



Prepared for New Hampshire Division of Travel of Tourism Development



Roughly 7,400 passenger cars and 1,150 commercial vehicles go through the U.S. port at Pittsburg each year. Most of the traffic comes in the summer vacation months of July and August.

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New research conducted by the Adventure Travel Trade Association (ATTA) in conjunction with researchers from East Carolina University reveals that, more than any other motivating factor, adventure travelers are seeking transformative experiences.

Ad blitz promotes visits from nearby Canada

Awareness and ease of access are key considerations when travelers are making destination decisions, and six western New York counties are taking the initiative to invite Canadian tourists to their area.

Bob Scott of Bob Scott Productions markets tourism for Cross Border Showcase, which reaches into Ontario, Canada.

“The province of Ontario, Canada represents the wealthiest, largest population credentialed for international travel, and it is right next door to New York State,” he said.

His Cross Border Showcase will help introduce Allegany County to the Canadians.

“You have stuff here, that believe it or not, other places don’t have. But someone has to extend the invitation to the Canadians to come here,” Scott said.

New Hampshire’s border crossing

with Canada at Pittsburg might provide inspiration to replicate the New York efforts.

Through the use of a broad media platform including social media, streaming, outdoor media, broadcast media, online marketing, print media and new technologies, Cross Border Showcase will promote tourism to Allegany County, along with five other western New York counties, during the travel season.

The initiative, explained Allegany County Tourism Director Gretchen Hanchett, also includes Orleans, Genesee, Wyoming, Cattaraugus and Chautauqua counties. Each county will receive four 10-minute and six five-minute radio programs specifically focused on them, along with advertising online and in social and print media. The cost to buy into the Cross Border Showcase was \$4,000 for each county.

Source: Wellsville Daily Reporter

Textile industry sites could be bundled into a ‘makers’ experience



The Millyard Museum is housed in Mill No. 3 at the corner of Commercial and Pleasant Streets in the historic Amoskeag Millyard.

The maker movement has revealed more than a desire to make things, since we all can't be inventors or artists. The rest of us love to see how and where things are made.

In Ohio, the Darke County Visitors Bureau has teamed up with travel partners in Shelby, Miami, Auglaize, Mercer and Van Wert counties, partners of West Ohio Adventures, to develop a factory tour itinerary in west central Ohio for groups of all kinds.

The itinerary, called Made In West Ohio, represents a collection of guided tours through a variety of venues that include an RV manufacturer, a craft beer brewery, a chocolatier, a jewelry store, a winery, a distillery, a kitchen appliance manufacturer and more. The itinerary provides information to visitors who could contact the businesses and set up tours during their trip to the area.

This idea could be repurposed in New Hampshire using current and former textile mills.

The Millyard Museum in Manchester tells the story of the city of Manchester and the people who have lived and worked there.

Other potential sites on a textile tour include the Historic Belknap Mill in Laconia, a museum featuring the earliest hosiery factory in New England.

Harrisville Designs in Harrisville gives travelers the opportunity to see a working mill. It represents a handful of working woolen mills left in the United States.

The Ohio regional tour itinerary was put together to entice visitors to visit west central Ohio instead of the bigger cities, said Matt Staugler, executive director of the Darke County Visitors Bureau. Staugler said the listing offers something for everyone, from large bus tours to families to individuals.

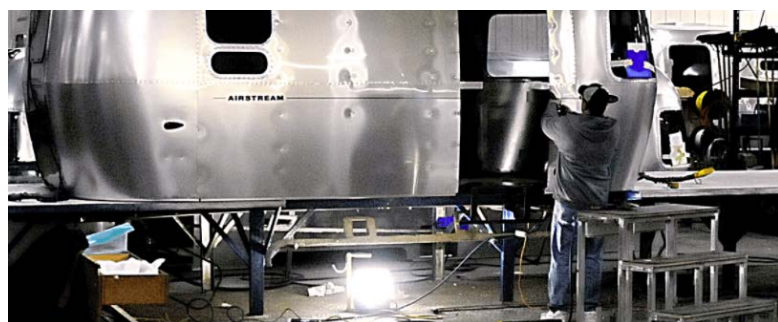
Among the stops on the tour is Airstream in Jackson Center.

Previously recognized by FoxNews.com as one of the top 10 greatest factory tours in America, the Airstream factory tour offers a front row seat to witness these iconic travel trailers coming to life.

Similarly at the KitchenAid Experience in Greenville, visitors are treated to a behind-the-scenes look at a manufacturing process sure to give them a new appreciation for the way KitchenAid products are made.

