WELCOME TO NH
TRAVEL & TOURISM

Moderator

Jocelyn Bouchard
Marketing Assistant
jocelyn.v.bouchard@livefree.nh.gov

Who We Are

Lori Harnois
Director
lori.j.harnois@livefree.nh.gov

Department of Business and Economic Affairs (Est. 2017)

BEA's vision is an economy that provides prosperity balanced with New Hampshire's grandeur.

BEA's mission is to steward New Hampshire's economy and quality of life.

At BEA we are experts and leaders who are:

- Engaged
- Diverse
- Creative
- Responsive
- Visionary

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Department of Business and Economic Affairs (Est. 2017)

Division of Economic Development

- Recruitment
- Retention
- Office of International Commerce
- Procurement Technical Assistance Center
- Office of Workforce Opportunities

New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS

Department of Business and Economic Affairs (Est. 2017)

Commissioner's Office

- Bureau of Visitor's Services
- Office of Outdoor Recreation
- Business Office

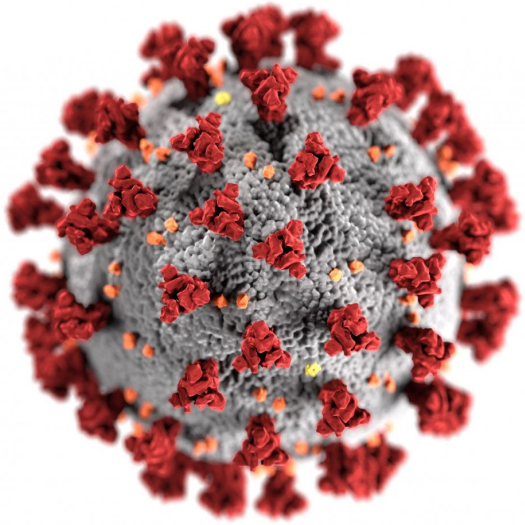
Taylor Caswell
BEA Commissioner

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Department of Business and Economic Affairs (Est. 2017)

Covid-19 Relief

- Reopening Task Force
- Governor's Office of Emergency Relief and Recovery (GOFERR)



BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Division of Travel and Tourism Development

- Mission - Promote New Hampshire as a domestic and international travel destination in order to increase visitation and travel expenditures, business activity, and employment throughout the state.

New Hampshire

LIVE FREE

VISITNH.GOV

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Division of Travel and Tourism Development

Lori Harnois

Director

Amy Bassett

Deputy Director

Brittany Littlefield

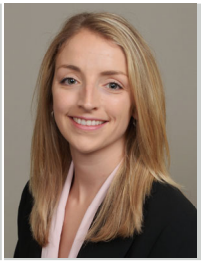
Executive Assistant

Kris Neilsen

Communications Manager

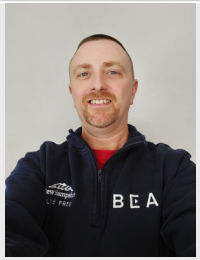
Stacy Geisler

Digital Marketing Specialist



Estlin Loparto

Trade & Industry Relations Manager



Ryan Vaughn

Web Assistant

Jocelyn Bouchard

Marketing Assistant

Matt Newton

Bureau Chief Film & Digital Media

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Division of Travel and Tourism Development

DTTD Programs

- State's Marketing and Advertising Efforts
- Public Relations
- Travel and Tourism Research
- Domestic and International Trade Relations
- NH Film and Television Office
- Joint Promotional Program

