

NHDTTD FY2013 Strategic Marketing Plan

May 8, 2012



New Hampshire

visitnh.gov

NHDTTD FY2013 STRATEGIC MARKETING PLAN

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ABOUT NHDTTD

The New Hampshire Division of Travel and Tourism Development (DTTD) is a government agency that works for and represents tourism professionals and establishments in or in partnership with New Hampshire. This is achieved by promoting New Hampshire's unique and diverse tourism experiences using various channels and by supporting the industry as a whole with educational opportunities, involvement in regional and national organizations, and by providing the tools that support the Division's objectives.



LETTER FROM THE DIRECTOR

Hello friends of New Hampshire tourism!

Fiscal year 2012 was a busy and productive year here the Division of Travel and Tourism Development. We welcomed the Bureau of Visitor Services into the Travel and Tourism family and meticulously evaluated how several ad concepts impact consumer preference for New Hampshire as a leisure travel destination in order to evolve our brand identity.

More importantly, we worked in partnership with you and other partners in New Hampshire's tourism industry to help promote our destination to the rest of the world. We all become more effective by working together and leveraging the marketing opportunities available through the state with your individual efforts. In fiscal year 2011, direct visitor spending in New Hampshire reached \$4.22 billion, which led to a \$9.23 return on every dollar spent by DTTD in the form of state and local taxes and fees. Both visitor spending and ROI significantly increased over fiscal year 2010.

We have been hard at work planning initiatives for this fiscal year, including the launch of the New Hampshire tourism brand identity. Our hope is that this plan will be a tool you can use to leverage your own marketing efforts in New Hampshire with those of the New Hampshire Division of Travel and Tourism Development.

Therefore, it is our pleasure to be able to present the New Hampshire Division of Travel and Tourism Development Marketing Plan for fiscal year 2012/2013. In its pages you will be introduced to our team, receive statistical information about the economic impact of tourism on New Hampshire, recap our fiscal year 2011 successes, and find our strategic plans for the upcoming fiscal year.

As always, our office doors are open and we welcome any feedback or questions you have. We look forward to working with you for a successful, profitable, and exciting upcoming year.

Sincerely,

Lori Harnois, Director
NH Division of Travel and Tourism Development



THE NHDTTD TEAM

Lori Harnois, Director, lori.harnois@dred.state.nh.us

As Director of the New Hampshire Division of Travel and Tourism Development, Lori oversees the strategic direction of the Division, which works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. Lori has spent almost fifteen years in the tourism industry, including ten as the International and Domestic Marketing Manager of the Division of Travel and Tourism Development. Lori currently lives in Epsom with her husband and their two dogs. She enjoys fishing and kayaking.

Amy Bassett, Assistant Director amy.bassett@dred.state.nh.us

Responsible for synchronizing all staff and responsibilities within the Division and overseeing the marketing and communication strategic direction and implementation. Directs contracted partners, staff and industry to ensure excellent communications and effective outcomes. Amy enjoys spending time with her husband and three children in the great outdoors of New Hampshire.

Robin Maddaus, Business Administrator robin.maddaus@dred.state.nh.us

Oversees the administration of the Division, including its internal operations, agency reporting, monitoring legislation pertaining to the division, contract development and submission for approval, and division budget development and management. A New Jersey transplant, she and her husband realized their dream of relocating to New Hampshire to enjoy all the state has to offer. They have raised 5 children and many pets at their residence in Bedford.

Jennifer Codispoti, Chief of the Bureau of Visitor Services jennifer.codispoti@dred.state.nh.us

Oversees the Division's Bureau of Visitor Services, which includes all Welcome and Information Centers and 90 employees. Jennifer works collaboratively with the Department of Transportation and other state agencies to provide exceptional services for the visitor and administers the daily operations as well as the customer service and tourism initiatives being introduced in the centers. Jennifer enjoys spending time with her family in New Hampshire's lakes and mountains.

Michele Cota, Marketing Manager, Michele.cota@dred.state.nh.us

Works collaboratively with a dedicated team to develop and implement marketing strategies that increase awareness and travel to New Hampshire and that foster collaboration with New Hampshire tourism businesses. These are accomplished through program development, communication with trade professionals and journalists; instate presentations and trainings, and event planning. A New Hampshire native, having grown up hiking and skiing, Michele is passionate about New Hampshire and its diverse activities.



Tai Freligh, Communications Manager, Tai.Freligh@dred.state.nh.us

Communicates with members of the media and the tourism industry about the New Hampshire image and offerings, through press releases, social media and traditional media. Responds to queries from journalists, industry members and the general public about New Hampshire's tourism product and works to ensure a consistent brand message is conveyed across all platforms. Tai is married with five children and lives in Portsmouth, New Hampshire.

