



NHDTTD FY2015 STRATEGIC MARKETING PLAN



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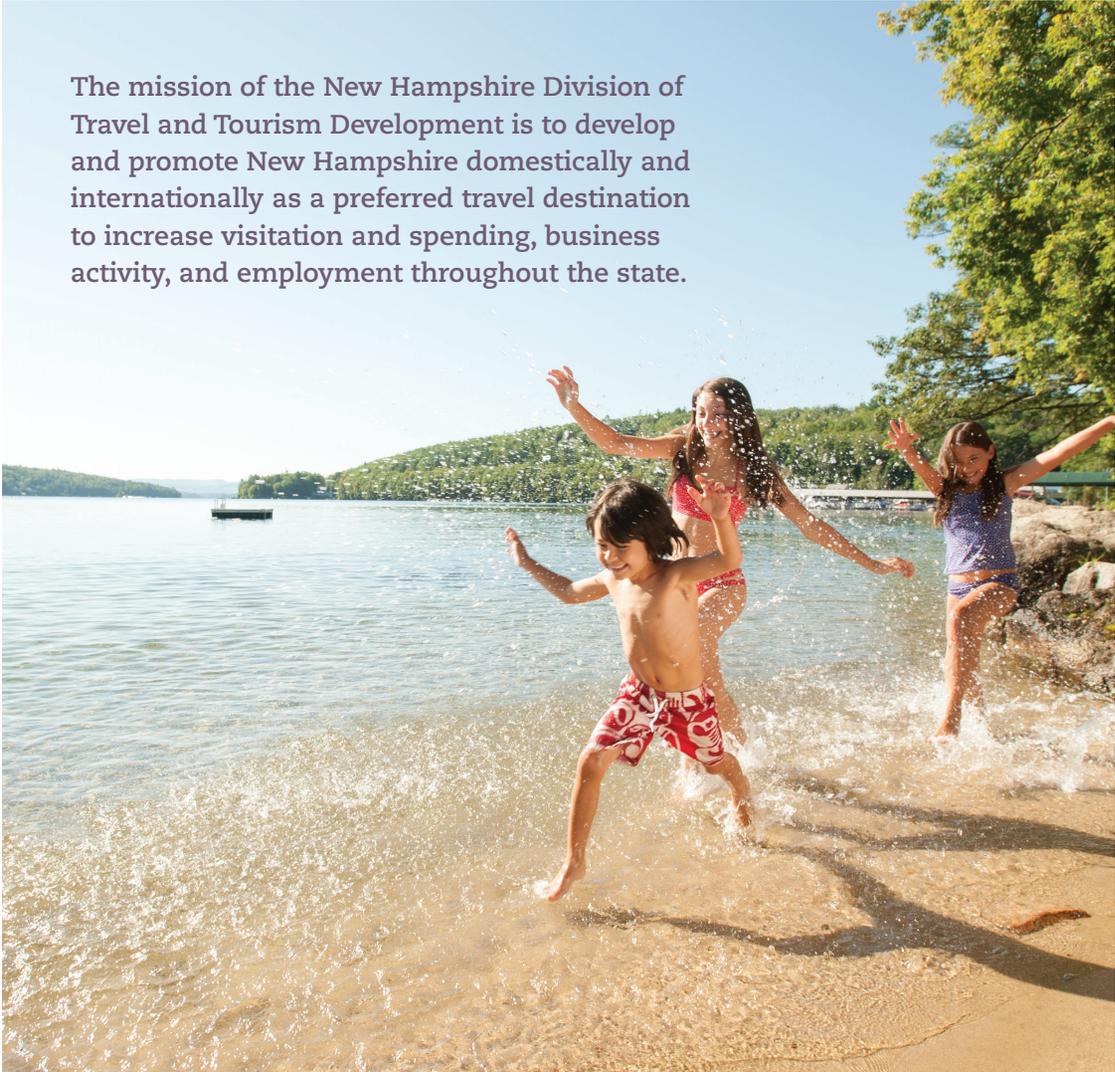
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The mission of the New Hampshire Division of Travel and Tourism Development is to develop and promote New Hampshire domestically and internationally as a preferred travel destination to increase visitation and spending, business activity, and employment throughout the state.

LETTER FROM THE DIRECTOR

Dear Tourism Friends,
Looking back, we've experienced quite a year, we lost a dear friend to New Hampshire's tourism industry, Councilor Burton; we had one of the best winters on record; we broke ground for a new state-of-the-art Welcome and Information Center in Hooksett; and we fully launched our new brand campaign within all platforms and markets.

In gearing up for the summer season and setting our strategic direction for the next Fiscal Year, we want to share a couple key initiatives with you. First off, I want to thank all of you who took the time to complete our industry survey. This research is critical to help us improve and adjust the programs that we offer to you. In the upcoming year, we will be conducting regional roundtables to communicate these initiatives and how we can work together to increase visitation and tourism spending to our beautiful state.

Another major initiative in the upcoming year is to continue to evolve the brand campaign to emphasize the emotional sense of what makes New Hampshire so special, specifically trying to show that elated feeling one can receive when spending time in and around New Hampshire.

In closing, I hope you take the time to review our full plan on the industry pages of visitnh.gov as well as review our Cooperative Partnership Program Guide.

Wishing you much success in the upcoming year.

Sincerely,



Lori Harnois, Director
New Hampshire Division of
Travel and Tourism Development

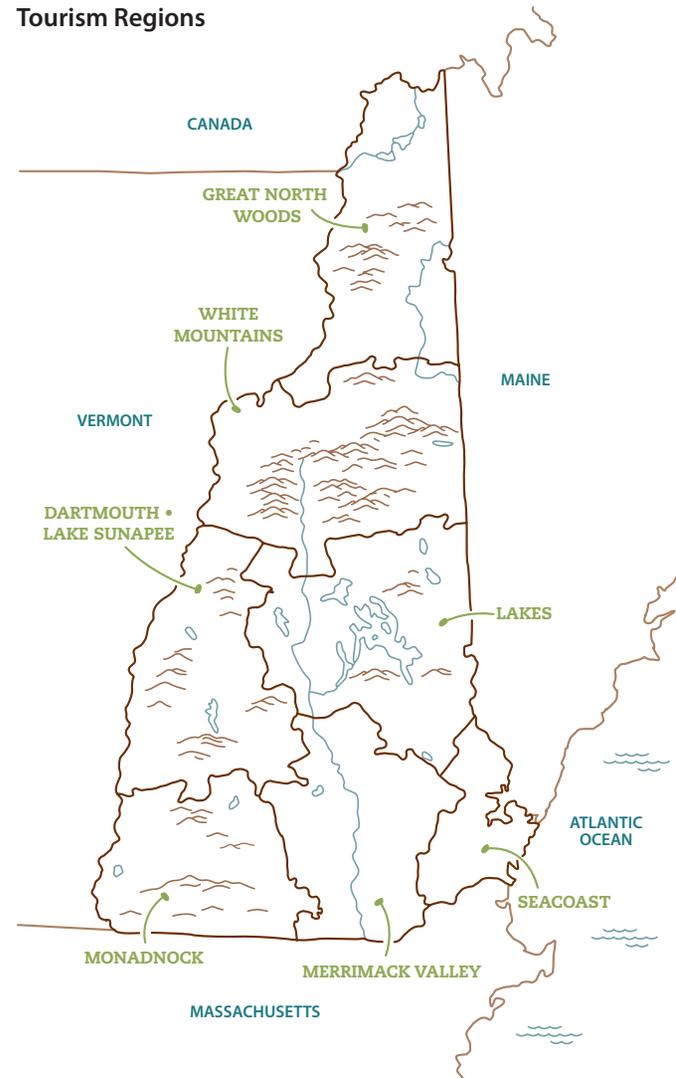


Lori Harnois, Director
New Hampshire Division of
Travel and Tourism Development

ABOUT NHDTTD

The New Hampshire Division of Travel and Tourism Development (NHDTTD) is a government agency that works for and represents tourism professionals and establishments in or in partnership with New Hampshire. This is achieved by promoting New Hampshire's unique and diverse tourism experiences using various channels and by supporting the industry as a whole with educational opportunities, involvement in regional and national organizations, and by providing the tools that support the Division's objectives.

