



Prepared for New Hampshire Division of Travel of Tourism Development

## Gen Z books mobile, prefers experiences

Nearly 75% of Gen Z (born: 1995-2012) respondents made at least one booking via smartphone in 2017, a study notes.



This was up from a figure of 52 percent in 2012.

The study also shows they consult fewer resources when researching for their trips than Millennials.

Millennial and Gen Z travelers, when asked what they were willing to splurge on during their trips, preferred experiential purchases.

Thirty-seven percent of respondents were willing to shell out extra cash for food and drink experiences.

Traditional travel luxuries, such as airfare upgrades, were favored least.

Source: WYSE Travel Confederation



Photo: Shelley Mays/The Tennessean

Joni Cole of the Downtown Franklin (Tenn.) Association greets visitors.



## DMOs harness the help of local residents

Campaigns in Ohio and Tennessee depend on the power of the people to recruit visitors and make them feel welcome on their trip.

### Cleveland

A new tourism marketing campaign is designed to recruit locals to promote the region to their out-of-town friends and family.

The “Visit Me in CLE” campaign from Destination Cleveland hopes to introduce the regional tourism agency’s planning tools to residents who can use them to change perceptions of the city in the minds of potential visitors.

Throughout the campaign, which will culminate with a “Visit Me in CLE” weekend on June 21-23, 2019, the organization will offer residents ways to promote the region’s experiences and attractions.

Between now and the “Visit Me in CLE” weekend next June,

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### Franklin

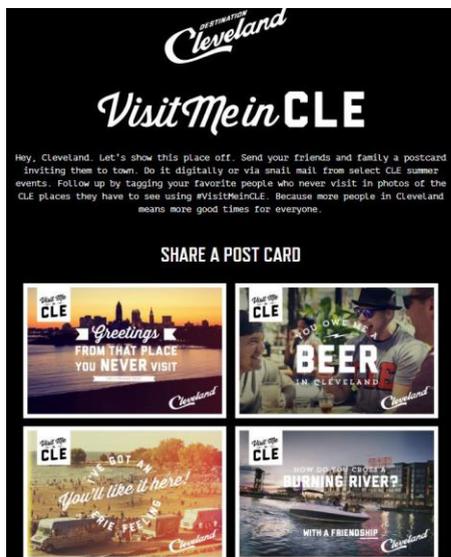
An ambassador program started in July is taking Franklin’s Southern hospitality to a new level.

The program — Franklin Locals — aims to help lost tourists find where they are wanting to go. Dressed in gray polo shirts with a logo, volunteers walk the sidewalks during peak hours to help tourists find their way.

“One of the things we hear when they come to town is they feel like it’s home,” Downtown Franklin Association President Marianne DeMeyers said. “We wanted to continue that feeling they have and tell them what locals do. People do like to experience a town from a local person’s standpoint.”

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## Destination Cleveland sponsors training and information sessions



Electronic postcards will be available at [www.visitmeinCLE.com](http://www.visitmeinCLE.com).

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Destination Cleveland will offer residents several events to better acquaint themselves with the region and help them promote it to friends and relatives.

In August, Destination Cleveland staffers were at two events with visitor's guides, itineraries and other visitor planning tools, as well as on-site activities for residents.

"Since residents are the third-most utilized resource for destination information by potential visitors, Destination Cleveland's 'Visit Me in CLE' campaign aims to engage the 77% of Clevelanders who would

recommend the city as a place to visit," said Colette Jones, Destination Cleveland's vice president of marketing and communications, in a news release.

In March 2019, Destination Cleveland will host "Be A Tourist in Your Hometown," a weekend for residents to get to know more about different experiences throughout Cleveland.

During the campaign, advertising and social media posts will encourage residents to invite family and friends to the area.

**Source: Crain's Cleveland Business**

## Franklin ambassadors seen as benefit to visitors and the community

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For the last five years, Williamson County has continued to break records for tourism. The Tennessee Department of Tourism ranked Williamson County as the sixth highest for tourism. Numbers from the latest data showed 1.4 million people visited the county in 2016. Business and tourism leaders hope the outreach program will only make it grow.

"The welcoming spirit of Franklin's residents is evident each time a visitor makes their way to Main Street, and this program is an

extension of that hospitality," Williamson County Convention and Visitors Bureau CEO Ellie Westman Chin said.

Members of the Downtown Franklin Association and the Visitors Bureau decided to lay out a plan for the hospitality program last year.

"We want to make sure they aren't wasting their time being lost and they can find the areas or businesses they are looking for," Franklin Locals co-creator Joni Cole said. "It's about a relationship and making them feel welcome. We think it's going to benefit all of our business."

Cole and a committee started organizing the program last fall. The group will mimic a similar program the visitors bureau tried years ago.

Before volunteers hit the streets, every ambassador must go through an eight-hour training program. The training consists of Franklin history, most frequently asked questions and information on restaurants and businesses.

Ambassadors will stay out from 11 a.m. to 3 p.m. in limited areas.

**Source: Tennessean.com**



## San Francisco features locals who 'welcome all'

A new campaign, I Am San Francisco, expands on the "You Are Always Welcome" initiative, designed to encourage all to visit. The online series features the stories of both natives of the city and those who came to visit San Francisco but then made the city their home.