Marketing & Research

Amy Bassett

Deputy Director

amy.o.bassett@livefree.nh.gov

Marketing & Research

Partners

GYK ANTLER

SMARI
guiding change, inspiring confidence

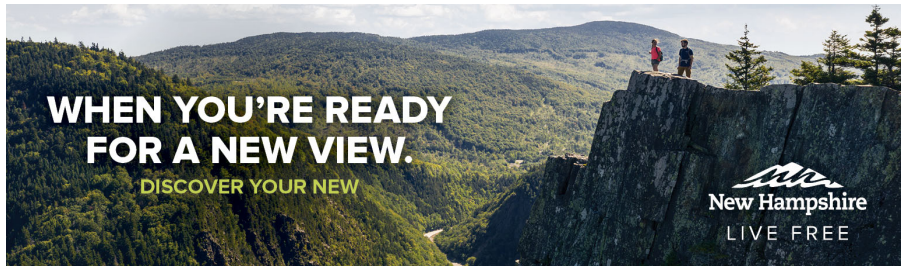
silvertech

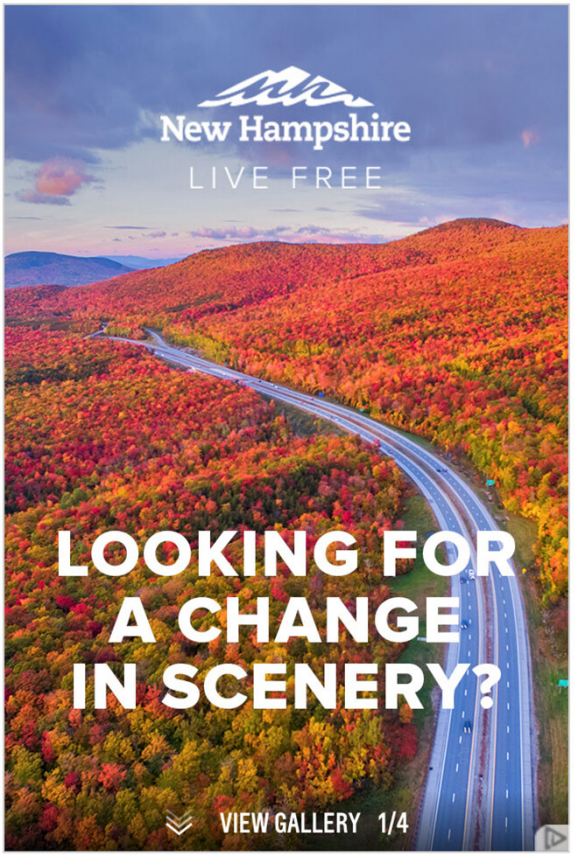
LHG
LOU HAMMOND GROUP

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Marketing & Research

Seasonal Campaigns

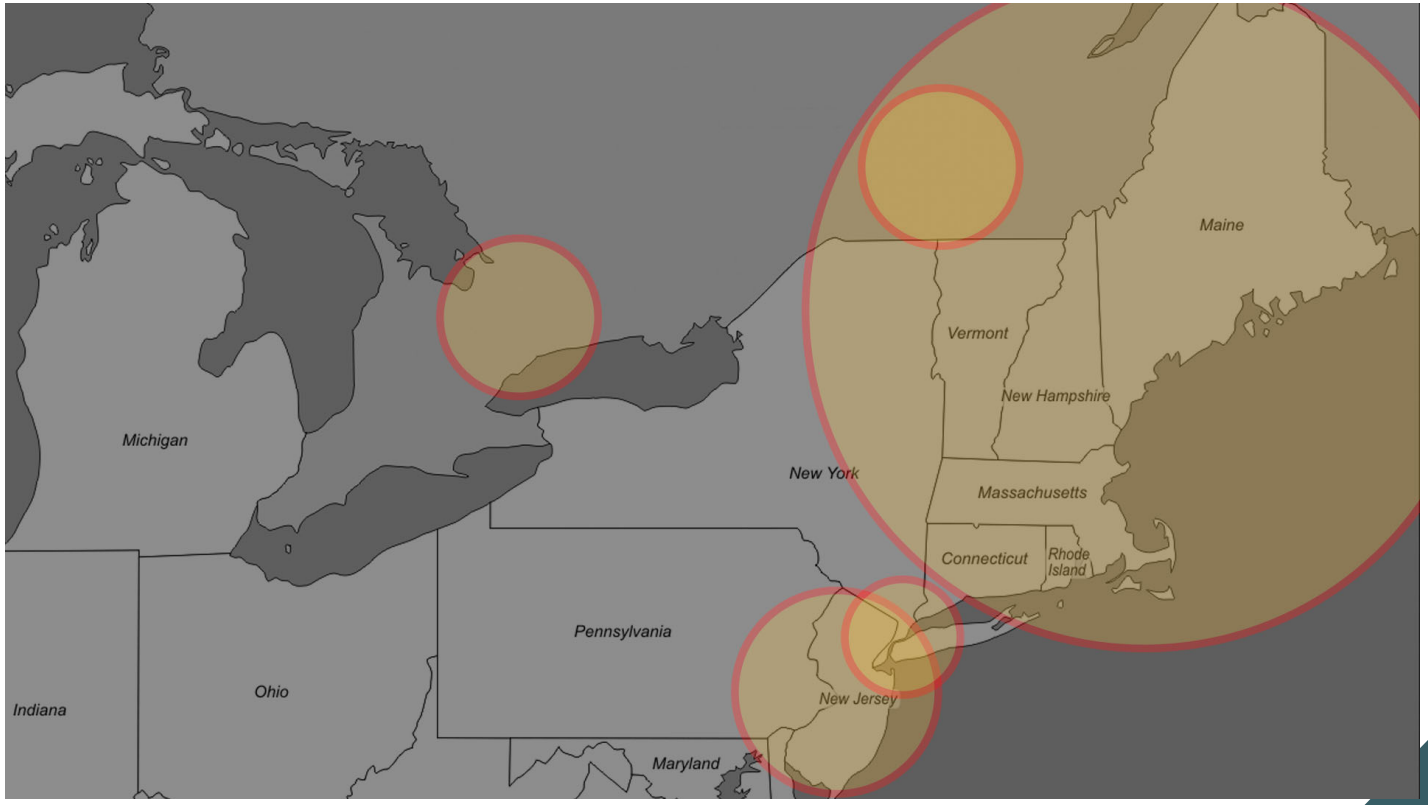




BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Marketing & Research

Target Markets



New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Marketing & Research

Tactics

Total Year ROI Comparison