Tourism Regions



THE NHDTTD TEAM



Lori Harnois

LORI HARNOIS, Director
lori.harnois@dred.state.nh.us

Oversees the strategic direction of the Division, Lori has spent almost fifteen years in the tourism industry, including ten as the International and Domestic Marketing Manager of the Division of Travel and Tourism Development.

AMY BASSETT, Assistant Director
amy.bassett@dred.state.nh.us

Synchronizes all staff and responsibilities within the Division and directs contracted partners.

HILARY DENONCOURT, Business Administrator

hilary.denoncourt@dred.state.nh.us
Oversees administration including monitoring legislation, contracts, and Division budget management.



Amy Bassett



Hilary Denoncourt



Jennifer Codispoti

JENNIFER CODISPOTI, Chief of the Bureau of Visitor Services

jennifer.codispoti@dred.state.nh.us
Oversees the Division's Bureau of Visitor Services, which includes all Welcome and Information Centers and 90 employees.

MICHELE COTA, Marketing Manager
michele.cota@dred.state.nh.us

Collaboratively develops and implements marketing strategies that promote tourism and that foster partnerships with New Hampshire tourism businesses.

STACY GEISLER, Communications Specialist and Website Manager
stacy.geisler@dred.state.nh.us

Oversees web content and design, electronic communication, databases and image library.



Michele Cota



Stacy Geisler



Grant Klene

GRANT KLENE, Marketing Coordinator
grant.klene@dred.state.nh.us

Manages the Division of Parks and Recreation's website, social media efforts and handles design and photography needs.

CATHERINE GOFF, Joint Promotional Program Administrator
catherine.goff@dred.nh.gov

Facilitates the JPP matching grant program and assists with budget.



Catherine Goff

THE NHDTTD TEAM



Jennifer Townsend



Katrina Bacon



Brittany Littlefield

JENNIFER TOWNSEND, Customer Service Supervisor
jennifer.townsend@dred.nh.gov
Manages the brochure and customer service programs for the Bureau of Visitor Services.

KATRINA BACON, Marketing Assistant
katrina.bacon@dred.nh.gov
Assists with the strategic development and implementation of DTTD marketing programs.

BRITTANY LITTLEFIELD, Executive Assistant
brittany.littlefield@dred.nh.gov
Provides administrative support and assistance to the Director and the Bureau of Visitor Services.



Ryan Vaughn

RYAN VAUGHN, Web Assistant
ryan.vaughn@dred.state.nh.us
Assists with the maintenance and content generation of all the department websites.

BILL HEBERT, Regional Supervisor of NH Welcome and Information Centers
bill.hebert@dred.state.nh.us

PAUL ENGLAND, Regional Supervisor of NH Welcome and Information Centers
paul.england@dred.state.nh.us

NHDTTD'S TEAM ALSO INCLUDES THE WELCOME AND INFORMATION CENTER PERSONNEL STAFFING EACH OF THE CENTERS LOCATED THROUGHOUT THE STATE.



Bill Herbert



Paul England

NHDTTD STRATEGIC PARTNERS

Callogix, Bedford, *Fulfillment*

Granite State Ambassadors, Manchester
Training and in-state event representation

Institute for New Hampshire Studies, Plymouth, *Research*

Lou Hammond & Associates, New York
Public Relations

NH Made, Epping

Rumbletree, North Hampton, *Creative Design and Advertising*

Silvertch, Manchester, *Website and Database*

Yankee Publishing, Inc., Dublin, *Guidebook*

Discover New England, Portsmouth,
International Marketing and Trade/Media Relations

NHDTTD PLANNING FRAMEWORK

NHDTTD BUSINESS PLAN

	MARKETING	INDUSTRY RELATIONS	VISITOR SERVICES
PLAN	<ul style="list-style-type: none"> Increase Rooms and Meals Tax Revenue Strengthen Brand Identity Improve Industry Services Enhance the Visitor Experience 	<ul style="list-style-type: none"> Cooperative Programs Training Tools Informational Resources Consultations 	<ul style="list-style-type: none"> Industry Positioning Corporate Identity Government Relations
AUDIENCE	<ul style="list-style-type: none"> Consumer Travel Trade Press 	<ul style="list-style-type: none"> In-State Travel Industry Partners 	<ul style="list-style-type: none"> Welcome and Information Centers Front Line Staff Volunteers Residents
METRICS	<ul style="list-style-type: none"> Visitation Tourism Revenue Program ROI 	<ul style="list-style-type: none"> Industry Satisfaction/Participation Referendum 	<ul style="list-style-type: none"> Visitation

FUNDING PROCESS OVERVIEW

The State of New Hampshire's budget is organized and controlled by RSA 9. The state approves a budget every two years, referred to as the "Biennial Budget". It consists of two fiscal year budgets. The state fiscal year runs from July 1 to the following June 30. There are three operating budget development phases:

- The **AGENCY PHASE** process begins in June of the even numbered year with the preliminary planning process by the state agencies. During this phase, agencies are required to prepare a maintenance level expenditure budget for submittal to the Governor. This budget, due October 1, is referred to as the Maintenance Budget. This budget is an estimate of the expenditures required for the agency to continue operating as per usual. This budget allows agencies to include and explain any changes needed to maintain operations.
- The **GOVERNOR'S PHASE** is the second phase of the process and begins on October 1 and ends on February 15. During this phase, the Governor reviews the agencies requests and compiles his/her

recommendations, which will be known as the Governor's Recommended Budget. He/she will present this budget to the full legislature on or before February 15 of the odd numbered year.

- The **LEGISLATIVE PHASE** of the budget process begins on February 15 and consists of two, sometimes three, parts. The House acts first during this phase. The House reviews the Governor's Recommended Budget as well as the original agency submissions. The House Finance Committee holds public hearings and breaks out into three divisions to work on recommendations. Once the full House votes on the committee recommendations, the "House Version" is sent over to the Senate for review. The Senate Finance Committee reviews and works on the budget, complies recommendations and the full Senate votes on the "Senate Version". If the House concurs with the Senate recommendations, that budget is sent to the Governor for signature. If the House non-concurs, a Committee of Conference is formed, consisting of members from both the House and Senate.

This committee works on the budget until a compromise is reached. The Committee of Conference Budget is then sent to both the House and the Senate floor for a vote. Once passed by both bodies, the budget is sent to the Governor for signature. This phase must be completed by June 30.

