



Prepared for New Hampshire
Division of Travel of Tourism
Development

Tourist sites closed due to 'success'

Tourists to Indonesia will likely be barred from the popular Komodo Island in January 2020 — a decision seemingly impelled by recent reports of Komodo dragons being stolen and smuggled overseas, potentially for dubious medicinal purposes, according to local media.

The temporary shutdown is expected to give officials an opportunity to increase the Komodo dragon population and preserve their habitats, according to Tempo newspaper.

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Iceland's beautiful Fjadrargljufur canyon is closing to tourists at least until June partly because too many Justin Bieber fans are visiting.

The fragile canyon was featured in Justin Bieber's 2015 "I'll Show You" video. Fjadrargljufur, with its sheer, 328-foot-tall walls, makes for great photo ops.

Officials say infrastructure needs to be upgraded to handle the crowd.

Sources: Washington Post, USA Today



Nebraska Tourism Commission

It features 9-year-old Nebraskan Carter Frey as well as quirky destinations like Carhenge and Hollywood Candy.

Tourism marketing organizations face scrutiny when they re-brand

Honestly, what were they expecting? Nebraska tourism recently unveiled a new slogan that drew attention from across the media landscape, much of it disparaging or at least poking fun.

Three television ads featuring the slogan, "Nebraska – honestly, it's not for everyone" will air in Colorado, Minnesota, South Dakota, Kansas and Iowa. The campaign includes TV commercials, print, outdoor signs, social media.

Social media was abuzz with comments about the new ad campaign, ranging from "bold," "edgy" and "fun" to sarcastic suggestions of alternatives, such as "Nebraska: Keep Driving!" and "Nebraska: Not quite as boring as you think."

Many other folks wanted a souvenir. "We've had a lot of requests, I mean, they keep coming in on Facebook all

the time: 'Where can I buy a T-shirt? Where can I get a cup?'" said Tourism Executive Director John Ricks.

When they get the word they have some T-shirts on hand, Ricks said the shirts would go fast.

Some sellers, not official ones, are already capitalizing on T-shirt sales, most obviously on Etsy.

The summer campaign started on a Monday, and the daily tourism website traffic nearly doubled in three days, he said.

The Washington Post, Kansas City Star, New York Daily News, NPR and Ad Week were among the national and regional media that chimed in on the state's self-deprecating tourism ad pitch, which admits that while Nebraska might be flat and dusty, there are some beautiful exceptions to those stereotypes worth exploring.

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Re-branding risks

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State tourism officials estimated that the stories generated \$3.5 million in free publicity, reaching a potential audience of millions of people.

“People love the campaign. They love the humor and the honesty of it,” Ricks said. “Since unveiling “honestly, it’s not for everyone,” we’ve seen an increase in travel guide requests, website traffic and lodging tax collection. ... So we’re looking forward to seeing the positive impact it has on tourism in Nebraska now that we’re officially advertising the full campaign.”

On April 4, the Nebraska Legislature gave resounding first-round approval to a bill that would allow the Nebraska Tourism Commission to sell promotional items as a way to capitalize on the publicity frenzy.

Officials said they chose the motto because awareness of tourism in Nebraska was so low. A bill was needed to sell goods because previously the tourism agency could only give away promotional items, not sell them.

Other states have experienced this type of heightened scrutiny.



Indiana Office of Tourism Development officials faced similar derision when they introduced a new slogan in 2014, “Honest to Goodness Indiana”.

Critics contended at the time that the new slogan didn’t have anything to do with travel or tourism.

Mark Newman, then executive director of the tourism office, told the Indianapolis Business Journal that “Honest to Goodness Indiana” was chosen because the other two finalists “felt more like campaigns than sustainable brands.”

There is no consensus on how often to consider changing a brand. Pure Michigan was launched in 2008 and it is considered still to be working.

Tourism officials in Connecticut are currently debating changing from “Connecticut – Still Revolutionary,” in use since 2012.

Defining what makes a brand versus a tagline is part of the discussion,

Randy Fiveash, director of the Connecticut Office of Tourism, drew a distinction between the two April 8 while addressing members of the legislature’s Arts, Culture and Tourism Caucus, some of whom have questioned the effectiveness of “Still Revolutionary.”

“I’m glad you referred to it as a tagline and not the brand,” Fiveash said, responding to Sen. Christine Cohen, D-Guilford, a caucus member. “We’re researching it. That’s what we’re doing now. There are opinions on both sides about what customers think of it.”

Conducted by a third party, the ongoing research seeks to evaluate all aspects of the state Department of Economic and Community Development’s marketing efforts, Fiveash said.

Sources: Omaha.com, wlwt.com, Nebraska.tv, journalstar.com, theday.com



mediapost.com

Arizona takes its warm weather advantage

The Arizona Office of Tourism ran a social media campaign targeted at two northern cities that had been taking some tough winter hits. The campaign launched in early March and urged Northerners to share their winter experiences on social media.

Viewers whose submissions were selected received rewards, like overnight camping stays, tickets to

spring training baseball games and gift certificates to Arizona businesses.

In seven days, the effort garnered more than 9.7 million impressions, including a three million spike in one day, as well as achieving 964,000 views and 3,962 engagements.

Source: mediapostcom