	Total Fiscal Year 2017/2018	Total Fiscal Year 2018/2019	Pre-Covid 2019/2020
Influenced Trips	604,055	636,170	712,025
Avg. Trip Spending (among ad-aware visitors)	$839	$900	$1,087
Influenced Trip Spending	$506,679,581	$572,280,741	$774,197,770
Avg. Taxable Trip Spending (among ad-aware visitors)	$586	$583	$741
Influenced Taxable Trip Spending	$353,937,438	$370,684,548	$527,299,646
Taxes Generated (9% tax rate)	$31,854,370	$33,361,609	$47,456,967
Media Spending	$2,481,988	$2,567,179	$2,513,504
ROI	**$204**	**$223**	**$308**
Tax ROI	**$12.83**	**$13.00**	**$18.88**

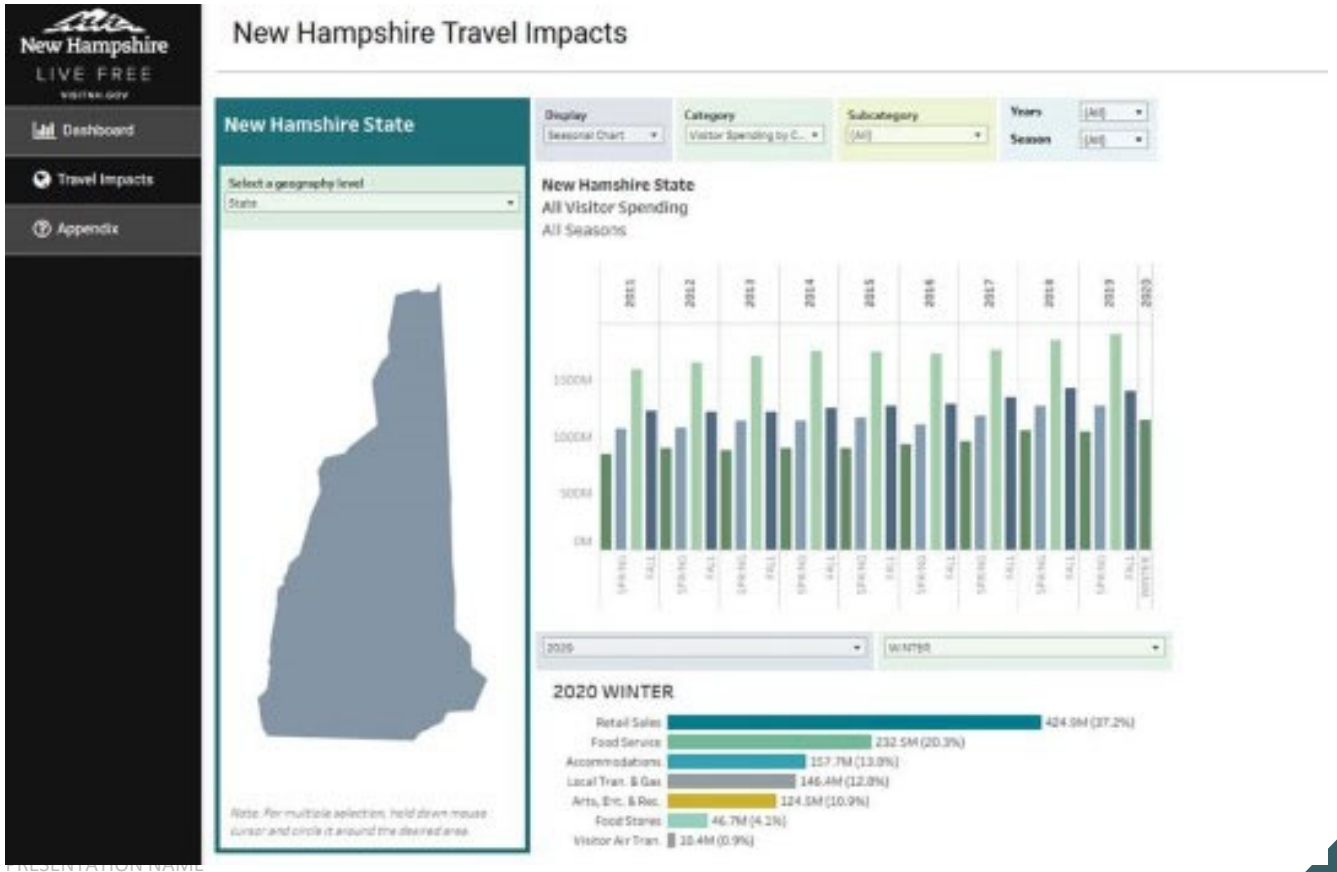
2020 Summer Advertising Effectiveness Research