The New Hampshire Division of Travel and Tourism Development's (NHDTTD) budget is determined by statute RSA 78-A:26. The RSA directs 3.15% of net income (after the cost of administration and the amount needed for building aid bond and note principal and interest payments are deducted) from the tax on meals and rooms received in the first year of the preceding fiscal biennium to be credited to NHDTTD. The funding is 100% General Funds. The General Fund is the state's primary operating fund and refers to all revenues received from taxes, fees, interest earnings, etc. that can be used to fund the general operations of state government. These unrestricted funds are not specifically required in statute or in the constitution to fund particular programs or agencies.

JOINT PROMOTIONAL PROGRAM (JPP) FUNDING

The purpose of the New Hampshire Joint Promotional Program (JPP) is to invest in tourism promotional initiatives developed by groups and organizations to encourage the development of quality out-of-state and in-state promotion projects.

The JPP Screening Committee members represent all regions of the state, serve three year terms and provide marketing expertise from many sectors of the tourism industry including chambers of commerce, regional associations, ski areas, attractions, campgrounds and lodging.

THE PRIMARY GOALS OF THE PROGRAM ARE TO:

- Develop New Hampshire as a year-round vacation destination
- Increase overall visitor length of stay
- Raise the level of quality of the projects done by local, regional and statewide organizations in order to maintain a strong economic base in the state.
- During FY2014 the state estimates to award over \$736,650 in matching funds to local, regional and statewide tourism organizations for out-of-state and in-state promotional activities.
 - 52% for public relations
 - 45% for advertising
 - 3% for online marketing



BUREAU OF VISITOR SERVICES (BVS)

The mission of the Bureau of Visitor Services (BVS) is maintaining Welcome and Information Centers for residents and visitors to New Hampshire in addition to providing courteous and friendly service to all travelers in order to enhance the visitor experience and promote tourism in New Hampshire.

The BVS manages 12 Welcome and Information Centers located throughout the state and employs 18 full time and 58 part time staff. Over 5 million people visit the Welcome and Information Centers each year. There are over 2 million pieces of tourism literature distributed to the Centers each year to promote local events and attractions. All staff has received customer service training and industry resources to assist visitors.

PLANS FOR FY2015-2016 INCLUDES:

- Continuing implementation of a customer service and tourism product training initiative through the Granite State Ambassador Program and new online training programs
- Increase services to the traveling public such as selling travel related items
- Implement sponsorship and advertising opportunities
- Improving brochure program utilizing participant feedback and a revised distribution program
- Necessary capital improvements in current Welcome and Information Centers while using a study to plan additional improvements for FY16/17
- The Bureau will utilize the marketing and promotional efforts through the Division to enhance the visitor experience to increase visitation and spending

- Partnerships will be sought with the Department of Transportation and other agencies to promote safety on roadways utilizing Welcome and Information Centers
- Implement cost reduction techniques such as alternative energy, sustainable design and complete condition assessment and preventative maintenance:
 - Pilot project at the Salem Welcome and Information Center for LED lighting
 - Pilot project at Seabrook Welcome and Information Center for recycling

BROCHURE PROGRAM

The Bureau oversees the Brochure Program which provides space on a fee-basis to display New Hampshire tourism-related brochures at the Welcome and Information Centers. Guidelines and application information can be found in the Industry Members section of VisitNH.gov.

