



New Hampshire
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FY 2017 Cooperative Marketing Program Guide

July 1, 2016 – June 30, 2017

OVERVIEW

The New Hampshire Division of Travel and Tourism Development (DTTD) is pleased to present the Fiscal Year 2017 cooperative marketing program guide.

To register for open opportunities, please contact the designated program manager. Participation is confirmed on a first-come, first-served basis; however DTTD will make every effort to accommodate involvement in trade shows, events, and advertising opportunities.

The Division's program managers will work with confirmed participants to address requirements such as necessary memberships, collateral, promotional materials, presentation content, and contact information/descriptions.

Ongoing Marketing Assistance

DTTD's team has expertise in the following disciplines: sales/marketing, advertising, public relations, digital/social, international marketing, publication development, visitor services, research, and more. With more than 190 years of cumulative experience, Travel and Tourism's staff is available to the state's tourism industry for ongoing assistance in developing a comprehensive plan.



Division of Travel and Tourism Development

172 Pembroke Road, Concord, NH, 03301

603-271-2665 ~ visitnh.gov

travel@dred.nh.gov ~ listingsnh@dred.nh.gov

CONSUMER MARKETING PROGRAMS ALL PRICING AND PROGRAMS ARE SUBJECT TO CHANGE

Date	Activity	Description	Fee	Contact
Ongoing	visitnh.gov: Listing	Most tourism businesses in NH qualify for free public listings.	Free	General: travel@dred.nh.gov
Ongoing	visitnh.gov: Vacation Package Listing(s)	Vacation packages consist of two or more partnered travel elements; must include at least one night of lodging and an additional component that is not already offered by a property as part of its routine amenities.	Free	Stacy Geisler: stacy.geisler@dred.nh.gov
Ongoing	visitnh.gov: Events Calendar	Submit visitor-friendly events that are open to the public (Note: should not require lodging).	Free	Stacy Geisler: stacy.geisler@dred.nh.gov
Deadlines apply	visitnh.gov: Advertising	Over 7 million ad impressions with click thru rates 23x the national average	Varies	For more information, visit Yankee Publishing's website .
Ongoing	Social Media	Engage with DTTD's social media channels - Facebook (VisitNH, weddingNH, and newhampshirestateparks), Twitter (VisitNH and nhstateparks), Pinterest (VisitNH), YouTube (visitnewhampshire and nhstateparks), and Instagram (VisitNH).	Free	Kris Neilsen: kris.neilsen@dred.nh.gov
Ongoing	Visitors Guide: Listing	Most tourism businesses in NH qualify for free public listings.	Free	General: travel@dred.nh.gov
Deadlines apply	Visitors Guide: Advertising	This useful, inspiring, full-sized publication is mailed to out-of-state visitors and distributed at New Hampshire's Welcome and Information Centers as well as an increasingly prominent digital edition.	Varies	For more information, visit Yankee Publishing's website .
Ongoing	Welcome and Information Center Brochure Distribution	Distribute brochures at New Hampshire Welcome and Information Centers. Guidelines apply.	Varies	Jennifer Townsend: jennifer.townsend@dred.nh.gov
Ongoing	Donate Photography	Images donated for promotional use receive photo credit.	n/a	Stacy Geisler: stacy.geisler@dred.nh.gov
Sept 16 - Oct 2, 2016	The Big E - Eastern States Exposition: West Springfield, MA	DTTD seeks volunteers to staff the New Hampshire information booth, providing travel counsel and promotion.	n/a	Michele Cota: michele.cota@dred.nh.gov
Jan 27 - 29, 2017	New York Times Travel Show: Javits Center, NYC	Four spots are available in DTTD's triple booth; participation allows for one representative and display. Registration price does not include travel expenses.	\$1,500 pp	Kris Neilsen: kris.neilsen@dred.nh.gov
Feb 17 - 18, 2017	New Hampshire Farm & Forest Expo: Center of NH, Manchester, NH	Sponsor in-kind prizes (admission tickets, hotel stays, etc.); prizes raffled off at DTTD's exhibitor booth.	n/a	Michele Cota: michele.cota@dred.nh.gov