Christine Colby, Customer Service Manager of the Bureau of Visitor Services, Christine.colby@dred.state.nh.us

Develops and coordinates annual customer service and IT training plan for all Bureau of Visitor Services staff. Acts as the primary liaison with the staff at the visitor centers, coordinates the brochure distribution program and conducts familiarization and educational tours that will enhance the customer service staff's knowledge of the state. A New Hampshire native, Christine enjoys a variety of hobbies and is always looking to experience unfamiliar sites that New Hampshire has to offer.

Stacy Geisler, Communications Specialist and Website Manager stacy.geisler@dred.state.nh.us

Manages all aspects of www.visitnh.gov, updating content, approving design and working with industry members to maximize their exposure on the website. Works collaboratively with the website vendor and marketing staff to improve and enhance the website by developing strategic direction to best implement the Division's electronic marketing goals. Stacy and her husband spend their weekends taking full advantage of New Hampshire's diverse outdoors while hiking, skiing, boating, camping and fishing.

Grant Klene, Marketing Coordinator, grant.klene@dred.state.nh.us

Manages the Division of Parks and Recreation's website, social media efforts and handles design and photography needs. He also helps develop and implement marketing strategies. While growing up in Manchester, New Hampshire Grant frequently escaped the 'big city' to explore the state's mountains, lakes and trails with his family. Inspired by NH's natural beauty, Grant never leaves home without a camera.

Laurel Ford, Finance and Grants Coordinator, laurel.ford@dred.state.nh.us

Administers the Joint Promotional Program (JPP), the state's tourism 50/50 matching funds grant program, monitors financial procedures and transactions within the division, and assists with budget preparation and analysis. A native of New Hampshire, Laurel grew up visiting the attractions in the White Mountains, going to the beach and picnicking on Mt. Kearsarge. She has many interests and hobbies, has always lived in the state and currently resides in Concord.



**Betty Gagne, Customer Service Specialist for the Bureau of Visitor Services,
betty.gagne@dred.state.nh.us**

As Executive Assistant of the newly formed Bureau of Visitor Services, Betty is responsible for providing administrative support for the staff and assists the welcome center personnel with brochure organization, payroll and scheduling. With a customer service background that spans over 20 years, Betty has worked for the state of New Hampshire as a toll attendant, a welcome center supervisor, a parks manager, a customer service specialist and spends her spare time writing feature articles for tourism-related publications.

DTTD's team also includes the Welcome and Information Center personnel staffing each of the centers located throughout the state

DTTD Strategic Partners

Montagne Communications, Manchester
Public Relations and Social Media

SilverTech, Manchester
Website and Database

Rumbletree, North Hampton
Creative Design and Advertising

Cape Consulting Group, Toronto, CAN
Canadian Public Relations and Social Media

Yankee Publishing, Inc., Dublin
Guidebook

Callogix, Bedford
Fulfillment

Institute for New Hampshire Services, Plymouth
Research

Granite State Ambassadors

NH Made



TOURISM TO NEW HAMPSHIRE

FY11 Highlights

- Travel and tourism is NH's second largest industry in terms of jobs supported by dollars from out of state.
- Trips in NH for recreation and business during FY 2011: 33.99 million.
- Direct Spending in NH by travelers in FY 2011 reached \$4.22 billion.
- Traveler spending in FY 2011 supported approximately 61,821 direct full-time and part-time jobs.
- Visitors to NH in FY 2011 paid \$139.2 million in meals and rooms taxes (60.1% of all rooms and meals tax collected).
- The Return on Investment Model for FY 2011 shows that for every \$1 spent by DTTD, \$9.23 was returned in the form of state and local taxes and fees.

FUNDING PROCESS OVERVIEW

The state of New Hampshire's budget is organized and controlled by RSA:9. The state approves a budget every two years, the "Biennial Budget." It consists of two annual or fiscal year budgets. The state fiscal year runs from July 1 to the following June 30. There are three operating budget development phases:

- The Agency Phase process begins in June of the even numbered year with the preliminary planning process by the state agencies.
- The second phase of the budget process is the Governor's Phase. This phase begins on October 1 of the even numbered year and ends on February 15 of the following year. During this phase the Governor reviews the agencies requests and compiles his/her recommendations, which will be known as the Governor's Recommended Budget. He/she will present this budget to the legislature on or before February 15 of the odd numbered year.
- The Legislative Phase of the budget process begins on February 15 and ends on June 30 of the odd numbered year. During this phase, both bodies of the legislature will review the agencies requests and the Governor's recommended budgets. Public hearings are held with each agency by one of three Finance Committees. Each agency has to defend their budget request as the committee scrutinizes it.