WELCOME AND INFORMATION CENTERS

1. CANTERBURY REST AREA

I-93 Northbound, (603) 783-4194

Open: 9am to 9pm, daily, year-round

2. COLEBROOK REST AREA

Route 3, (603) 237-5390

Open: 8am to 8pm, daily, May – October

3. HOOKSETT REST AREA – NORTH

Everett Turnpike Northbound, (603) 485-3019

Open: 5am to 11pm, year-round

4. HOOKSETT REST AREA – SOUTH

Everett Turnpike Southbound, (603) 485-3542

Open: 5am to 11pm, year-round

5. LEBANON REST AREA/WELCOME CENTER

I-89 Southbound, (603) 448-2409

Open: 8am to 8pm, daily, May – October

6. LITTLETON REST AREA/WELCOME CENTER

I-93, Exit 44, (603) 444-0125

Open: 8am to 8pm, daily, May – October

7. NORTH CONWAY REST AREA

Route 16, (603) 356-2769

Open: 10am to 6pm, Thursday – Monday, year-round

8. SALEM REST AREA/WELCOME CENTER

I-93 Northbound, (603) 893-4351

Open: 24 Hours daily, year-round

9. SANBORNTON REST AREA

I-93 Southbound, (603) 286-4650

Open: 8am to 8pm, daily, year-round

10. SEABROOK REST AREA/WELCOME CENTER

I-95 Northbound, (603) 474-5211

Open: 24 Hours daily, year-round

11. SPRINGFIELD REST AREA

I-89 Northbound, (603) 763-9684

Open: 9am to 9pm, daily, year-round

12. SUTTON REST AREA

I-89 Southbound, (603) 927-4907

Open: 9am to 9pm, daily, year-round





FY2014 IN REVIEW

FY14 HIGHLIGHTS

FY14 HIGHLIGHTS - ROI

\$9

RETURNED IN THE FORM OF STATE & LOCAL
TAXES & FEES FOR EVERY \$1 SPENT BY DTTD

\$87

SPENT BY VISITORS FOR
EVERY \$1 SPENT BY DTTD

68,000

DIRECT FULL-TIME & PART-TIME JOBS
SUPPORTED BY TRAVELER SPENDING

34.2 million

TRIPS IN NEW HAMPSHIRE
FOR RECREATION & BUSINESS

\$527 million

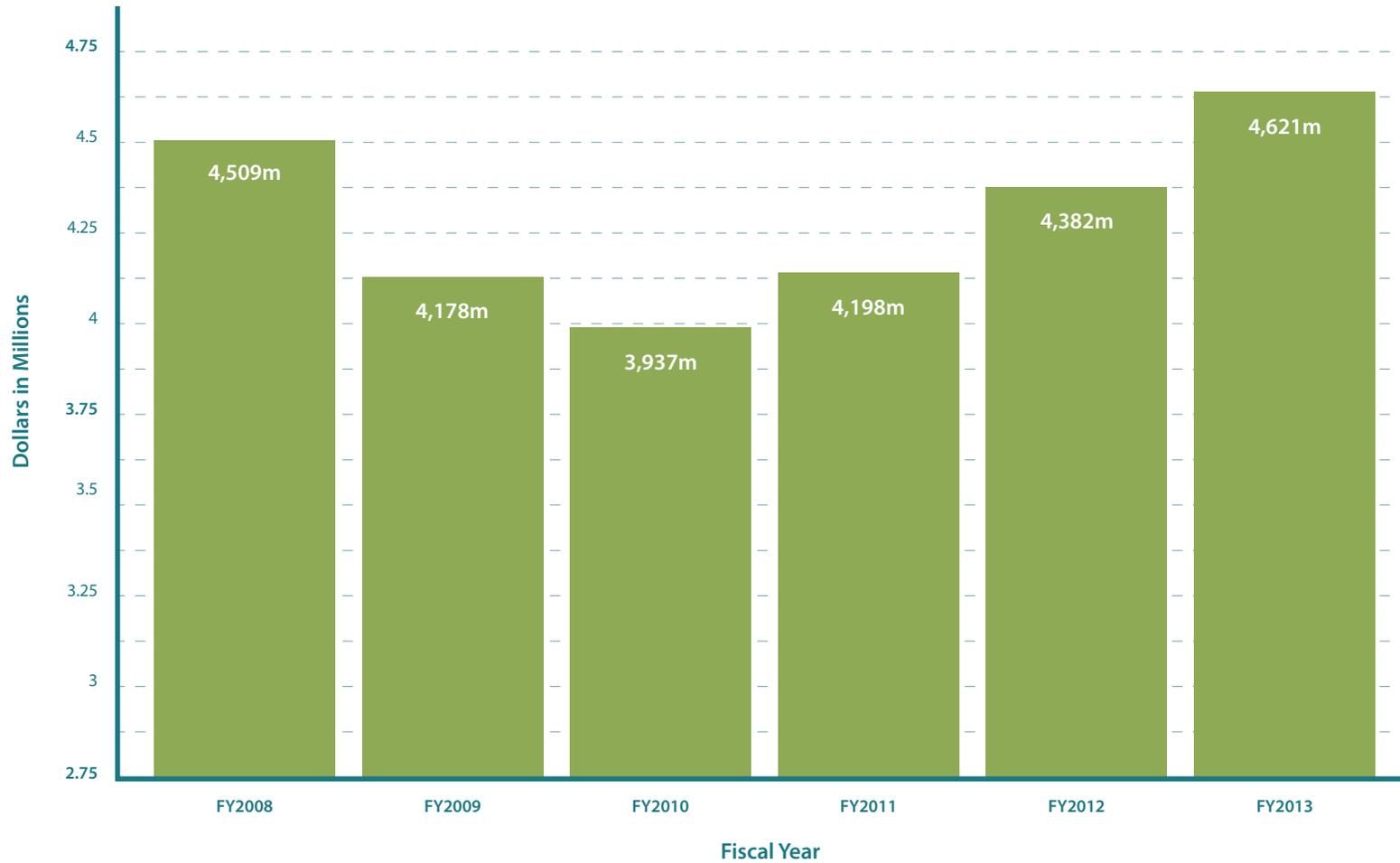
VISITOR SPENDING AS A RESULT OF
PROMOTIONAL ACTIVITIES AND UP 10%

\$4.6 billion

TOTAL SPENDING
BY TRAVELERS

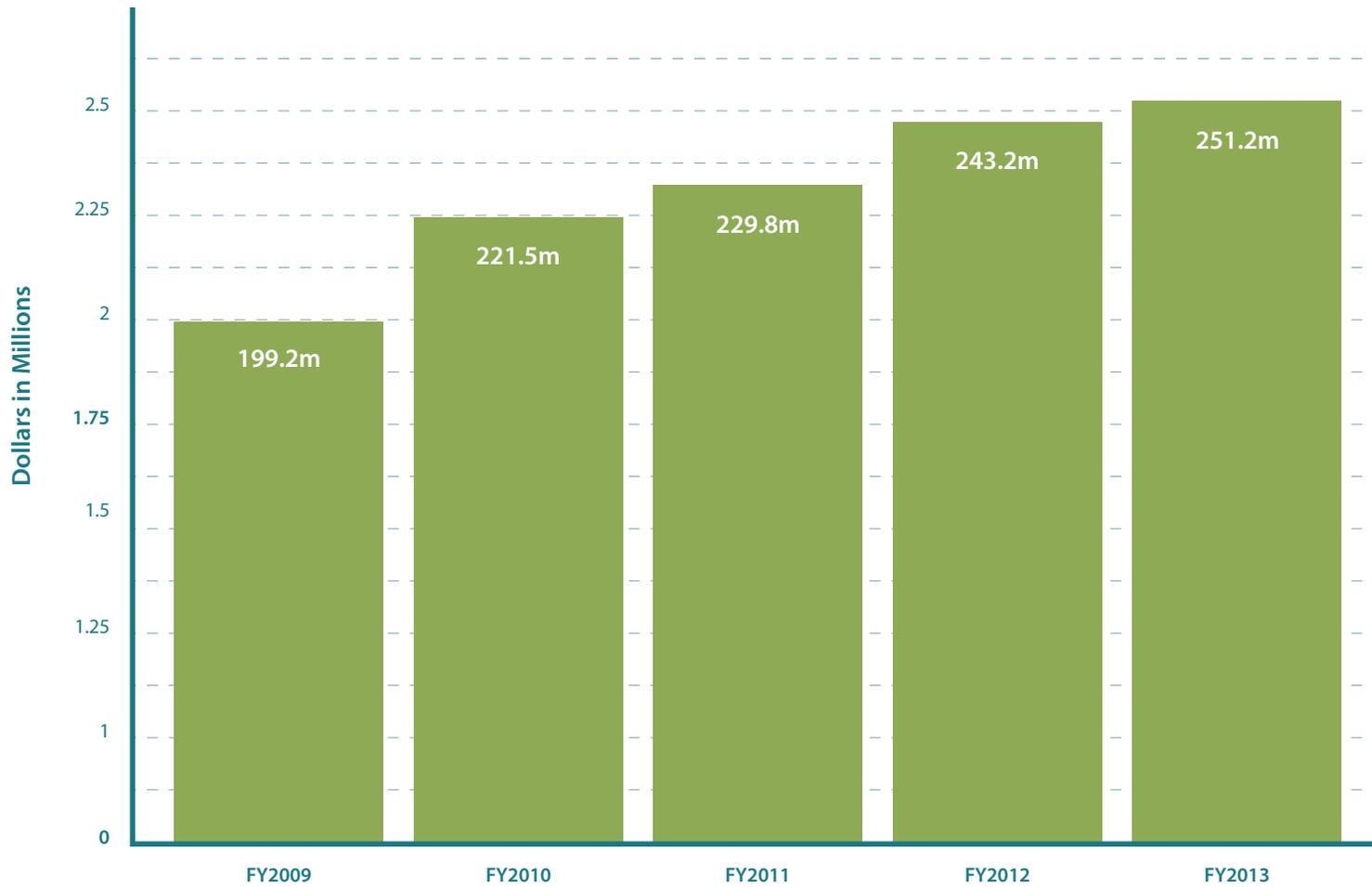
FY2008-2013 VISITATION

DIRECT SPENDING BY VISITORS



FY2009-2013 ROOMS & MEALS TAXES

TOTAL TAXED COLLECTED



FY2014 BY THE NUMBERS

PUBLIC RELATIONS

DOMESTIC 

EARNED MEDIA
\$21,613,068

PRINT AND ONLINE IMPRESSIONS
2,464,913,652



Publications include: New York Magazine, The Boston Globe (multiple hits), Philadelphia Inquirer, Chicago Tribune, New York 1, Fodor's online, MSN.com, DailyCandy (multiple hits), SmarterTravel.com

CANADA 

EARNED MEDIA
\$146,313

IMPRESSIONS
3,144,305

July 1, 2013 – June 30, 2014

WEBSITES

VISITNH.GOV
4,921,700 Page Views
1,500,320 Total Visits
1,147,024 Unique Visitors

