



Division of Travel & Tourism Development Lead Report Frequently Asked Questions

WHAT IS A LEAD?

Leads are very qualified name and contact details of key industry people and organizations that have specifically requested information on New Hampshire. They include the media, travel agents, tour operators, special interest operators, receptives, and meeting and business travel planners.

WHAT IS THEIR SOURCE?

Leads are contacts that DTTD staff have communicated with during the course of their work and at various trade shows, sales missions and publicity events both nationally and internationally.

WHY SHOULD I USE LEADS?

These contacts are some of the most targeted referrals your organization can receive. They have attended events prequalified by DTTD and have specifically asked for New Hampshire information.

HOW DO I USE LEADS?

These leads are provided free of charge to our industry partners. DTTD recommends taking advantage of our leads by contacting appropriate sources and sending information on your business along with a personalized cover letter outlining what you have to offer and who your key contacts are.