



# New Hampshire Division of Travel and Tourism Development Public Relations Updates

Prepared by Lou Hammond Group  
June 2020



# OVERVIEW



LHG has worked with DTTD to implement a phased approach to recovery:

- Phase One: **Dream**
- Phase Two: **Plan**
- Phase Three: **Go**





# OVERVIEW



Important to be sensitive to the current situation:



Messaging that is not relevant to current situation seems out of touch and is tuned out.



Messaging that is highly relevant is actively engaged and shared.



New Hampshire has a relevant and personal message to share both in-state and beyond.



# **PHASE TWO: PLAN**

## **PREPARATION FOR REOPENING NEW HAMPSHIRE**



# EDITORIAL TRENDS



## Overview

- Focusing on domestic travel
- Seeking open spaces, outdoors, nature
- Smaller, secondary cities
- Wellness, relaxation escapes
- Multi-generational family travel
- Rise of “The Great American Road Trip”





# EDITORIAL TRENDS



## Skift Travel

### Short Term Travel Trends:

- Weekend and Road Trips
  - New road trip radius is up to 12 hours as people are anxious to travel but still cautious to fly
- Adventure Seekers/Millennials will be the first group to resume travel (deal seekers)





# EDITORIAL TRENDS



## Skift Travel

### Short Term Travel Trends:

- Parks considered safer than attending events, performances, festivals
- More likely to take a domestic flight than international
- Crave outdoor adventure/fresh air travel





# EDITORIAL TRENDS



## Skift Travel

### Long Term Travel Trends:

- People will want to travel within their comfort zone, returning to places they've visited
- Return of Slow Travel – people are expected to take more extended vacations, rather than short weekend or three-day trips





# EDITORIAL TRENDS



## Society of American Travel Writers

### Travel Trends:

- Smaller destinations i.e. secondary/tertiary cities
- RV/road trip stories
- Vacations in wide open spaces e.g. national parks
- State of the industry (openings, renovations, closures etc.)



**INSPIRING TRAVEL**  
THROUGH RESPONSIBLE JOURNALISM



# EDITORIAL TRENDS



## TravMedia

### Travel Trends:

- Stories will be driving/road trip focused
- Travel is important economic stimulator
- People won't travel if they don't know what is open
- Share safety measures; need clear guidelines





# MARKET RESEARCH



## Condé Nast Traveler

### Consumer Sentiment:

- People dreaming of future travel; hoping to return to some of their favorite destinations
- Close or direct fly markets will be keen on accessibility for ease of travel
- Transparency is key. Travelers look to destinations to ensure precautions taken



## We're Seeking...

- Positive news, giving back to the community
- Special offers, packages
- News on reopening plans, renovations, specials
- Partnerships
- Safety efforts

Flag Hill pivots from bourbon to hand sanitizer





# WHAT CAN YOU BE DOING?



- **Messaging for:**
  - Guests
  - Employees
  - Community
- **Messaging Tools**
  - Website
  - E-Newsletters
  - Flyers
  - Op-Ed/Interviews





# WHAT CAN YOU BE DOING?



## Lodging update:

Reservations/guest check-in may commence for hotels; motels; B&B's; cabin communities; similar accommodations; short-term rentals. Open to residents, out of state visitors who meet 14-day quarantine requirement.

Operators should require copy of NH driver's license or signed document from guest(s) attesting all person(s) meet 14-day quarantine requirements.

Out-of-state guests should be made aware of the need for this requirement and signature at the time of the reservation.



**June 5, 2020**

The date 'June 5, 2020' is displayed in a bold, black font within a white rectangular box. This box is centered over a dark blue background that features a faint, circular seal of the State of New Hampshire.



# WHAT CAN YOU BE DOING?



## Safety Messaging for Guests

- Plan ahead by checking our website or calling local businesses for hours of operation, payment methods, reservations and dining protocols.
- Please stay home if you are not feeling well.
- Wear face coverings that conceal both your mouth and nose at all times.
- Always maintain a physical distance of at least six feet from other people in public or in a store.