VISITNH.GOV/GROUP
7,199 Page Views
5,223 Unique Visitors

VISITNH.GOV/MEETINGS
8,644 Page Views
5,606 Unique Visitors

VISITNH.GOV/WEDDINGS
99,440 Page Views
48,856 Unique Visitors

July 1, 2013 – June 30, 2014

SOCIAL MEDIA



1,116
Instagram
Followers



1,772
Pinterest
Followers



5,970
YouTube
Views



13,900
Twitter
Followers



195,543
Facebook
Likes

HASHTAGS INCLUDE #nh #visitnh #livefree #springbreak #nhsummer

As of June 30, 2014

GUIDES

VISITOR GUIDES
PRINT
81,168 Requests

ELECTRONIC
17,026 Unique Views
26,439 Total Views
775,000 Pages Viewed

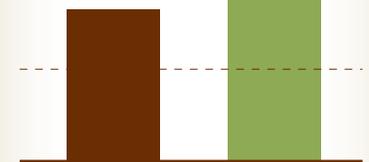
WEDDING LURE
15,117 Requests

July 1, 2013 – June 30, 2014

JOINT PROMOTIONAL PROGRAM

PROJECT VALUE

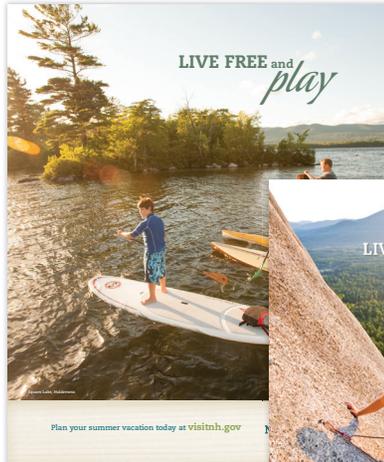
\$1,836,228 \$1,905,883



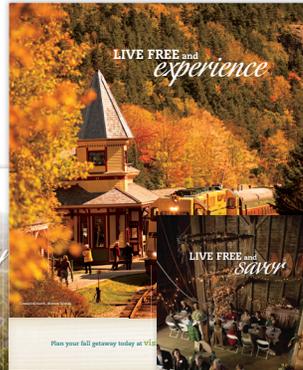
FY2013

FY2014

FY2014 PROMOTIONAL CAMPAIGNS



Magazine Ads



NY/NJ Transit Ads



Class Act Video Awards



Television



Group Tour Giveaway

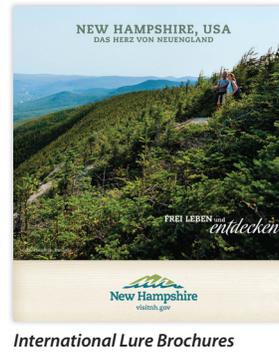


Winter Partnership



Online Banner Ads

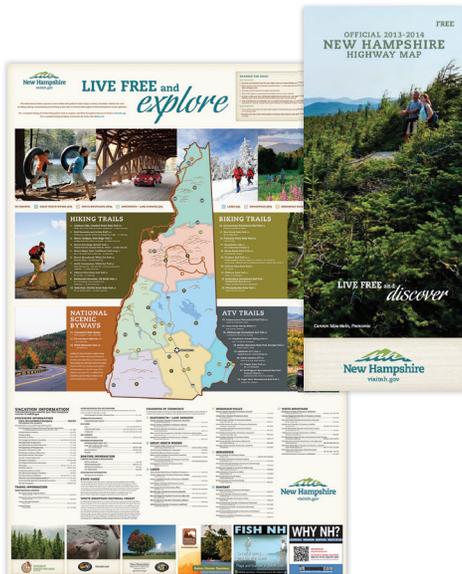
FY2014 COLLATERAL



International Lure Brochures



Student Resource Guide



Highway Map



Experience Rural New Hampshire Brochure

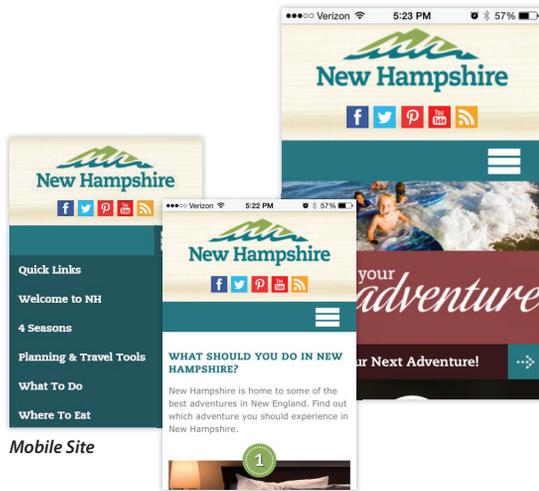


New Hampshire Brewery Map Brochure

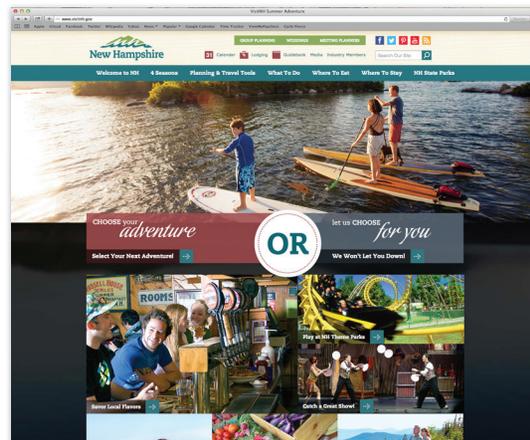


Weddings Lure Brochure

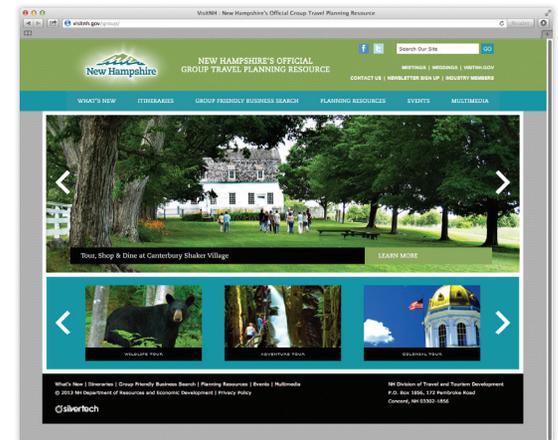
FY2014 WEBSITE AND MOBILE



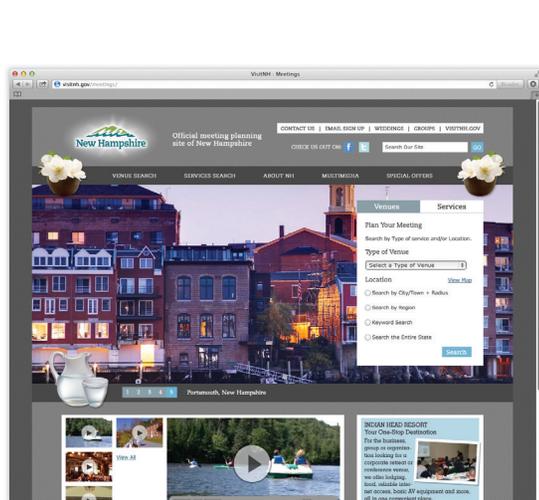
Mobile Site



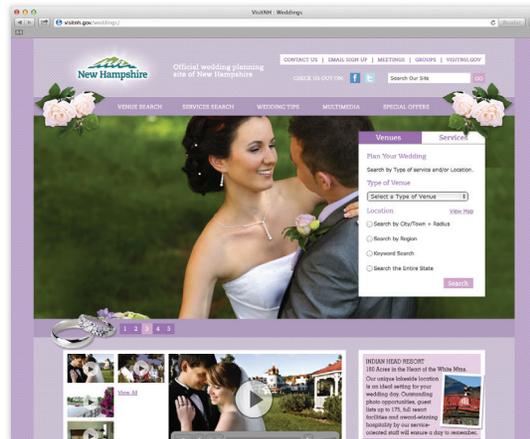
visitnh.gov Website



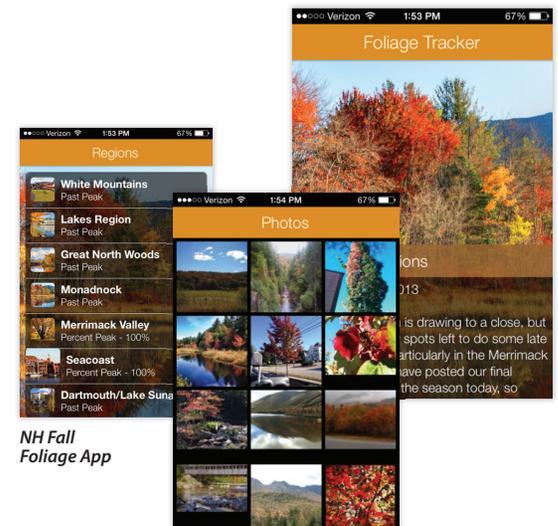
Group Tour Website



Meetings Website



Weddings Website



NH Fall Foliage App



FY2015 STRATEGIC PLAN

FY2015 GOALS AND OBJECTIVES

INCREASE ROOMS AND MEALS TAX REVENUE

- Protect and grow current market share
- Identify and improve return from emerging, secondary, and niche segments
- Develop and nurture partnerships, especially with the New Hampshire Division of Economic Development