The Division of Travel and Tourism Development's (DTTD) budget consists of 100% General Funds. The General Fund is the state's primary operating fund and accounts for all financial transactions not accounted for in any other fund.



SUMMER 2012 OUTLOOK FOR TRAVEL AND TOURISM

The summer season for 2012 is anticipated to be record setting and better than the summer of 2011 for New Hampshire in terms of total number of travelers, with over 13.6 million travelers expected, and with direct spending by these travelers estimated to be about 1.82 billion dollars. The number of travelers is anticipated to increase by two percent from the level of the summer of 2011. Spending by travelers is projected to increase by five percent in comparison with the previous summer. The three summer months of June, July and August have the largest number of visitors to New Hampshire of any three-month travel season, with about 40 percent of all visitors and visitor spending on an annual basis.

The number of overnight and extended weekend trips is anticipated to be up by two percent from last summer. Resorts, hotels, motels and inns may have a two percent increase in occupancy rates from a year ago. Stays at campgrounds, second homes and with friends and relatives will likely see an increase of three percent. Overnight accommodations, especially campgrounds, will very likely be filled on many weekends during July and August in many resort communities. The number of day trips is anticipated to be higher than for last summer due to national forecasts of level gasoline prices.

The most popular activity while on a trip during the summer has traditionally been to take a scenic drive; closely followed by shopping, outdoor recreation and visiting friends and relatives. Visiting cultural and historic sites, fairs and festivals are also important activities. Travelers in New Hampshire are twice as likely to engage in outdoor recreation and camping as the national average. Summer attractions, major festivals and events will draw more travelers than last summer. Business travel is expected to have only a small increase above the level of the summer of 2011.

Travelers to New Hampshire during the summer of 2012 will most likely be from New England, the Middle Atlantic States and eastern Canada, the highest priority target areas for the state's promotional programs. The number of visitors from Canada should be higher than for last summer. Canadians will be here for either a five to seven day recreation-oriented trip or will be making a halfway stop while on an automobile trip between Ontario and the Maritime Provinces. Most Canadian visitors stay in the Seacoast, White Mountains and Great North Woods travel regions. The number of visitors from Europe is likely to be slightly lower than the level for last summer.

All of the above predictions for the upcoming summer have been based on the assumptions of gasoline prices not increasing above the \$4.00 per gallon level and average weather conditions. A series of cold and rainy weekends and/or higher gasoline prices can cause a major decrease in travel, as such a large share of vacation travel today is based on last minute decisions.

Laurence Goss, New Hampshire State Economist, INHS
5/2/12



FY2012 ACCOMPLISHMENTS

Branding Study and Research

In 2010, The Division of Travel and Tourism Development (DTTD) conducted a large consumer perception study on the New Hampshire tourism brand. The purpose was to investigate consumer perceptions of NH, ME, and VT as vacation destinations in order to evolve the current New Hampshire tourism brand. Industry mini-meetings were held in Summer 2011 to share findings with the industry. During the fall of 2011, DTTD selected Sentient Decision Science Inc., a Portsmouth, NH based research firm, to test consumer favorability of various advertising position and brand statements and materials with targeted demographic audiences in selected markets in the Northeast.

There are two phases to this research: (1) qualitative testing and (2) quantitative testing. The ultimate goal is to arrive at a brand position and advertising implementation that has the highest consumer favorability, communicates brand message most effectively and is credible because it meets or enhances consumer perception of New Hampshire as the ideal vacation destination in northern New England.

The new brand identity was unveiled at the Governor's Conference on Tourism in Manchester on April 12, 2012. The brand toolkit and more information can be found on the Industry Section of visitnh.gov and limited information is posted on www.visitnh.gov/brand.

Bureau of Visitor Services

The Division of Travel and Tourism (DTTD) officially welcomed the transfer of the Welcome Information Centers to the Department of Resources and Economic Development on July 1, 2011. The Bureau of Visitor Services (BVS) was created under DTTD. Along with hiring three new members to the Bureau of Visitor Services Management Staff, DTTD has been working collaboratively to ensure the Welcome and Information Centers meet the needs of the traveling public. Locations include Lebanon, Sutton, Springfield, Colebrook, Canterbury, Hooksett North, Hooksett South, Salem, Seabrook, Littleton, North Conway, Shelburne and Sanbornton.

Over the upcoming year, DTTD will work on establishing public/private partnerships with local Chambers of Commerce and other Regional Tourism Associations who may have an interest in helping to keep these centers operating in the future.

Additionally, A NH Welcome Center Marketing Evaluation Plan was conducted in an effort to assess areas of the WICS needing the most improvement. With this information, DTTD will put forth a collaborative effort to ensure some of these improvements are made.