# WHAT CAN YOU BE DOING?



## Safety Messaging for Guests

- Disinfect hands frequently with hand sanitizer/wash them for a minimum of 20 seconds with soap/ water. Avoid touching your face when possible.
- Those at high risk factors for infection are encouraged to stay home.
- Gatherings are limited to a maximum of 10 people.
- To maximize social distancing, restaurants may offer outdoor dining; or consider utilizing curbside pickup and/or gift card options that many restaurants and retailers offer – a great way to support the community.



# WHAT CAN YOU BE DOING?



## Safety Messaging for Employees

- Your safety and well-being is our number one priority.
- We are following government and public health official guidelines to ensure best practices.
- Wear a cloth face covering: While at work and in public, employees should wear a cloth face covering to help protect against the spread of the virus. Employees should review the CDC's guidance on use of cloth face coverings. Medical-grade masks should be reserved for healthcare workers or first responders.
- We also encourage maintaining safe social distancing whenever possible.



# WHAT CAN YOU BE DOING?



## Safety Messaging for Employees

- If a customer is not cooperating with safety recommendations, please politely remind them or seek a manager's assistance.
- Kindness matters, especially during these uncertain times. There are no restrictions on out-of-state visitors; we want everyone to feel comfortable/welcome.
- We are all in this together and we truly appreciate your hard work and efforts. Should you have any questions or concerns, do not hesitate to share them with a member of management.
- Your health and the safety of our customers is our top concern, and we will continue to take the necessary steps to ensure it is achieved.



# WHAT CAN YOU BE DOING?



## Messaging for the Community

Given the daily changes that the COVID-19 outbreak is creating in our communities, it's understandable to be concerned about visitors from outside our area. But it is also important to keep a few things in mind during these unusual times:

- **Don't Make Assumptions:** That out of state license plate may be someone who actually lives right here and pays taxes just like you.
- **Everyone is Different:** You may feel better not traveling and staying home – and that's ok. However, others may want or even need to travel. And that's ok too. We are all individuals with different needs. Let's respect those differences.



# WHAT CAN YOU BE DOING?



## Messaging for the Community

- Kindness matters – especially during times like these.
- We are encouraging visitors to act safely and responsibly. We're urging them to wear masks, utilize social distancing and practice best hygiene techniques. Remember, they want to stay healthy just like you.
- The economy – yours, mine, and ours – depends on tourism.
- Visitor spending touches a multitude of businesses. In fact, tourism is one of the state's – and country's – largest industries and top employers. During these volatile economic times, we need tourism more than ever.



# WHAT CAN YOU BE DOING?



## Messaging for the Community

- Last year, leisure and business travel accounted for \$1.1 trillion in spending, accounted for \$2.6 billion in economic output, and supported a total of 15.8 million American jobs.\*\*
- While tourism is a big business, it's also about small business.
- Very few industries touch small businesses and everyday workers like tourism. It positively impacts your neighbor, your friends, your family and even you.
- Live Free is our brand: We believe it – it's what makes us who we are in New Hampshire. Let's put it into practice as we welcome visitors.

*\*\*U.S. Travel Association*



# WHAT CAN YOU BE DOING?



## Messaging for the Community

- At the end of the day, it comes down to what we all learned as kids. Always remember the **Golden Rule**: treat others as you would like to be treated. It's that simple. We're all in this together!