STRENGTHEN BRAND IDENTITY

- Increase brand awareness and recognition
- Evolve brand's emotional distinction
- Expand branding to other segments in addition to tourism

IMPROVE INDUSTRY SERVICES

- Improve and adjust programs based on survey results
- Improve industry partner awareness of DTTD programs

ENHANCE THE VISITOR EXPERIENCE

- Provide visitor resources and tools using new technology
- Improve the experience for those visiting the Welcome & Information Center through service, technology, and training



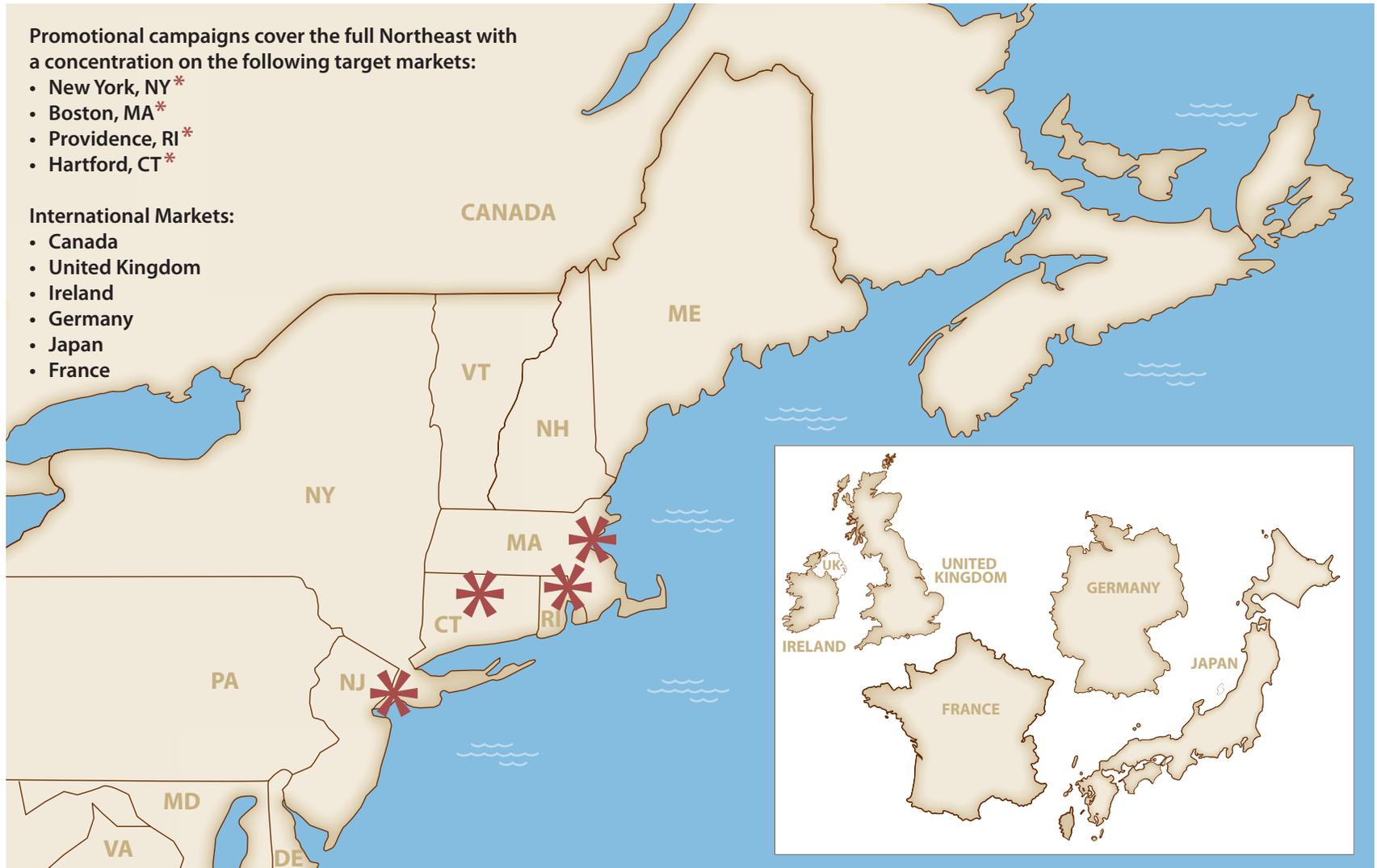
FY2015 TARGET MARKETS

Promotional campaigns cover the full Northeast with a concentration on the following target markets:

- New York, NY*
- Boston, MA*
- Providence, RI*
- Hartford, CT*

International Markets:

- Canada
- United Kingdom
- Ireland
- Germany
- Japan
- France



FY2015 TARGET MARKETS

DEMOGRAPHICS

The primary domestic target audience for New Hampshire Tourism advertising is Adults 25-64 with household incomes of \$100,000+, traveling either with or without children, and living in the Northeast states.

The primary international target audiences are upscale Adults 25-64 traveling with or without children, and living in Canada, the UK/Ire, or Germany; limited resources limit the countries that can be supported with advertising.

While the demographics of travelers shown above are “primary” targets, they are not “exclusive” targets; the NHDTTD media advertising campaign reaches all age and income groups living in other domestic and international markets.

New Hampshire residents are also a target market for NHDTTD promotional activity in an effort to create awareness of the variety of things to see and do in different parts of New Hampshire. Partnering with NH State Parks and the NH Department of Agriculture Division of Markets and Food provide opportunities to increase resident awareness of entertainment opportunities for short getaways.