insights
Strategic Marketing and Research

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Marketing & Research

Online Research Resources
visitnh.gov/industry-members/industry-resources/research/travel-impacts

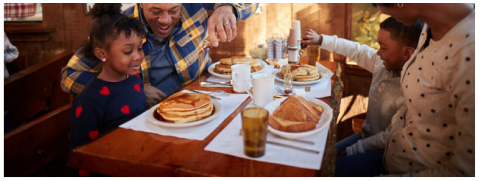


Public Relations

Kris Neilsen
Communications Manager
kris.m.neilsen@livefree.nh.gov

Public Relations

Sign Up For Hot Tips E-Newsletters
visitnh.gov/industry-members/industry-resources/subscribe-to-enewsletter



MAPLE MONTH RECIPES

Maple sugaring season is one of the sweetest times of the year in New Hampshire. The season usually starts in late February, when the days start to get longer, and the sap starts running in maple trees. The season is in full swing in March, also known as Maple Month, a time when sugarhouses around the state celebrate everything maple. There is nothing quite like stepping inside a local sugar shack where the sweet smell of boiling sap fills the air. We've rounded up a few recipes that pay homage to maple syrup. So grab some of this sweet seasonal treat and try them out for yourself!

Maple Irish Coffee

New Hampshire

Hot Tips
From New Hampshire Tourism

Hot Tip: Maple Month Recipes

The Division of Travel & Tourism is seeking information on food and drink recipes using maple syrup. Select responses will be used for editorial opportunities in national and regional media.

Information Needed:

- Name of the Dish or Drink
- Name of the Restaurant or Bar
- Name of Chef or Bartender & Website
- Location
- Ingredients (must include maple syrup)
- How to make / Step by step Instructions
- Description of the Dish or Drink
- Quote about the Dish or Drink
- High-resolution image

Deadline is Friday February 5, 2021 at 12:00pm. Send information to Kris.M.Neilsen@livefree.nh.gov with "Maple Month Recipes" in your subject line.

Industry Member Login
Update your listing, add events, post packages & more

CHECK US OUT ON:

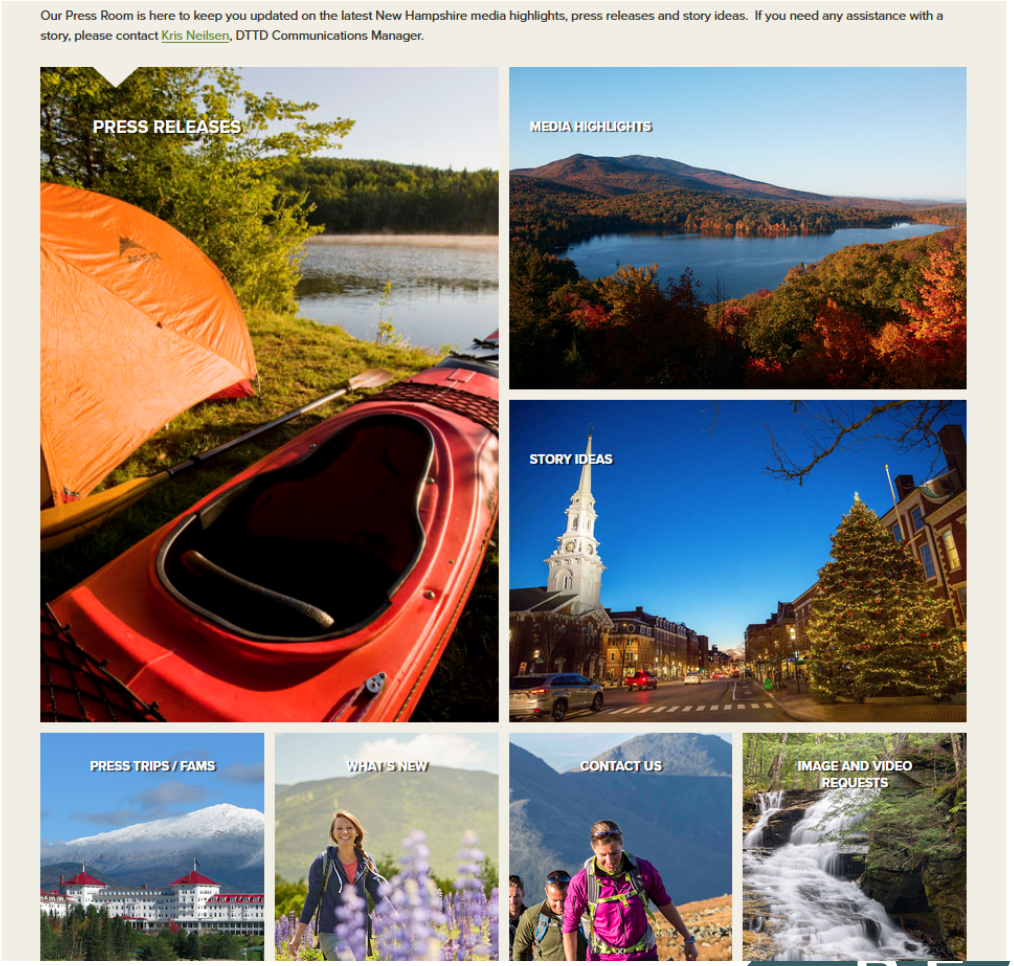
BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Public Relations

Public Relations

Media Resources for Industry

visitnh.gov/press-media/



New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS

Domestic and International Trade Relations

Estlin Loparto
Trade & Industry Relations Manager
estlin.e.loparto@livefree.nh.gov

Travel Trade

Travel Trade Resources for Industry

visitnh.gov/travel-trade

GROUP ITINERARIES

Itineraries to help you experience New Hampshire

Are you stuck on where to go and what to see on your trip to New Hampshire? Well, let us lead the way for you. We've put together some trips that we love to take and want to share them with you. Good luck, and happy trails!

Behind The Scenes & Interactive Tour | 3-day
New Hampshire is referenced on occasion as the two-by-four state as it takes just two hours to drive across the widest point, and four hours to drive from north to south. But don't let the short drive fool you, there is an endless amount of unique and exciting things for groups to do. This 'Behind the Scenes Interactive Tour' gives groups a chance to go behind the scenes at some of New Hampshire's top attractions such as the Anheuser-Busch Brewery. Your group will be immersed in three days of fun while discovering the authentic culture of the state. Because of the programming and customization required for each of these businesses to serve the unique needs of your group, advanced reservations are definitely required.

DOWNLOAD PDF

Garden Tour | 5-day
This is far more than your typical garden tour. This itinerary was designed to use New Hampshire's stunning blooming season, offering more colors than foliage, as your excuse to submerge your groups into our culture and heritage. In addition to exploring NH's formal gardens found at places such as the Fells Historic Estate near the shores of Lake Sunapee and Prescott Park in downtown Portsmouth, your group will experience chef demonstrations, taste locally harvested forest-to-bottle wines and meads.

DOWNLOAD PDF

Play With Your Food Tour | 4-day
Culinary creations have become a form of art. Inspirations from across New Hampshire have merged giving visitors a one-of-a-kind taste of New Hampshire. Eat and drink your way through New Hampshire while experiencing the state's cultural and historical significance. This tour will take you through some of the most celebrated destinations in a creative and scrumptious way.