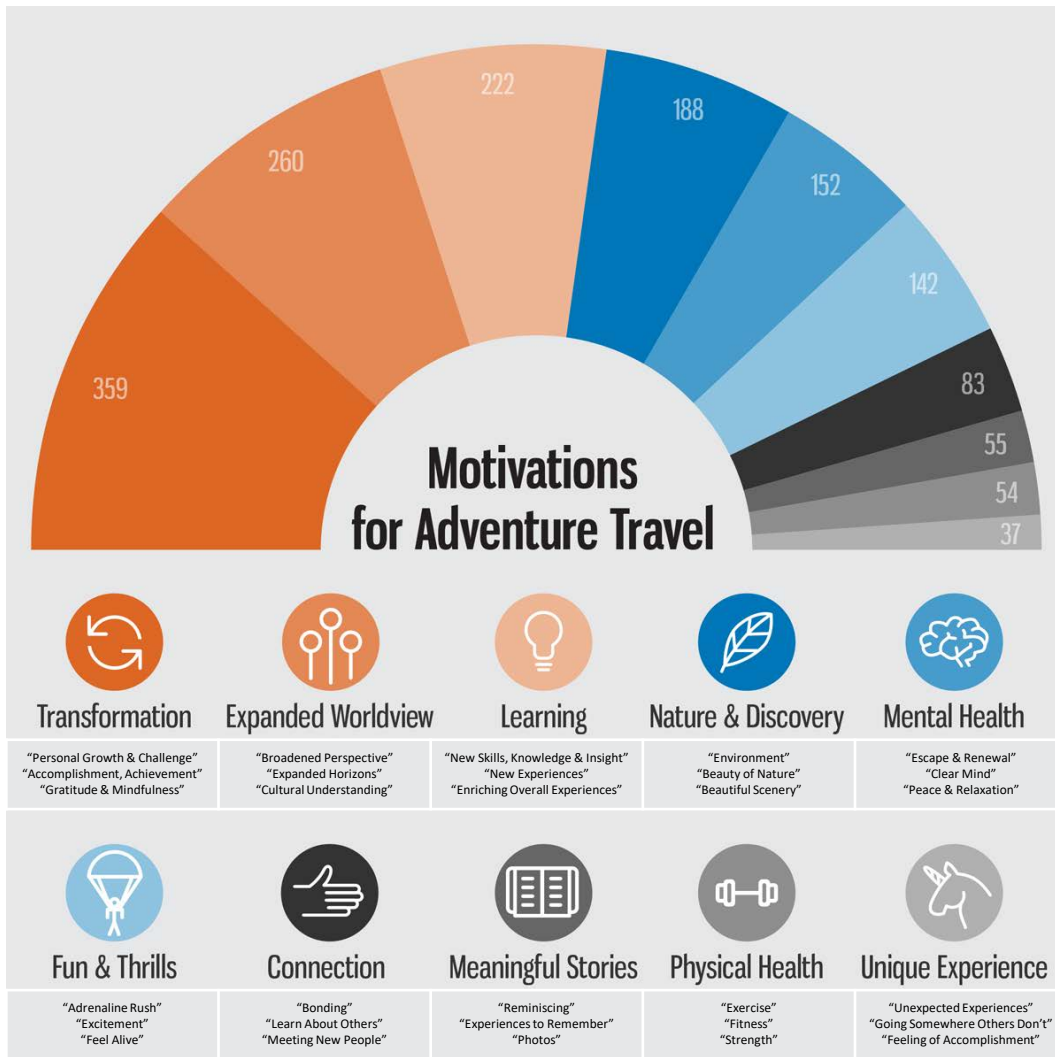
In addition, the KitchenAid demonstration kitchen hosts free cooking sessions, offering visitors the chance to see their appliances in action while learning a few tips and tricks of the culinary arts.

Source: The Daily Advocate



The Airstream tour in Jackson Center, Ohio, features the iconic trailers.

Research shows adventure travelers are seeking transformation



There is good news in this research for businesses in the adventure travel industry: For some goods and services, delivering on a promise of transformation might be a tall order – one requiring fancy footwork from the marketing department – but in adventure travel, it is incredibly accessible.

New research conducted by the Adventure Travel Trade Association (ATTA) in conjunction with researchers from East Carolina University reveals that, more than any other motivating factor, adventure travelers are seeking transformative experiences.

In the past couple years, the term “transformation” has been used to describe what consumers seek from the goods and services they purchase. To delight today’s consumer, nothing short of a

transformative experience – one that leaves a lasting change or impression – is required. The push for transformation is expressing itself across industries from health and wellness to fashion, and, yes, even travel.

Most adventure travel tour operators can recall stories of guests who had life-changing and meaningful experiences on their trips. This is what motivates many people to continue working in the field: the feeling of contributing to something

worthwhile, the opportunity to provide a service that can transform how people view themselves and others, and the chance to inspire people to take action on issues important to all of humanity, such as the environment, social justice, and poverty alleviation. Perhaps even more than simply being in the “experience” business, the adventure travel industry may actually be a leader in the “transformation” business.

Source: Adventure Travel News