FY2015 TARGET MARKETS

NICHE MARKETS

Meetings

- To support a growth in meetings held in New Hampshire, NHDTTD advertises in publications and on websites geared to professional and casual meeting planners specializing in planning “small” board and association meetings.
- New England is considered the primary geographic market with the Mid-Atlantic States and the balance of the U.S. as secondary markets.
- A sampling of publications includes: Small Market Meetings, and sponsorship of the NHBR’s Meetings & Convention Planner.
- Online programs include e-newsletters with MPI New England (Meeting Planners International New England chapter), as well as a presence on the New England Society of CVBs website.

Weddings

- NHDTTD supports weddings in New Hampshire through a combination and print and online tactics, such as The Knot, New England Bride, and Boston Weddings.

Group Leisure

- NHDTTD works with a variety of publications reach the group tour market. Sample programs include Northeast Group Tour magazine and e-newsletter, ABA Destinations magazine and e-magazine), NTA e-newsletter, and membership of Group Connect.



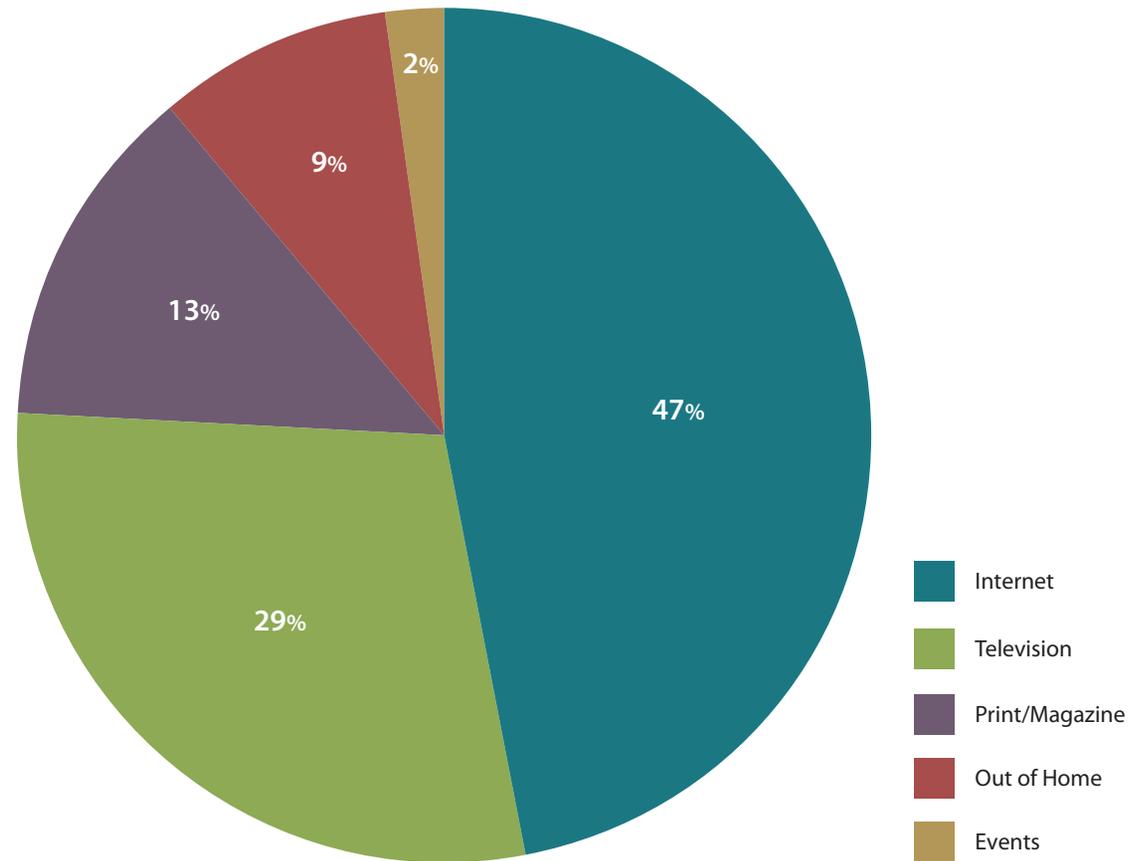
FY2015 TARGET MARKETS

Travel Trade

- For efforts targeting group and FIT, the Division's marketing team and its international representatives actively participate in annual travel trade events in North America, Europe, and new markets in Asia including:
 - Domestic: The American Bus Association Annual Convention and the National Tour Association Annual Convention
 - Canada: The Ontario Motor Coach Association Conference and the NHDTTD organized New Hampshire Sales Blitz to Canada
 - International Inbound US Events: The Discover New England Summit and International PowWow
 - International: World Travel Market (London), Dublin Holiday World Show (Ireland), International Tourism Exchange ITB (Germany), and various Discover New England supported Sales Mission to countries including Germany, UK, France, and Japan.
- During calendar year 2012, NHDTTD has personally met with over 350 different tour professionals and provides lead reports for free on the password protected Industry Members section on visitnh.gov. In addition to face-to-face meetings, NHDTTD distributes the New Hampshire Update e-Newsletter for tour operators twice a year to thousands of recipients, and has organized familiarization tours for 25 tour operators and group leaders to all regions of the state.
- NHDTTD launched a new website dedicated to serving group tour planners in general with suggested itineraries, a group friendly database, video, and resources that are useful to travel trade professionals and individual planners. This information is available on visitnh.gov/group for tour planners to utilize.
- NHDTTD regularly communicates with editors and journalists for tour publications and New Hampshire has received various editorial features in magazines including: Destinations, Courier, Group Tour Magazine, Group Travel Leader, Leisure Group Travel, and Bus Tour Magazine.
- For efforts targeting meeting planning professionals, NHDTTD has improved its web-based program that is designed around visitnh.gov/meetings, which is the comprehensive website dedicated to serving meeting planners. It includes a growing database of venues and services that can serve this market in New Hampshire. This website is supported by NHDTTD's involvement in Meetings Professionals International, the New England Society for Convention and Visitor Services, Affordable Meetings, and paid advertising packages with New Hampshire Business Review, the New England Meeting Guide, the Small Meetings Market, MeetingsFocus, and an effective pay-per-click campaign. NHDTTD also distributes an e-newsletter to a growing database of planners twice a year. Plans are being designed to expand on efforts geared towards this market in the coming fiscal year.

FY2015 PAID MEDIA ADVERTISING PLAN

The NHDTTD media mix is varied, consistent with the media habits of our target audience in different market areas. The following includes media types planned for FY2014 (domestic and international).



FY2015 COMMUNICATION PILLARS

The 4 pillars will underpin marketing and advertising communications programs in FY2014:



OUTDOOR RECREATION

This cluster of activities focuses on the variety of action and adventure experiences available to families or couples. Activities span the four seasons and range from skiing and other winter sports to hot air balloons, paragliding, surfing, canoeing, kayaking, hiking, rock climbing, white water rafting and much more. “Soft” outdoor recreation—walking, wildlife viewing (bird watching) moose spotting, hunting, whale tours) and beaching are also included.



ATTRACTIONS

Includes the natural splendors and unique scenery available during every season of the year, camping, fairs and festivals as well as natural attractions, theme parks and other entertainment venues.



FOOD, SHOPPING, AND LODGING

Food and dining includes (building awareness of) fine dining restaurants, farm to table and farm to restaurant programs, the range of “trails” from Wine & Cheese, Breweries, and Maple Sugaring to farms and dairies that allow/encourage visitors, and specialty food product manufacturers/makers including the variety of expert chocolatiers in New Hampshire. Also includes the spectrum of lodging options. From the Grand Hotels and Resorts to the countless Inns, B&Bs, and the national chain hotels and locally owned independent motels, there is something to suit everyone’s tastes and budgets.