DOWNLOAD PDF

TRAVEL TRADE

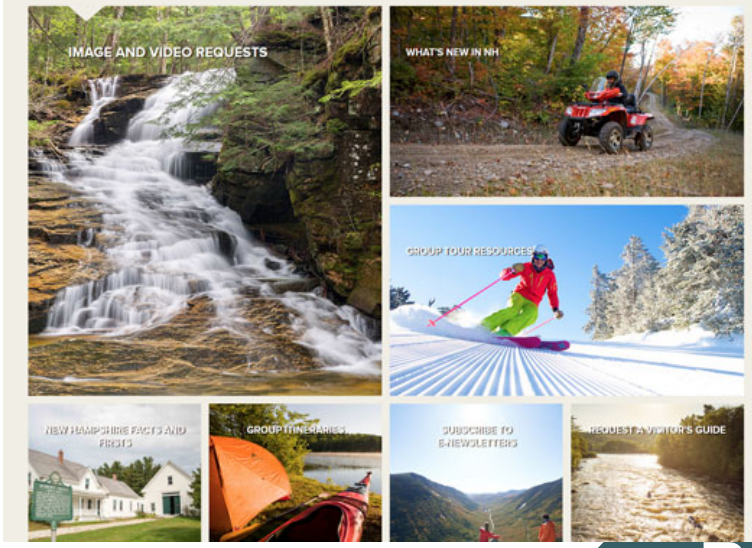
The New Hampshire Division of Travel and Tourism Development staff is here to assist travel trade with research, unique itinerary ideas, resources and referrals, the coordination of familiarization tours, photos, and videos.

International/Domestic Inquiries:

Estlin Loparto, Trade & Industry Relations Manager, 603-271-2341

SEND EMAIL

Travel Trade Resources



Domestic and International Trade Relations

Travel Trade

ABA
AMERICAN BUS ASSOCIATION
Representing the motorcoach, tour and travel industry