FY2012 ACCOMPLISHMENTS

Hosting the Discover New England Summit

Discover New England, the official tourism organization representing the New England region, and is a non-profit cooperative marketing entity funded by the participating states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Their primary mission is to increase tourism to the New England region from overseas markets — with a particular focus on the core markets of the United Kingdom/Ireland and Germany. In April 2011, New Hampshire was the host state for international tour operators at the 2011 Discover New England Summit at the Omni Mount Washington.

Meeting and Wedding Planning Websites

The Official Meeting and Wedding Planning websites have been completely redesigned and given a new look and feel to keep in line with the design of the award winning www.visitnh.gov homepage. The sites have a streamlined layout featuring large images, video and easy to use search features. The sites are designed to help those planning a wedding or meeting efficiently find venue and service options in New Hampshire, as well as search for special deals and offers from a host of properties statewide.

Mobile Website Redesign

With more travelers using mobile devices to plan vacations than ever before, DTTD has given the visitnh.gov mobile website a complete makeover to provide a higher-quality user experience when viewed with a smart phone. The new mobile website provides a much more interactive experience and is designed to be in better alignment with the capabilities of today's smart phones. The site incorporates touch-screen capabilities and larger user-friendly buttons to help make planning a New Hampshire trip on your phone easier than ever before. Some key features of the mobile website include:

- The ability to search for lodging, dining, and attractions
- Events listings
- Local resources, maps, directions
- International traveler information
- Smart phone-friendly seasonal New Hampshire wallpapers
- Contact us page

JPP GRANTS

The purpose of the New Hampshire Joint Promotional Program (JPP) is to invest in tourism promotional initiatives developed by groups and organizations to encourage the development of quality out-of-state and in-state promotion projects.

The JPP Screening Committee members represent all regions of the state, serve three year terms and provide marketing expertise from many sectors of the tourism industry including chambers of commerce, regional associations, ski areas, attractions, campgrounds and lodging. The primary goals of the program are to:

- Develop New Hampshire as a year-round vacation destination
- Increase overall visitor length of stay
- Raise the level of quality of the projects done by local, regional and statewide organizations in order to maintain a strong economic base in the state.
- During FY2011 the state awarded over \$722,245 in matching funds to local, regional and statewide tourism organizations for out-of-state and in-state promotional activities.
- 46% of the state funds were for production and distribution of brochures, public relations activities and trade shows.
- 45% were used for advertising.
- 9% for website development.

In FY2012, the division will focus on encouraging collaborative marketing efforts across regional lines and along thematic lines that reinforce the messages and themes used in the State's promotional initiatives.



TRAVEL TRADE

For efforts targeting group and FIT, the Division's marketing team and/or its international representatives actively participate in annual travel trade events in North America and Europe including:

Domestic: The American Bus Association Annual Convention and the National Tour Association Annual Convention

Canada: The Ontario Motor Coach Association Conference and the DTTD organized New Hampshire Sales Blitz to Canada

International US Events: The Discover New England Summit and International PowWow

International: World Travel Market (London), Dublin Holiday World Show (Ireland), International Tourism Exchange ITB (Germany), and various Discover New England supported Sales Mission to countries including Italy, Germany, UK, and France.

During calendar year 2011, DTTD has personally met with over 350 different tour professionals and provides lead reports for free on the password protected Industry Members section on Visitnh.gov. In addition to face-to-face meetings, DTTD distributes the New Hampshire Update e-Newsletter for tour operators twice a year to thousands of recipients and has organized familiarization tours for 13 tour operators to all regions of the state.

DTTD also maintains a growing database of businesses within New Hampshire that welcomes and entertains motorcoach tours and suggested group itineraries. This information is available on <http://www.visitnh.gov/tour-operators> for tour planners to utilize.

DTTD regularly communicates with editors and journalists for tour publications and New Hampshire has received various editorial features in magazines including: Destinations, Courier, Group Tour Magazine, Leisure Group Travel, and Bus Tour Magazine.

For efforts targeting meeting professionals, DTTD has improved its web-based program that is designed around www.visitnh.gov/meetings, which is the comprehensive website dedicated to serving meeting planners. It includes a growing database of venues and services that can serve this market in New Hampshire. This website is supported by DTTD's involvement in Meetings Professionals International, the New England Society for Convention and Visitor Services, Affordable Meetings, and paid advertising packages with New Hampshire Business Review, the New England Meeting Guide, the Small Meetings Market, MeetingsFocus, and an effective pay-per-click campaign. DTTD also distributes an e-newsletter to a growing database of planners twice a year.