# WHAT CAN YOU BE DOING?



## Recovery Updates – Your website

- Audit imagery; ensure current & remove outdated imagery
- Update recent media coverage, press releases, accolades
- Ensure PR media contacts are accurate, easy to find
- Offer clear instructions on rebooking for guests forced to cancel reservations
- Outline updated/relaxed cancellation policies
- Safety/cleaning policies



# WHAT CAN YOU BE DOING?



## Recovery Updates – Third Party Channels

- Ensure all content is up to date across social media, third party and/or travel partner channels (e.g. Facebook, Instagram, Twitter, LinkedIn, TripAdvisor, Yelp, Cvent, etc.).
- Ensure warranted guest reviews have been reviewed, responded to
- Ensure direct hotel website is accurate and easy to find on all third-party channels





**PHASE THREE: GO!**

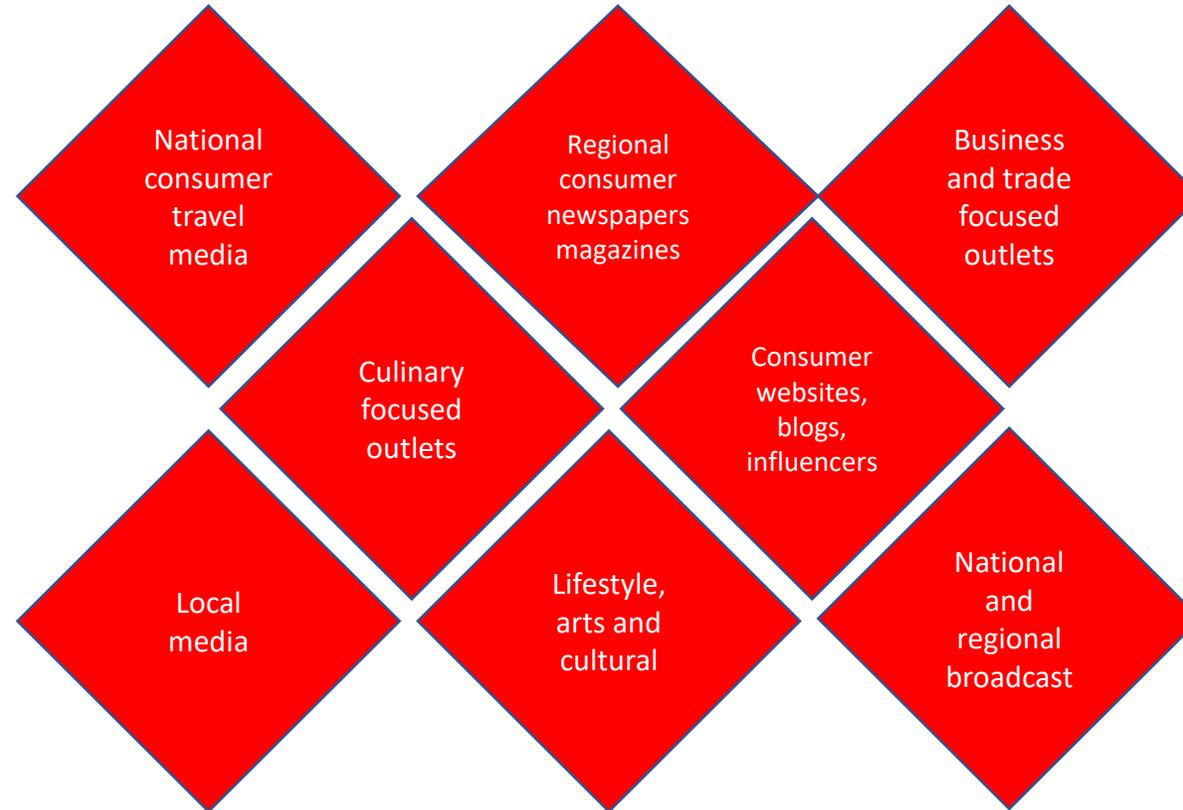
**WELCOMING TRAVELERS  
BACK TO NEW HAMPSHIRE**



# PHASE THREE TACTICS



## Target Media





# PHASE THREE TACTICS



## Implement In-state Pitch Campaign:

- Promote Staycation Program for Residents supporting local businesses
- Governor Chris Sununu interviews on tourism impact; supporting local business
- Top 10 ideas to venture outside
- Unexpected discoveries/hidden gems in your backyard
- Half-a-tank trips





# PHASE THREE TACTICS



## Implement National/Regional Pitch Campaign:

- Multi-tank trips – partner with LHG clients along I-95 e.g. Providence, RI; New Haven, CT; Cape May, NJ; Alexandria, VA; Charleston, SC.
- Develop package, special itinerary: mapped stops, hotel, attraction offers. Make it easy for revival of “great American road trip.”
- Returning to comfort of iconic American traditions/arts/culture/food/history/architecture
- International experiences/domestic destination





# PHASE THREE TACTICS



## Host Individual Media Visits

LHG will embark on an aggressive campaign to host media and select influencers in the destination.

