



Prepared for New Hampshire Division of Travel of Tourism Development

DMOs enlist residents to become part of the tourism promotion effort

DMOs seeking a tourism boost might consider looking in their own back yard for the most-persuasive promoters.

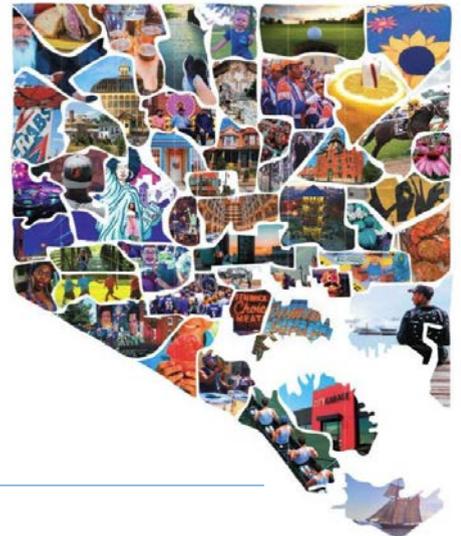
Because who knows an area better than its residents?

Visit Baltimore recently kicked off #MyBmore, a social media campaign intended to change the narrative about the city, fighting back against an image shaped by record violent crime.

“There’s a lot of great news happening in Baltimore, but unfortunately not enough people know about it, and we now have an opportunity to tell it,” said Al Hutchinson, president and CEO of Visit Baltimore. “We need to use social media because that’s where a lot of folks go to get their information.”

“#MyBmore” isn’t a traditional marketing campaign but rather a grassroots effort encouraging Baltimoreans to rally on behalf of their city by posting photos, videos and stories on Instagram, Twitter and other apps or sites using a common hashtag.

Continued on page 2



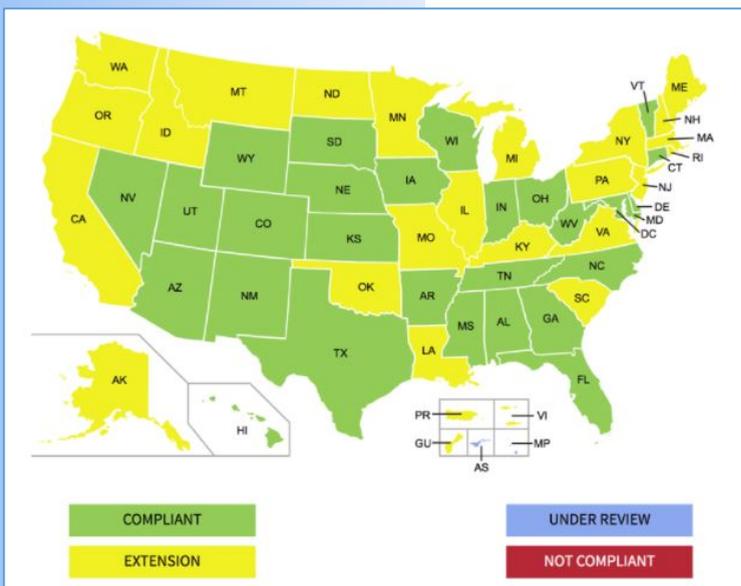
Homeland Security extends deadline for REAL ID

“Will I be able to use my driver’s license to board a plane this year?”

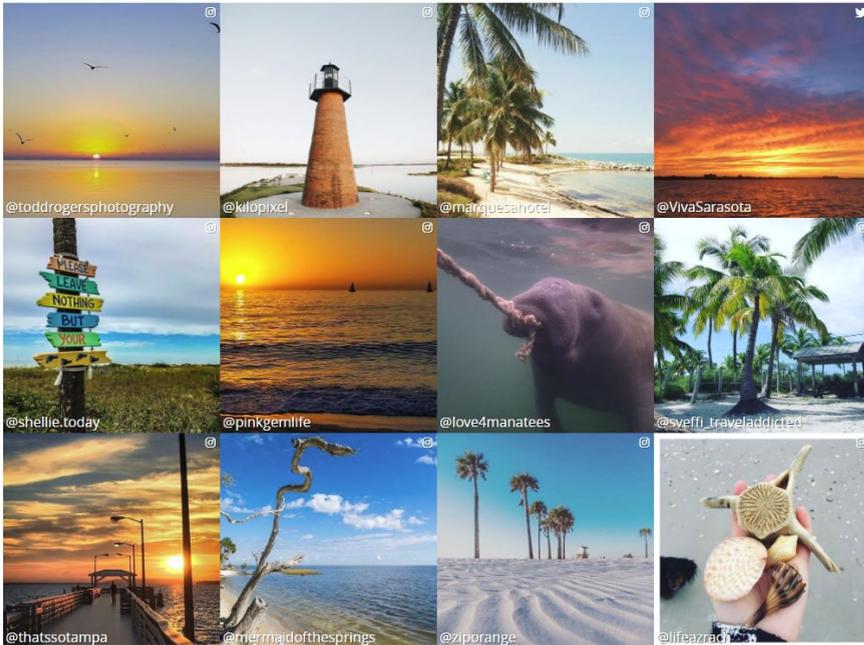
That’s a question on many American travelers’ minds as the “initial enforcement” deadline nears for states to issue driver’s licenses and ID cards that meet the requirements laid out by the REAL ID Act of 2005.