FY2011 EARNED MEDIA

Domestic public relations efforts for FY11 brought in earned media circulation of 1.7B and earned media value of \$9.1M. Earned media circulation for FY10 was 937.13M, - nearly doubled from FY10. Earned media is leveraging your audiences to further promote and circulate content about you. Circulation is the number of people who might possibly see a given piece of content. Value is determined to be what the cost of placing an advertisement in a given publication of the same size as the story would have been. So a story placed in the New York Times would have a higher earned media value than a story in a local paper.

Notable publications in which stories about New Hampshire have appeared in over the past year include USA Today, Travel and Leisure, The New York Times, The Washington Post, The Wall Street Journal and the Associated Press.

The press is increasingly relying on social media for information, and DTTD is leveraging its presence on Twitter and Facebook to respond to media queries and to also soft pitch story ideas. Our use of social media has directly resulted in stories about New Hampshire, including one on maple season and one on our Filmed in NH itinerary. VisitNH has over 55,000 fans on Facebook and more than 4,600 followers on Twitter and is growing every day.

Throughout the year, we send seasonal story ideas to our local and national media sources to encourage them to write about New Hampshire. Some of our more popular pitches to media include maple sugar weekend, girlfriend getaways, and foodie itineraries like the Wine and Cheese Trails or the Brewery Map.

FY2012 PHOTO CONTESTS

Photo contests are a great way to showcase the beauty of our state and people having fun doing a variety of activities from one end of the state to the other. DTTD conducted two contests this past year, each with a different seasonal theme and array of New Hampshire contest prizes.

New Hampshire's Dream Vacation Photo Contest



In its third year, the objective of New Hampshire's Dream Vacation Contest was to increase summer visitation through creative photography that captures the essence of summer fun in New Hampshire.

Results:

- 44,304 visits, 365,508 pageviews
- 344 entrants, 759 photos
- 187,591 photo votes, 8,110 video votes

New Hampshire's Picture Perfect Fall Foliage Contest



After damage caused by Tropical Storm Irene, the objective of the Picture Perfect Fall Foliage Contest was to increase visitation and create a showcase highlighting that "fall is here." The contest elevated the fall foliage season in New Hampshire through a region specific campaign of various scenic foliage images submitted by visitors.

Results:

- 9,250 visits, 65,697 pageviews, 507 photos



MISSION

The mission of the Division of Travel and Tourism Development is to develop and promote New Hampshire, domestically and internationally, as a preferred travel destination to increase visitation and spending, business activity, and employment throughout the state.

FY2013 GOALS AND OBJECTIVES

1. To increase Rooms and Meals Tax revenue by a rate of 4% per year.

Objectives:

- Conduct targeted and strategic paid advertising and public relation campaigns to:
- Attract new domestic and international overnight visitors who will stay longer and spend more per day.
- Maintain/build the number and frequency of repeat visitors.
- Expand shoulder season overnight visitation from domestic leisure visitors, the leisure group market and the meetings market.
- Encourage and increase day visitors to come to visit an attraction, attend an event, for dining, shopping or visit family or friends.
- Protect core audiences/geographic markets.
- Analyze the effectiveness of existing campaigns.
- Produce, market, and distribute sales tools.
- Expand mobile marketing and technology.
- Develop partnerships with mutually aligned needs and goals.

Measurement:

To ensure forward development, set target goals such as reaching a specific value of earned media, a set number of new media relationships or pitches to existing contacts, number or growth of web hits or e-newsletter views, and number of social media interactions to target in a given period of time.

Utilize a research firm to track and measure visitation, trends, and return on investment using the state's trusted and accepted ROI formula.

FY2013 GOALS AND OBJECTIVES

2. To improve relations with industry partners.

Objectives:

- Conduct research to improve the Division's understanding of the industry's perceptions, challenges, and needs
- Maintain and implement effective means of communication.
- Develop strategic financial and service partnerships with mutually aligned needs
- Create promotional and marketing opportunities for the industry by developing and promoting free, low-cost, or supplemented cooperative programs that fulfill their needs
- Develop educational training workshops

Measurement:

Evaluate engagement levels of state programs by tracking participation levels in cooperative programs, training attendance, and responses to DTTD communication to the industry.

Survey cooperative program participants to determine the program's performance and value to those that were involved.



FY2013 GOALS AND OBJECTIVES

3. To establish a recognized brand identity for New Hampshire.

Objectives:

- Create brand standards.
- Work with strategic partners and industry members to encourage them to adopt and support the New Hampshire brand entity into their marketing and promotional activity.
- Provide support to the industry during the roll out of the new tourism branding campaign as well as follow up support and materials for maintaining the new brand standards.

Measurement:

Track web visits, inquiries, reader response cards return, total ROI, mentions in traditional and social media about the brand, and interactions to follow trends in performance and compare to total performance of past campaigns that used the original positioning strategies.