ARTS AND HERITAGE

Much of New Hampshire’s historic development was centered on water-related activities: the shipping and fishing industry of the seacoast, the Industrial Revolution with Mill history and industry centered around the powerful rivers carving their way through New Hampshire, and the lakes around which visitors clustered. That heritage is captured in a variety of museums, historical societies and historical architecture.

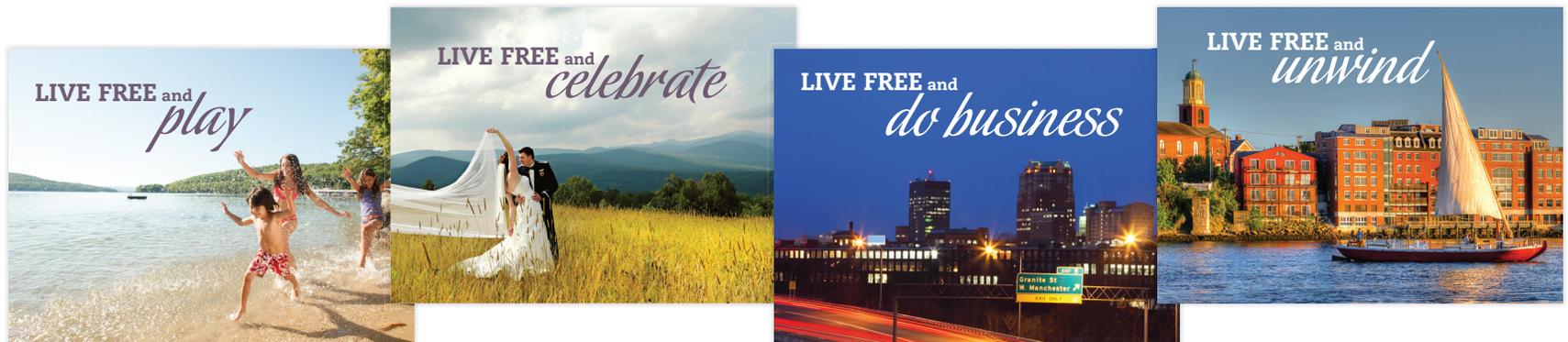
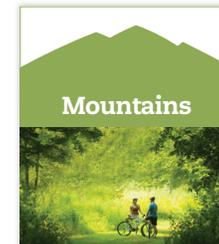
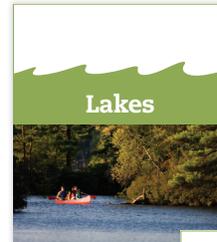
FY2015 BRAND IDENTITY AND MESSAGING

The New Hampshire brand identity is the visual representation of our state projected internally and externally.

The New Hampshire brand is a valuable asset, requiring proper care and management. Consistency and accuracy in the way the brand is expressed and reproduced will build brand strength and increase brand awareness over time.

“LIVE FREE AND” SLOGAN

The slogan is adaptable to the varied products and features of our beloved state, allowing our marketing to showcase the abundance of ways consumers can “LIVE FREE” in New Hampshire.



FY2015 BRAND IDENTITY AND MESSAGING

PHOTOGRAPHY

Imagery for the new brand is predominantly activity-based. Lead photos should contain people engaging in the wide range of New Hampshire activities, preferably in beautiful or picturesque settings. In situations where only one image is used, it is preferable that this image display people engaging in activities. Should multiple images be used in a layout, there may be a mix of scenery, details and activity images to convey the overall experience.



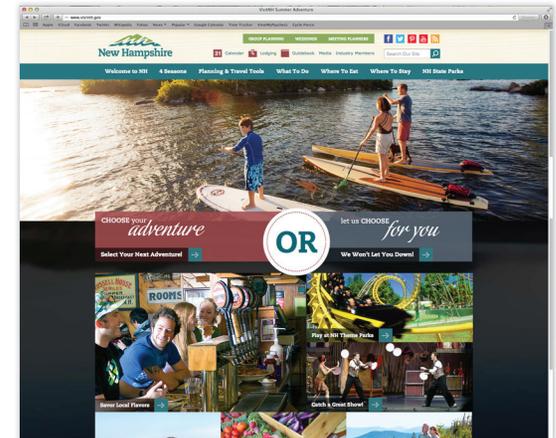
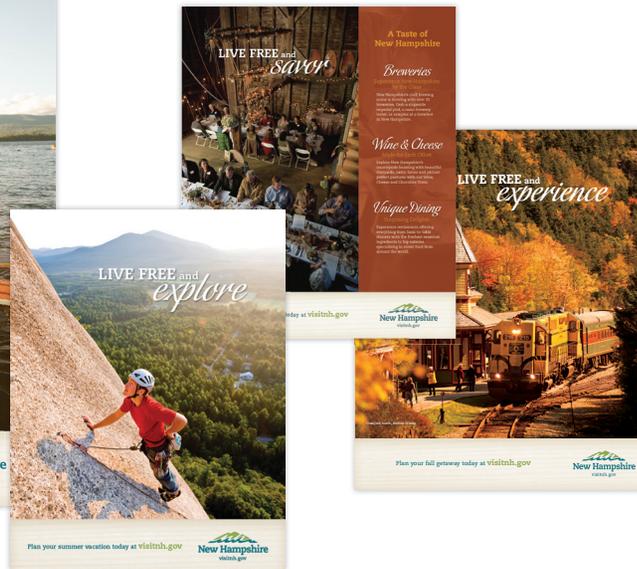
FY2015 BRAND IDENTITY AND MESSAGING

EXAMPLE CREATIVE

The below creative samples show the basic building blocks of the brand working together in concert.



Magazine Ads



visitnh.gov Website



Online Banner Ads



NY/NJ Transit Ads



MARKETING SUPPORT SERVICES

NHDTTD FREE SERVICES

- Basic listing on:
 - VisitNH.gov
 - VisitNH.gov/Meetings
 - VisitNH.gov/Weddings
 - VisitNH.gov/Group
- Post events to VisitNH.gov
- Post packages to VisitNH.gov, including specific promotions like the Yankee Dollar Stretchers
- Participate in familiarization tours (free, need to supply complimentary food, attraction passes, or lodging)
- Basic listing in the Official New Hampshire Visitors' Guide
- Basic listing in the Group Travel Activity Guide
- Post and interact with VisitNH on social media
- Trade Show and Sales Mission Leads Reports
- Subscription to "Hot Tips" media inquiry alerts
- Inclusion in "What's New" compilation newsletters sent to tour operators and media
- INHS Research Reports
- Joint Promotional Program (matching grant program offered to regional non-profit associations focused on promoting tourism to an area)

IMPORTANT REMINDERS:

For the latest updates and announcements of new opportunities, you are encouraged to subscribe to DTTD's monthly Snapshots eNewsletter, which is the Division's primary means of communicating deadlines, new opportunities, and pertinent announcements to our industry. There is a subscribe option on the Industry Member section of VisitNH.gov.

Each business is responsible for making sure their business information is up-to-date in DTTD's database for accurate public listings. This can be maintained by logging into www.visitnh.gov/industry-members and selecting Edit My Account.

To download the full industry Cooperative Partnership Program Guide, go to:
VisitNH.gov/Industry-Members