USA
VisitTheUSA.com
Brand USA

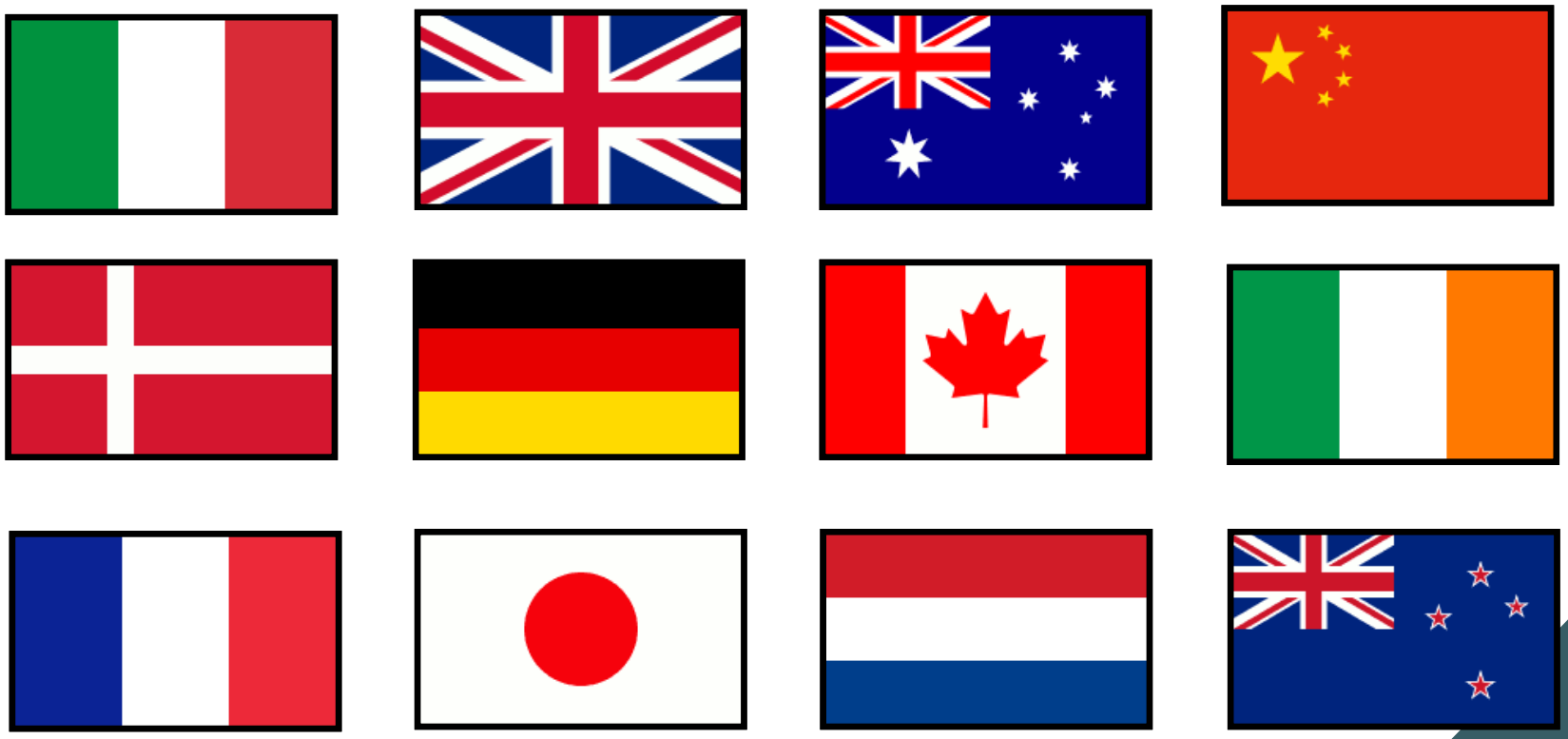
discover NewEngland

ipw LAS VEGAS SEPTEMBER 18-22, 2021
POWERED BY U.S. TRAVEL ASSOCIATION

TAP INTO TRAVEL

Domestic and International Trade Relations

International Efforts



New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

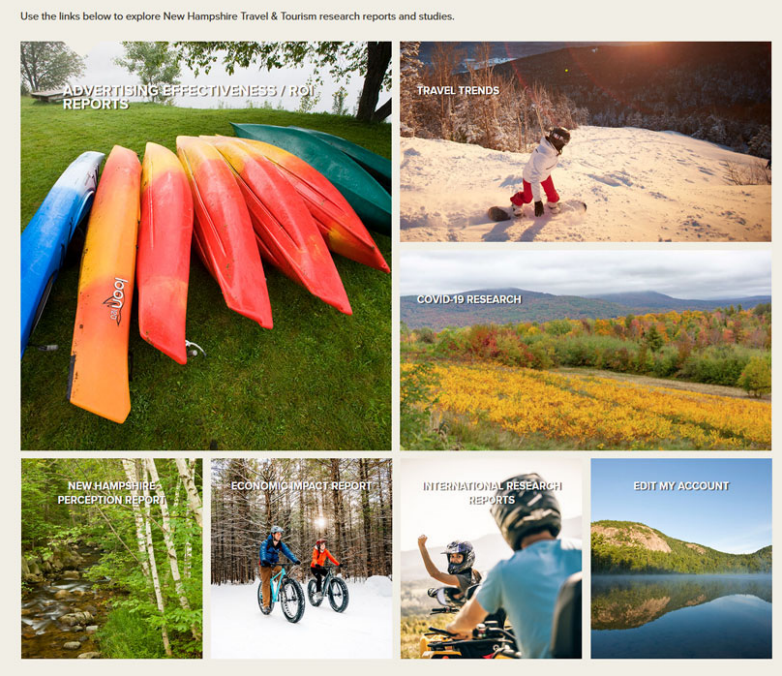
Digital Marketing

Stacy Geisler
Digital Marketing Specialist
stacy.l.geisler@livefree.nh.gov

Digital Marketing

VisitNH.gov Industry Members Section

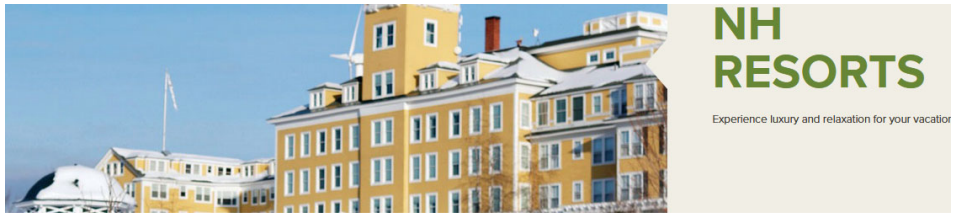
visitnh.gov/industry-members



Digital Marketing

Create and Update Your Listing on VisitNH.gov

- visitnh.gov/industry-members/new-business-registration to request a new account.
- visitnh.gov/industry-members/industry-login to update your listing.



NH RESORTS

Experience luxury and relaxation for your vacatio

Home | Places to Stay | Resorts

Here to make your vacation as luxurious and relaxing as possible, New Hampshire has glamorous resorts if you're looking for a more lavish experience. The state is home to three grand hotels, which are conveniently situated near mountains, the beach, and exciting towns, so wherever you're staying, you'll have easy access to every part of the state and high hospitality when you return to your room.

Covid-19 Update:
Hotels, motels, B&B's, Inns, cabin communities and similar accommodations, including short-term rentals are now accepting overnight reservations from NH residents or out of state visitors who have met the 14 day quarantine requirement. All lodging properties must ensure they are following the specific business process adaptations as well as the guidelines to protect employees and consumers outlined here. Guests should be prepared to wear a mask or cloth face covering when moving within the facility if social distancing is not possible. For example, during check-in or check-out, and when going to or from a guest room.