Itineraries will allow for interaction with industry partners, including:

- Hotels
- Bed & Breakfasts
- Restaurants
- Attractions

**AAA Northeast** March 3, 2020 UMW: 1,090,000

### Tap Into New Hampshire Maple Syrup Season

Spring is Maple Madness in New Hampshire, making it an especially sweet springtime destination.



It's March in New Hampshire. The grey sky threatens snow that will inevitably fall in a few hours. Despite this wintery omen, the buzz of spring is in the air and it takes the form of maple syrup. It's Maple Madness, New Hampshire maple syrup season.

The entire state embraces the madness of maple sugaring season – typically from mid-February to mid-April, and with a choose-your-own-adventure New Hampshire maple syrup tour, you'll immerse yourself completely. Winding roads overlooking scenic mountain views will lead you to cities and one-street towns alike, met by friendly locals and a lot of sugar in its various maple forms to power you through.

**Forbes** November 14, 2019 UMW: 29,788,885

### A Late Autumn Weekend In New Hampshire's White Mountains

New Hampshire doesn't always get the credit it's due. People looking for a northern New England experience tend to go to the left or the right: east to Maine to eat their way through Portland and its environs, or west to Vermont, especially in the winter, for the craft beers and excellent skiing.

The White Mountains of New Hampshire is a quiet place, to be sure, but therein lies their charm. Long stretches of scenic highway, with trees and mountains as far as the eye can see, lead to places that are uniquely New England, and uniquely New Hampshire. Here's how to spend a late fall weekend in the White Mountains.



**NEW YORK POST** Feb. 4, 2020 Circulation: 426,129

**NEW YORK POST** Page Six LATE CITY FINAL

### Winter wonderlands

**North Woodstock, New Hampshire**  
 Feel like a kid again wandering through the impressive frozen tunnels, fountains, thrones and more at the Ice Castles, which upped its game this season with an enchanted forest walk. Take a horse-drawn sleigh ride, or arrive in the evening when the castles are set aglow by twinkling LED lights as a fairytale soundtrack plays. This Granite State Vahalla is a six-hour drive from Midtown.  
 — Perri Ormont Blumberg



Bundle up to tour the Ice Castles in New Hampshire.

**The Boston Globe** January 16, 2019 UMW: 8,780,128

### Unleash your dog's love of winter by skijoring



It's really popular and getting huge," says Meg Mizroni, past president of the New England Sled Dog Club, the oldest running sled dog club in North America, dating to 1924. "And in New England, we have some of the top skijorers in the world."

Basically, any dog can do it, says Mizroni. "It's so great for the dog and people, too. You're outside working with your dog and doing something your dog absolutely loves." But, she says, it's up to the dog. "Like the old adage, 'You can't push a rope.'" Still, what dog doesn't love a snow day?

Skijoring equipment is relatively inexpensive and available at several sites like Mountain Ridge in Maine ([www.mountainridge.com](http://www.mountainridge.com)), says Mizroni. The dog wears a lightweight harness and the skier has a skijor belt that "kind of hugs your butt and goes around your waist," she says.



# PHASE THREE TACTICS



## Secure Virtual Deskside Media Tours

Engage media/influencers while social distancing; create Zoom presentation, destination updates

Send advance “New Hampshire Swag Bag”

- Press kit
- Local food/beverage
- Locally crafted items

Key target markets – national/regional

- Boston
- New York
- Washington, D.C.





THANK  
YOU!