Survey visitors and industry.

FY2013 GOALS AND OBJECTIVES

4. Enhance the visitor experience at state Welcome and Information Centers.

Objectives:

- To develop and implement a customer service and tourism product training program for all Welcome and Information Center staff to improve frontline knowledge and engagement.
- Update centers with the communication tools needed to service customers such as resource manuals, computers, internet, and fax machines.
- Improve the ambiance and décor of the centers to positively influence visitors' first impressions.
- Incorporate new brand identity into Centers.
- Analyze the Welcome and Information Center Brochure program for ways to improve efficiency and effectiveness.
- Create sponsorship or partnership opportunities within the Welcome and Information Centers.

Measurement:

Communicate with field staff to gauge morale and to learn what works from a visitor standpoint and what improvements could be done.

Compare changes to the ratio of total visitation to the individual Welcome and Information Centers to total inquiries and brochure consumption.



FY2013 GOALS AND OBJECTIVES

5. To identify and improve return from secondary markets, niche markets, and emerging demographics.

Objectives:

- Develop specialized and targeted campaigns, including ad buys, public relations, and social media campaigns.
- Segment consumer and business databases.
- Develop niche itineraries and sales tools.
- Acquire photography and video to target identified niche markets.
- Utilize partnerships when appropriate to help fund and implement certain niche campaigns.
- Test market and/or begin research on up-and-coming markets

Measurement:

Track campaign performance using web visits, inquiries, interactions, reader response, ROI, and national trends.



FY2013 GOALS AND OBJECTIVES

6. To increase the strategic use of social media

Objectives:

- Develop a strategic social media plan.
- Incorporate messaging and positioning techniques into social media activity
- Develop stronger relationships with industry and third-party social media accounts to collaborate and cross-promote
- Increase the amount of interactions by better targeting content to social media users and by creating more opportunities for interaction
- Track trends and watch for up-and-coming social media tools to keep the Division on the forefront

Measurement:

Track the number of followers, visits, interactions, bookings from the Division's Fan Benefit program, and website referrals.



FY2013 COMMUNICATION PILLARS

The 4 pillars will underpin marketing and advertising communications programs in FY13:

Outdoor Recreation

This cluster of activities focuses on the variety of action and adventure experiences available to families or couples. Activities span the four seasons and range from skiing and other winter sports to hot air balloons, paragliding, surfing, canoeing, kayaking, hiking, rock climbing, white water rafting and much more. “Soft” outdoor recreation— walking, wildlife viewing (bird watching) moose spotting, hunting, whale tours) and beaching are also included.

Attractions

Includes the natural splendors and unique scenery available during every season of the year, camping, fairs and festivals as well as natural attractions, theme parks and other entertainment venues.

Food, Shopping, and Lodging

Food and dining includes (building awareness of) fine dining restaurants, farm to table and farm to restaurant programs, the range of “trails” from Wine & Cheese, Breweries, and Maple Sugaring to farms and dairies that allow/encourage visitors, and specialty food product manufacturers/makers including the variety of expert chocolatiers in New Hampshire. Also includes the spectrum of lodging options. From the Grand Hotels and Resorts to the countless Inns, B&Bs, and the national chain hotels and locally owned independent motels, there is something to suit everyone’s tastes and budgets.

History, Culture and Crafts

Much of New Hampshire’s historic development was centered on water-related activities: the shipping and fishing industry of the seacoast, the Industrial Revolution with Mill history and industry centered around the powerful rivers carving their way through New Hampshire, and the lakes around which visitors clustered. That history is captured in a variety of museums, historical societies and historical architecture.

“Culture” includes the range of entertainment types and venues from the classical to contemporary, from theater to dance, as well as museums, galleries, to building awareness of the art, film and writers state-wide.

“Crafts” is isolated to acknowledge the size and quality of New Hampshire’s community of artists and artisans. From fibers to furniture-making, painting to silk-screens to sculptures and jewelers working with precious or semi-precious stones as well as silver and gold, the quality and variety of crafting is well represented throughout New Hampshire.

FY2013 NICHE MARKETS

Meetings

- To support a growth in meetings held in New Hampshire, DTTD will run advertising in publications and on websites geared to professional and casual meeting planners specializing in planning “small” board and association meetings.
- New England is considered the primary geographic market with the Mid-Atlantic States and the balance of the U.S. as secondary markets.
- Publications include, but are not limited to, *Meetings East*, *Small Market Meetings*, and sponsorship of the *New England Meeting Guide*.
- The *New England Meetings Guide* sponsorship gives NH back cover position and it is inserted as a supplement to the business publications in each New England state.
- Online programs include e-newsletters with *MPI New England* (Meeting Planners International New England chapter), as well as a presence on the New England Society of CVBs website.

