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Development

Not booking ahead?

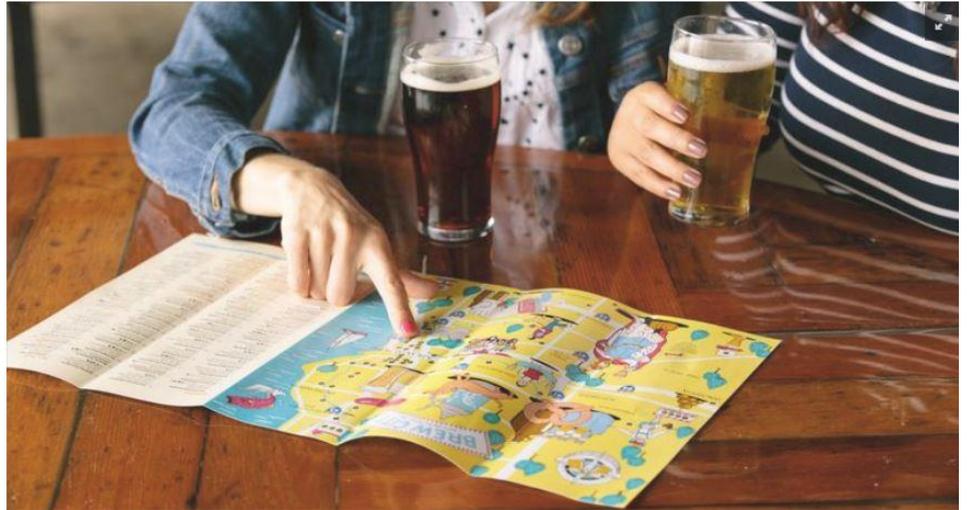


Three out of four travelers say they will wait to book at least some of their activities until they are in their destination, a report says.

The breakdown finds that 23% of respondents will book all of their activities in advance and 24% will book most of their activities before departure, while 16% will book about half in advance, 18% will book most in-destination and 17% will book all of their activities upon arrival.

Overall, summer travel looks strong, with more than half (57%) of travelers planning on taking two or more trips this season.

Source: phocuswire



Visit Milwaukee has partnered with the local beer community to produce the Original Brew City Beer Map.

Local culture can form basis for marketing

Destinations take pride in their local culture, and DMOs can take advantage of home-grown attractions to attract visitors.

Here are two examples:

Milwaukee

Milwaukee may finally have a definitive map of its various beer-related attractions.

As part of its revamped digital efforts to present Milwaukee to tourists, Visit Milwaukee has partnered with members of the local beer community to produce the Original Brew City Beer Map.

The map, which will also be available digitally, highlights 62 breweries, beer gardens, beer touring companies and historical sites throughout Milwaukee and surrounding cities like Wauwatosa, Oak Creek and Waukesha.

Visit Milwaukee plans to print and distribute 500,000 copies of

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Pasadena

Pasadena is a historical city known for its landmarks, museums, entertainment and botanical gardens, but it's also a pioneer in science and space exploration.

Caltech and the Jet Propulsion Laboratory (JPL) are based there, just to name two examples.

Over the past year, the Pasadena Convention & Visitors Bureau has partnered with Caltech, JPL and the city of Pasadena to showcase Pasadena as a destination for science and technology meetings.

The city's growing hotel landscape has played a vital role in accommodating locals, tourists and events.

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TV's Bill Nye joins Pasadena partnership



View the Bill Nye video here:
<https://youtu.be/44UHulpBiY>

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The Pasadena CVB recently worked closely with the Planetary Society and Bill Nye on a citywide video focusing on Pasadena's innovative spirit at institutions such as Caltech, JPL, the ArtCenter College of Design, Mount Wilson Observatory and Kidspace Children's Museum.

In July, the CVB will welcome two scientific meetings, the Council of Engineering and Scientific Society Executives (CESSE) and COSPAR, the world's largest international gathering of scientists to promote scientific research in space.

Source: Pasadena Now

Beer map is a resource for visitors & locals

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the map "throughout the country," and will also position it in tourist attractions, restaurants, hotels and, of course, breweries around the region.

"This is a resource for locals and visitors, because Milwaukee is home to not only a booming craft brewing scene but also the history of beer in America," said Megan Suardini, vice president of marketing and communications for Visit Milwaukee. "This comprehensive beer attractions map includes real Milwaukee beer experiences from drinking to tours, and was championed by both our sponsors and Visit Milwaukee to highlight the density and richness of beer culture throughout our community."

Map sponsor Lakefront Brewery founder and president Russ Klisch

said the map is a culmination of three years of collaboration with Visit Milwaukee, and something he's wanted to put together pretty much ever since he opened the brewery in 1987.

"Milwaukee is a brewery town and brewery tourism is becoming very big in the United States," Klisch said. "What better way to try to let people know that we are a huge brewing destination."

Research shows that breweries were in the top five activities engaged in by travelers on overnight trips to Milwaukee, according to a news release. Approximately 11 percent of total overnight trips to Milwaukee are due to beer tourism, compared with the national average of 5 percent.

Source: Milwaukee Business Journal

Advice on marketing to the LGBTQ market

"Now and Then," a Las Vegas commercial, features a same sex couple returning to Las Vegas, where they first met.

The ad, part of LVCVA's new "Only Vegas Moments" campaign, has already been viewed almost 8 million times on the Visit Las Vegas YouTube channel alone, and has been warmly embraced by the LGBTQ community.

Here's what Cathy Tull, CMO of the Las Vegas Convention and Visitors Authority, and Billy Vassiliadis, CEO of R&R Partners, have to say about the campaign and the importance of marketing to LGBTQ travelers.

Have you seen any results from this commercial yet?

BV: The feedback has been overwhelmingly supportive. Social media response has been very positive with less than one percent negative or neutral reaction.

What would you recommend to destinations that have never marketed to the LGBTQ community before?

CT: Know your audience. We know our visitors very well and continuously connect with them to make sure we meet their needs and expectations on every level of their Vegas experience. The more you research, the more you know and the better you can provide consumers with what they are looking for when they visit your destination.

BV: LGBTQ communities don't need specific marketing; they want to be marketed to like anyone else.

Source: Forbes