REAL ID refers to a set of security standards established by Congress in 2005 for card issuance, card design and application processing that states

Continued on page 2



See How Others #LoveFL



Florida and Dallas residents pitch in



Continued from page 1

The tens of thousands of #MyBmore photos posted so far include a kitten rescued by the Baltimore City Fire Department; the Rawlings Conservatory & Botanic Gardens decorated with garlands for the holidays; street scenes; and fancy desserts at local restaurants. There are pictures of youth choirs, martial arts classes, dogs and outdoor murals.

Elsewhere, VISIT FLORIDA is encouraging state-wide usage of the hashtag #LoveFL by Florida residents.

“Following Hurricane Irma, it’s more important than ever for us to

spread the word that the coast is clear and the Sunshine State is open for business,” said Ken Lawson, president and CEO of VISIT FLORIDA.

The organization’s Instagram effort calls on residents to “share a little sunshine” and “bring your close ones closer and inspire your next adventure,” according to the Florida organization.

And in Texas, Visit Dallas launched a campaign designed to inspire locals to rediscover the city. #DallasBigMoments continued all summer last year, with the goal of encouraging friends and relatives outside of the area to be inspired to visit the city.

Sources: Baltimore Sun, VISIT FLORIDA and Visit Dallas

REAL ID will be needed to board domestic flight

Continued from page 1

must follow when issuing driver’s licenses and other forms of identification.

The law mandates that any American citizen must show REAL ID-compliant identification when boarding a domestic flight, accessing federal facilities or entering a nuclear power plant. However, not all state-issued IDs follow those standards yet.

DHS has extended the initial enforcement deadline for REAL ID compliance from January 22 to October 10, including New Hampshire. All but two jurisdictions (American Samoa and Northern Mariana Islands) have either received an extension or are complaint and these two jurisdictions are under review for the extension.

So, the answer to the question is yes, you will be able to use your driver’s license to board a plane through Oct. 10.

If for some reason a state that has an extension does not comply with the conditions of the extension, the Transportation Security Administration, or TSA, has no alternative under current law but to reject non-REAL ID-compliant IDs after October of this year.

In the event a driver’s license is not REAL ID compliant, the following forms of identification can be used to board an aircraft: passport; U.S. military ID; DHS trusted traveler card; or, a Transportation Worker Identification Credential (TWIC).

Source: U.S. Travel Association

Local towns and shops collaborate to drive more visitation

The adage about there being strength in numbers is exemplified in two marketing efforts where local communities are multiplying their individual impact through collaboration.

Ten organizations in five mountain towns aim to increase tourism through promotion of the Colorado Creative Corridor, a 331-mile route connecting five state-designated Creative Districts.

The Ridgway (Colo.) Area Chamber of Commerce is contributing \$5,000 to the marketing campaign, which is also funded by a \$25,000 grant from the Colorado Tourism Office and \$20,000 in matching funds from other partner organizations.

“The primary focus is attracting in-state visitors to lesser known tourist areas and also attracting them during times of the year that are less traveled. Of course, this will attract out-of-state visitors as well and they

will want to visit these communities, not only for our wonderful outdoor recreation, but they will be enticed to stay in town more and support the creative arts, which in turn will support all of the local businesses,” Ridgway Chamber Manager Peri Gore said.

And in Missouri, the American Genius Highway Quilt Trail includes 16 shops in 15 towns. Many of the businesses along the established trail are located just off Highway 36, while some are within the Highway 36 Corridor (a zone spanning 36 miles north and 36 miles south of the actual highway).

While traveling the trail, visitors are encouraged to enjoy attractions, local shops and restaurants. History buffs also have attractions of interest.

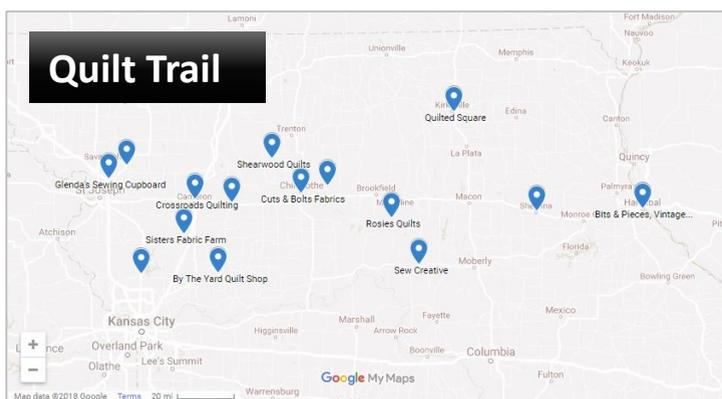
Dubbed “The Way of American Genius” for its connection to innovative Missourians such as Walt

Disney, J.C Penney, Mark Twain and Gen. John J. Pershing, and innovations including Sliced Bread and the Pony Express, Missouri’s stretch of U.S. Highway 36 runs west to east, from St. Joseph to Hannibal.

In its fourth year, the Missouri Highway 36 Quilt Trail is the ultimate quilting experience. Organizers say this year’s theme “Ol’ Trail Town” is designed to represent and embrace northern Missouri’s 1800s heritage. Each block represents a building that would have been found in a community in the 1800s.

“There is a lot of excitement about this year’s theme,” say Marie Saunders, co-owner of Crossroads Quilting in Cameron. “We’ve been fielding calls for the last three months about this year’s quilting project.”

Sources: Telluride News, American Genius Highway



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