Weddings

- NHDTTD supports weddings in New Hampshire through a combination and print and online tactics including *The Knot*, *New England Bride*, and *Boston Weddings*.

Group Leisure

- NHDTTD works with a variety of publications to develop co-op advertising opportunities for the New Hampshire tourism industry. In the past programs have included *New England Group Tour* magazine, *Destinations* (published by ABA), and *Inside Group* (formerly *Inside Packaged Travel*).



FY2013 MEDIA ADVERTISING - Target Audience

The primary domestic target audience for New Hampshire Tourism advertising is Adults 25-64 with household incomes of \$100,000+, traveling either with or without children, and living in the Northeast states.

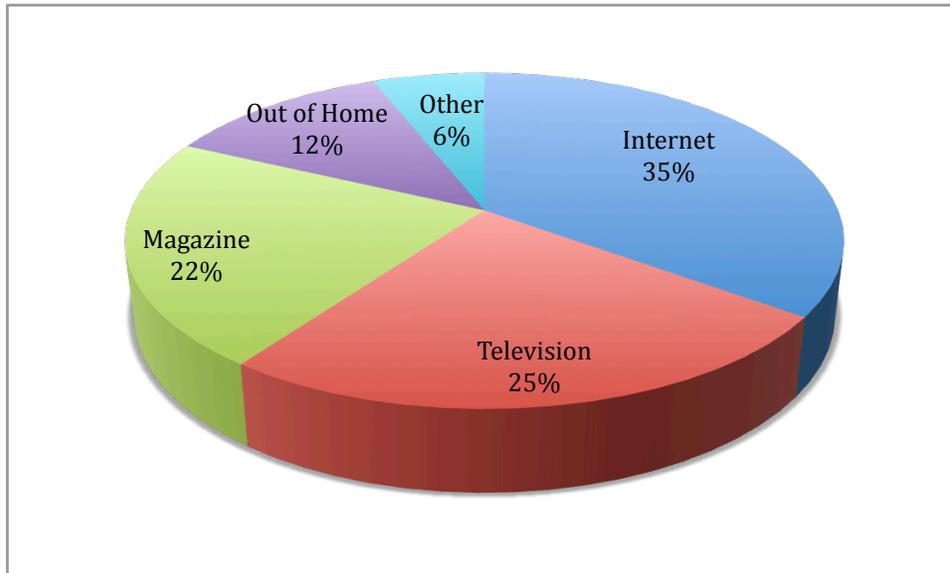
The primary international target audiences are upscale Adults 25-64 traveling with or without children, and living in Canada, the UK/Ire, or Germany; limited resources limit the countries that can be supported with advertising.

While the demographics of travelers shown above are “primary” targets, they are not “exclusive” targets; the NHDTTD media advertising campaign reaches all age and income groups living in other domestic and international markets.

FY2013 MEDIA ADVERTISING – Media Mix

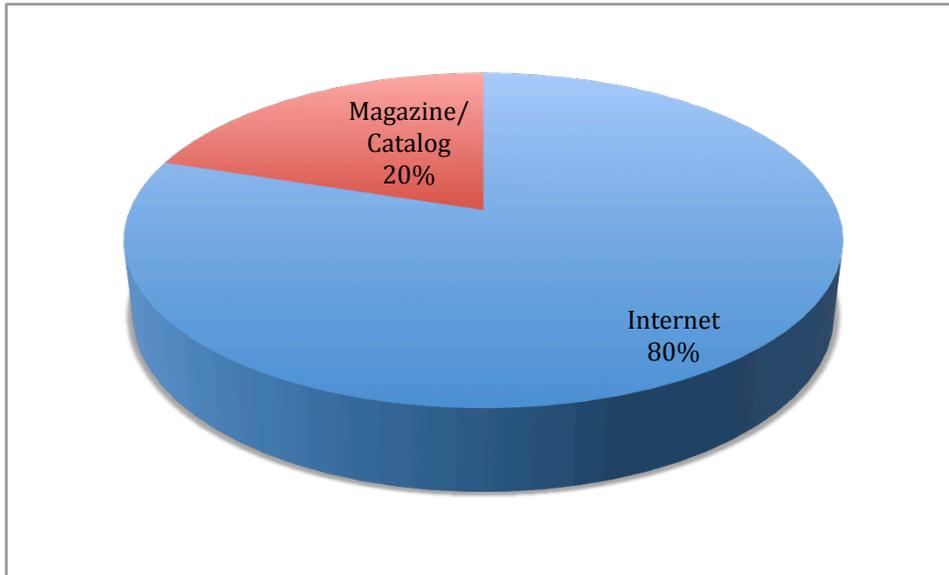
The NHDTTD media mix is varied, consistent with the media habits of our target audience in different market areas. The following includes media types planned for FY13.

