:

- Eastern Massachusetts, Boston
- Vermont
- Maine
- Rhode Island
- Connecticut
- New York
- Philadelphia
- Washington D.C./Baltimore

Target Media/Media Mix:

Continue to update/expand the targeted media list to include local, regional and national trade and leisure press—print and electronic.

- Local NH (selling NH in NH)
- Regional
- National
- Web sites
- Social



2. Social Media

Timeline: Ongoing

Market: Primarily Domestic / International where appropriate

Build DTTD's digital presence across multiple social media networks.

Raise awareness of travel and tourism offerings that are available in New Hampshire through these networks. Focus on both internal and external audiences and in identified regional target markets.

Use intelligence gathered from social media interactions to spot upcoming trends in travel and incorporate into PR Matrix.

Identify and interact with vertical blogs and web sites based on the PR Matrix to pitch alongside the traditional media outlets.

Provide monthly updates to partners educating them on how to participate in social media networks.

3. Internal Communication to Industry Members

Timeline: Ongoing

Market, Domestic, in-state

Provide information that will be helpful in promoting internal understanding and support for the public relations program as well as assist them with their own PR efforts. This will include:

PR Insider including PR measurement data, selected clips and media/story leads.

Snapshots which includes quick news and information distributed to industry members.

PR 101 – Montage Communications will develop appropriate documents, presentations, workshops, and other professional PR development opportunities for the trade. We can also provide strategic counsel and assistance to members on specific projects.



Governor's Conference on Tourism – Montagne Communications will actively participate in this annual event, will host/participate in a workshop on social media, and assist with public relations tasks to promote event as required.

4. Meetings Market

Timeline: Launch PR effort in May, 2009, then ongoing

Market: Primarily Domestic, Some International

Montagne Communications will manage and implement the public relations efforts to launch the web-based initiative for meeting planners scheduled for May 2009.

The integrated public relations effort around this program will seek to generate awareness of the new site within the local and regional business community as well as the general population. Montagne will develop media strategy, media messaging, write and distribute press releases, conduct media outreach to facilitate interviews and editorial coverage, and follow-up.

5. NH Dream Vacation "I Love it Here Campaign"

Timeline: Launches in May 2009, campaign ends mid-August, 2009

Market: In-State Residents, Primarily

While the in-state promotion will have kicked off in FY09, the public relations effort will stay strong through the completion of the contest in mid-August.

6. DTTD Website/Media Room

Timeline: Ongoing

Market: Primarily Domestic, Some International

Montagne will continue to coordinate updating the media section of visitnh.gov, including:

What's New – Current "What's New" reports will be featured. Activity clusters such as wine & cheese trails, chocolate and martini tours, etc. will be highlighted.

Story Ideas – Post story pitches and segment them by Seasons, Regions and/or Topics.

Press Releases – Post all 2009 and 2010 press releases but segment others by year, with the ability to click the year then see all the releases by month.



Media Clips- Highlight major 2009 and 2010 clips.

7. Partnerships

Timeline: Ongoing

Market: Primarily Domestic, Some International

In an effort to leverage the DTTD's promotional dollars, Montagne will continue to help develop and grow strategic partnerships with state agencies and other departments to further promote awareness of New Hampshire as a premier destination location with a unique visitor experience offering. These partnerships may include Ski NH, Dept. of Agriculture, Parks & Recreation and the Liquor Commission.

8. Rediscover Your NH events

Timeline: 3-4 times a year

Market: Domestic, In-state

Montagne will help develop and coordinate these events, held up to four times per year, to encourage New Hampshire residents to rediscover their New Hampshire with the goal of focusing on different geographic regions of the state. We want to highlight the numerous and varied lodging and dining facilities, cultural and historic assets and events, and the multitude of outdoor recreation activities.

9. International

Timeline: Ongoing

Market: International

Montagne will continue to work closely with DTTD to develop communications materials to help promote New Hampshire with the international market. Montagne will research and write a quarterly "What's New" document which highlights events and happenings in the state that will be useful to tour operators planning their itineraries. In addition, Montagne will also provide communications and media support surrounding key trade shows and media inquiries for the international market.



Measurement - Public Relations Effectiveness

The current method for measuring effectiveness of DTTD's public relations initiatives is by analyzing total news coverage and calculating its value based on advertising rates. We recommend continuing with this method in order to ensure that reporting is consistent.

In addition to the current system, we will analyze specific DTTD initiatives through a BurrellesLuce ratings system. This system – which Montagne will implement-- combines crucial details about both the story and the outlet, expressing the result as a succinct numeric score. The system measures editorial tone of DTTD's coverage, delivery of key message(s), mention of spokesperson(s) and the location of DTTD's initial citation in media outlets that are ranked by importance.

TOURISM INDUSTRY MARKETING SUPPORT SERVICES

Several programs coordinated through DTTD are designed to facilitate and enhance private industry marketing activities; they include:

Event Promotion – Visitor events open to the general public are promoted free of charge through seasonal Events Guides, in news releases and on visitnh.gov. Please go to the “Industry Members” section of visitnh.gov and log in to submit your events today.

Promotion of Special Packages – Chambers of commerce and regional marketing associations can promote their destination by providing vacation packages that are promoted free of charge on visitnh.gov and through select public relations programs. Please go to the “Industry Members” section of visitnh.gov and log in to submit your packages today.

Trade Shows – NH DTTD represents the state at international and domestic consumer and travel trade shows. Many of these trade shows offer opportunities for brochure distribution and personal participation.



Consumer and Trade Leads – Inquiries received from consumers and the travel trade are available for follow-up marketing by private industry.

Travel Counseling – NH DTTD, in conjunction with the Granite State Ambassadors, provides personal traveler counseling services via phone and email through its office in Concord.

Familiarization Tours – NH DTTD screens and invites journalists, tour operators and travel agents to the state to provide them with first-hand knowledge and experience about what there is to see and do in New Hampshire. The Division relies on industry partners to provide complimentary services to these business leaders. In return, industry partners may receive exposure through travel publications and inclusion in trade programs. Custom familiarization tour itineraries are coordinated through DTTD.

Joint Promotional Program – The State of NH maintains a grant program that provides 50/50 matching funds to regional or statewide tourism organizations for in-state and out-of-state promotional programs.

Welcome Information Center (WIC) Brochure Distribution Program – DTTD invites individuals or groups wishing to have brochures related to New Hampshire tourism available at one or more of the state's Welcome Information Centers to participate in the Division's WIC Brochure Distribution Program.

The New Hampshire Logo & Tagline

It is important that the tourism industry work together to deliver a unified message and build the New Hampshire brand, as we all benefit from generating interest in and bringing visitors to the state. After gathering and analyzing research, DTTD has developed a logo and tagline that provides a sense of place and serves to differentiate New Hampshire as a destination. In the spirit of working together, we encourage use of this logo and tagline in your communications & marketing materials.





We have provided an easy-to-use graphic standards manual that explains how to use the logo & tagline in your materials. Go to the Industry Members section of www.visitnh.gov, roll over “What’s New” in the top navigation and click on “Logos” to download the logo standards manual and all available versions of the New Hampshire logo.

Tourism Related Organizations & Associations – We want to help you help educate your members on how to develop packages that can generate additional exposure at no cost. DTTD is available to your organization to provide training to your members.