



DATE: August 2, 2016

TO: Victoria Cimino & Kris Neilsen,
NH Division of Travel & Tourism Development

FROM: Madison Murach
Lou Hammond & Associates

CC: Amy Bassett
Sean Layton
Terry Gallagher
Lou Hammond

RE: Activity Report – July 2016

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the NH Division of Travel & Tourism Development for the month of July, 2016.

MEDIA PLACEMENT HIGHLIGHTS

- **July 28 – [Smarter Travel](#)**
As a result of hosting Caroline Morse and working with the writer, Ashley Rossi, Smarter Travel included New Hampshire in an article highlighting the best shopping destinations in the country. The story featured Settler's Green Outlet Village in North Conway, Tanger Outlets in Tilton, Merrimack Premium Outlets in Merrimack and Portsmouth.
UMV: 3,116,287
- **July 29 – [The Boston Globe](#)**
As a result of Pam Wright's visit to the Squam Lakes, *The Boston Globe* (featured a story titled, "Squam Lake revisited."
Circulation: 232,546; UMV: 13,946,814

PROJECTS

- Agency set up call schedule with Client and Montagne
- Agency vetted Kelly Pramberger from Macoroni Kid Springfield, Agency recommended not hosting
- Agency vetted Renee Blodgett from We Blog the World, Agency recommended not hosting

Media Visits:

- **Pam Wright** – *The Boston Globe*: Ms. Wright visited the state twice in June for the below opportunities. Agency followed up and provided Pam with additional information following her visits.
 - Squam Lakes Science Center Experience
 - Exploring New Hampshire’s North Country
- **Sarah Knapp** – OffMetro.com: Agency connected with Sarah regarding fall visit to New Hampshire.

WRITTEN MATERIALS & HOT TIPS

- **Tactical Timeline** – Agency shared timeline with Client
- **TMAC Notes** – Agency shared notes and follow-up report from TMAC meetings.
- **Hot Tip:** National Rum Month in New Hampshire
- **Hot Tip:** Labor Day in New Hampshire
- **National Rum Month In New Hampshire** – Agency distributed pitch to targeted media list consisting of New England outlets, online consumer travel outlets and online food/drink outlets.
- **Live “Free”:** **Free things to do around the state** - Agency distributed pitch to targeted media list.
- **Live Free from Worry: Safe, fun things for teens while parents relax** – Agency distributed pitch to targeted media list
- **Live Free from Distraction: Places to explore NH’s serenity** – Agency distributed pitch to targeted media list
- **Value Blast** – Agency continues to include New Hampshire in the bi-monthly agency wide value blast release distribution

MEDIA OUTREACH

- **USA Today:** Agency pitched the following opportunities:
 - Best Sandwich Shops
 - Gourmet Picnics
 - Epicurean Turn Down Service
- **Boston Globe:** Agency pitched information on the Riverwalk at Loon

- ***Yankee Magazine:*** Agency pitched Late Summer Festivals
- **Forbes Travel Guide:** Agency shared media opportunity for Labor Day hotel packages
- ***New York Post:*** Agency pitched New Hampshire: Fall Foliage Isn't Just For Old People
- **Agency Wide Press Release – Dadchelor Spots:** Agency included information on Ride the Wilds
- **Agency Wide Press Release – State Parks:** Agency included information on New Hampshire State Parks
- **Freelance, Linda Laban:** Agency shared media inquiry regarding Boston Globe opportunity on the Omni Mount Washington - why they've made the switch from pet-friendly to non pet-friendly

NEWS BUREAU

Listed below are media with whom the agency has had contact on behalf of the NH Division of Travel and Tourism and provided information in the way of specialized pitches, press kits or fact checking. In most cases, although listed only once, LH&A liaised with publications or freelancers on multiple occasions.

On behalf of New Hampshire Division of Travel and Tourism, media outreach included:

- *AAA Horizons*
- *AAA World*
- *AARP The Magazine*
- *About.com*
- *Arthur Frommer's BudgetTravel.com*
- *Asbury Park Press*
- *Associated Press*
- *Baltimore Sun*
- *Boston Globe*
- *Boston Herald*
- *Boston Magazine*
- *Canadian Travel Press*
- *Coast Magazine*
- *Chicago Sun-Times*
- *Chicago Tribune*
- *CNN.com*
- *Condé Nast Traveler*
- *Connecticut Magazine*
- *Daily News*

- *Departures*
- *Elite Family Travel*
- *Examiner*
- *Family Circle*
- *FamiliesGoTravel.com*
- *Farwell Travels*
- *Fathom*
- *Food & Wine*
- *Forbes*
- *FOXNews.com*
- *Frommers.com*
- *Frommer's New England Travel Guide*
- *Gadling*
- *Gannett*
- *Gayot*
- *Houston Chronicle*
- *Huffington Post*
- *IgoUgo*
- *Ignite*
- *In The Know Traveler*
- *Ladies' Home Journal*
- *Meetings & Conventions*
- *Metro New York/ Metro Boston*
- *MetroWest Daily News*
- *Miami Herald*
- *Montreal Gazette*
- *MSNBC.com*
- *National Geographic Traveler*
- *National Post*
- *NBC's Today Show*
- *New England Travel & Life*
- *New Jersey Life*
- *New York*
- *New York Magazine*
- *New York Post*
- *Newsday*
- *Newsweek*
- *NY1*
- *O, The Oprah Magazine*
- *PARADE*
- *Passport*
- *Parents*
- *Philadelphia Inquirer*
- *Points North*

- *San Jose Mercury News*
- *Sarasota Magazine*
- *Saveur*
- *Seattle Times*
- SeeAmerica.com
- ShermansTravel.com
- *The Atlantic*
- *The New York Times*
- *The Star-Ledger*
- *The Wall Street Journal*
- *Time Out NY*
- *Toronto Star*
- *Toronto Sun*
- *Town & Country*
- *Trailblazer Magazine*
- Travel Agent Central.com
- *Travel + Leisure*
- *USA Today*
- *Washington Parent*
- WomansDay.com
- *Woman's World*
- *Yankee*

GENERAL ACTIVITIES

- Agency submitted PR Insider to Client.
- Agency submitted Partners Report to Client.
- Agency participated in conference calls with the Client; providing agendas and call reports.
- Agency continues to update LH&A Twitter page, Facebook page and website with client releases, weekly value blasts and key contests/images.
- Agency provided Client with relevant media clips.

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