Feb 10 - 12, 2017	Boston Globe Travel Show: Seaport World Trade Center, Boston	Sponsorship for giveaways, in-kind prize donations, and potential attendance (TBD).	TBD	Kris Neilsen: kris.neilsen@dred.nh.gov
March TBD	New Hampshire Camping & RV Show: Bedford, NH	Sponsor in-kind prizes (admission tickets, hotel stays, etc.); prizes raffled off at DTTD's exhibitor booth.	n/a	Michele Cota: michele.cota@dred.nh.gov
April 1 - 2, 2017	Montreal Outdoor Adventure & Travel Show: Palais de Congres, Montreal, Quebec	Three spots are available in DTTD's booth. Details coming soon.	TBD	Kris Neilsen: kris.neilsen@dred.nh.gov
April/May TBD	Made in New Hampshire Expo: Manchester, NH	Sponsor in-kind prizes (admission tickets, hotel stays, etc.); prizes raffled off at DTTD's exhibitor booth.	n/a	Michele Cota: michele.cota@dred.nh.gov
June TBD	Best of New Hampshire Party: Manchester, NH	Sponsor in-kind prizes (admission tickets, hotel stays, etc.); prizes raffled off at DTTD's exhibitor booth.	n/a	Michele Cota: michele.cota@dred.nh.gov
July 30, 2016	Granite State Brewer's Festival: Manchester, NH	Sponsor in-kind prizes (admission tickets, hotel stays, etc.); prizes raffled off at DTTD's exhibitor booth.	n/a	Michele Cota: michele.cota@dred.nh.gov
Spring 2017	Class Act Video Awards	DTTD seeks sponsorship (prizes, media, etc.) of its annual video contest, in which fourth graders produce a 60-second promotional video.	n/a	Michele Cota: michele.cota@dred.nh.gov

MEDIA AND PUBLIC RELATIONS

Date	Activity	Description	Fee	Contact
Monthly/ Quarterly	FY2017 Press Releases	Leverage DTTD's domestic and international media relations efforts via press release/pitch submissions and quarterly "What's New" roundups.	Free	Kris Neilsen: kris.neilsen@dred.nh.gov
As needed	Hot Tips E-Blasts	Hot Tips is distributed via email to industry partners when DTTD receives an urgent media request; partners are encouraged to respond to all relevant leads.	Free	Kris Neilsen: kris.neilsen@dred.nh.gov
As needed	Media Familiarization Tours	Reach media through familiarization tours with journalists from travel, lifestyle print, broadcast and online publications. This program relies on in-kind assistance from industry partners.	n/a	Kris Neilsen: kris.neilsen@dred.nh.gov

TRAVEL TRADE

Date	Activity	Description	Fee	Contact
As needed	Travel Trade Familiarization Tours	Reach the travel trade through familiarization tours with domestic and international product development staff. This program relies on in-kind assistance from industry partners.	n/a	Michele Cota: michele.cota@dred.nh.gov
Semi-annual	The New Hampshire Update	Leverage DTTD's domestic and international trade relations effort via <i>The New Hampshire Update</i> , a semiannual roundup of news from around the Granite State.	Free	Michele Cota: michele.cota@dred.nh.gov
Quarterly	Group Tour Magazine Northeast Edition Co-op Advertisement	DTTD subsidizes a co-op in each issue of <i>Group Tour Magazine's</i> Northeast edition. This leading publication is distributed to more than 15,000 North American tour professionals.	Varies	Eric Lutey, Group Tour Media: eric@grouptour.com 616-393-2077 x111
June 3 - 7, 2017	IPW: Washington DC	IPW is an international tourism marketplace for inbound USA travel; more than 1,000 top international buyers and US travel suppliers/destinations conduct business for 3 days of 20-minute pre-scheduled appointments. DTTD has three slots available in its booth.	\$1,750 pp	Michele Cota: michele.cota@dred.nh.gov

INTERNATIONAL MARKETING VIA DISCOVER NEW ENGLAND

The Discover New England (DNE) brand is the primary means in which DTTD promotes New Hampshire in strategic overseas markets. DNE, which is funded by the six New England states, administers international marketing programs that include trade shows, tour operator/media summits, sales missions, literature production and distribution, advertising, internet marketing, press and familiarization tours, research, and entry into new international markets.

Below is a listing of international marketing opportunities available to New Hampshire's tourism industry. For more information, please contact Discover New England at 603-766-0606 or info@discovernewengland.org.

- Trade Shows:
 - Northeast Sales Mission (Australia and New Zealand) – July 17 – 22, 2016
 - JATA Travel Showcase (Tokyo) -- September 22 – 25, 2016
 - World Travel Market (London) -- November 7 – 9, 2016
 - Holiday World Show (Dublin) -- January 27 – 29, 2017
 - Destinations Holiday & Travel Show (London) – February 2 – 5, 2017
 - International Tourism Bourse (Berlin) -- March 8 – 12, 2017
 - Discover New England Annual Tourism Summit and International Marketplace (Bretton Woods, NH) -- April 24 - 26, 2017
- Consumer Travel Shows in the United Kingdom, Ireland, and Germany
- Travel Trade and Media Familiarization Trips
- Standard and Gold Partnership Programs
- “Pay to Play” Opportunities