DOMESTIC



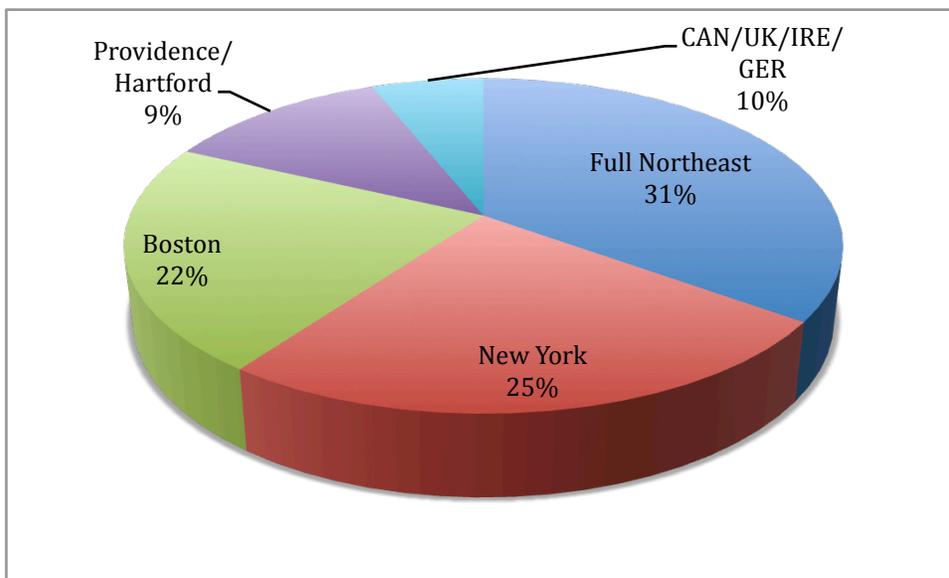
Internet includes: online, mobile, pay-per-click. Television includes: broadcast & cable as afforded

International



FY2013 MEDIA ADVERTISING - Target Markets

Domestic spending priorities by geographic market are being modified to reflect a shift in market priorities based on research results. Percentages shown are percentages of the combined domestic and international media budgets:





New Hampshire residents are also a target market for NHDTTD promotion activity in an effort to create awareness of the variety of things to see and do in different parts of New Hampshire. Partnering with NH State Parks and the NH Department of Agriculture Division of Markets and Food provide opportunities to increase resident awareness of entertainment opportunities for short getaways.

FY2013 BRAND IDENTITY

“LIVE FREE and” Slogan

Consumers take leisure trips to fulfill fundamental emotional needs: reconnecting with family, escaping the everyday world, self-affirmation, and building memories. The “LIVE FREE and” slogan taps into these emotional needs and positions New Hampshire as a destination that offers travelers the freedom to get out and do what they enjoy doing most and on their terms. The slogan is adaptable to the varied products and features of our beloved state, allowing our marketing to showcase the abundance of ways consumers can “LIVE FREE” in New Hampshire.





FY2013 PARTNERING FOR MAXIMUM IMPACT

One of DTTD's priorities for FY2013 is to increase collaboration with state agencies, industry organizations and business corporations for the potential benefit to all partners. Current partnerships with Ski New Hampshire, Department of Parks and Recreation and Department of Agriculture will continue.



TOURISM INDUSTRY MARKETING SUPPORT SERVICES

DTTD Low-Cost/No-Cost Industry Programs

- ✓ Post events to VisitNH.gov (free)
- ✓ Post packages to VisitNH.gov, including specific promotions like the Yankee Dollar Stretchers (free)
- ✓ Participate in familiarization tours (free, need to supply complimentary food, attraction passes, or lodging)
- ✓ Basic listing on VisitNH.gov (free)
- ✓ Basic listing in the Official New Hampshire Visitors' Guide (free)
- ✓ Basic listing on our Meetings or Weddings websites for any property catering to this market (free)
- ✓ Post and interact with VisitNH on Facebook (free)
- ✓ Partner with us on our VisitNH Facebook/ Twitter Fan Benefit (free)
- ✓ Distribute brochures through the state Welcome and Information Centers (low-cost)
- ✓ Joint Promotional Program (grant program offered to regional non-profit associations focused on promoting tourism to an area)
- ✓ Support to various associations to help provide business opportunities and education to members of New Hampshire's travel industry, including the New Hampshire Lodging and Restaurant Association Eco Expo, the New Hampshire Travel Council's Governor's Conference, Discover New England's Annual International Tourism Summit, etc (registration costs vary, but DTTD always encourages lead associations to maintain low attendee cost so industry members can participate).