Regions | Towns/Cities | Filters | FILTER

ALPHABETIZE LIST 1 2 3 4

Tall Timber Lodge	609 Beach Rd., Pittsburg, NH 03592	(603) 538-6651	SEE DETAILS
Sandy Point Beach Resort	190 Mount Major Hwy., Alton Bay, NH 03810	(603) 875-6000	SEE DETAILS
Mountain Edge Resort & Spa at Sunapee	1380 Rt. 103, Newbury, NH 03255	(603) 763-4600	SEE DETAILS
Sands Resort at Hampton Beach	32 Ashworth Ave., Hampton, NH 03842	(603) 929-0685	SEE DETAILS
Eastern Slope Inn Resort	2760 White Mountain Hwy., North Conway, NH 03860	(888) 974-6036	SEE DETAILS

CANNON MOUNTAIN

Attraction Details

260 Tramway Drive, Exit 34C, Franconia, NH 03580

DIRECTIONS | CALL | EMAIL | WEBSITE

Located on Route 93 in Franconia Notch State Park, Cannon Mountain is a leger among skiers and riders in the East for variety of terrain, value and striking natur beauty. Cannon has 81 trails and glades plus 98 acres on Mittersill. Lifts: 10, including the 70-passenger Aerial Tramway.

Image Gallery

New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Digital Marketing

Post Events and Packages

visitnh.gov/industry-members/industry-login

Make planning your trip and enjoying your tax-free adventures across the state as easy as possible. By booking a vacation package, you'll be able to save money by combining lodging and activities. Whether it's your first trip or you're a yearly visitor, vacation packages can help take some of the guesswork out of the planning, so you can spend more time enjoying your visit.

Select A Theme | Select A Region | FILTER

ALPHABETIZE LIST

1 2

Romantic Package

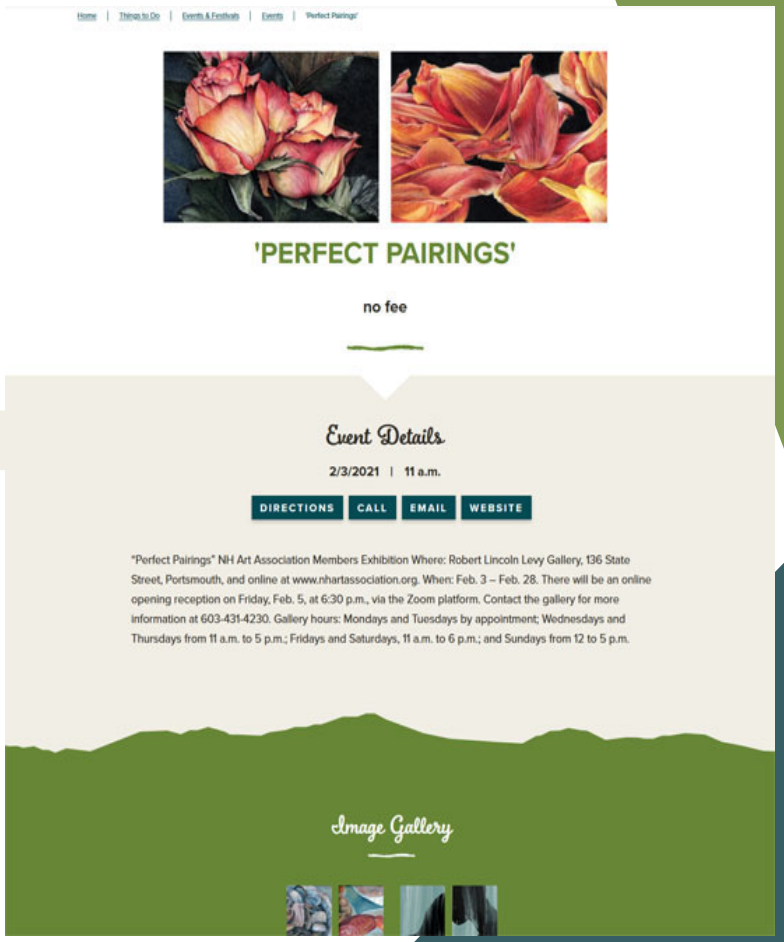
Property Name: Breakers By the Sea
Address: 409 Ocean Boulevard
Phone: 603-926-7702
Region: Seacoast
Price: $50
Availability: Please call about this at least three days in advance of your stay.
Restrictions: Please note: All specials, packages, and bundles are only available by calling the Breakers By the Sea front desk. They are not available through this website, or any other reservation service, or on-line booking agency. Specials, packages, and bundles need to be booked a minimum of three days prior to the day of check-in. Prices do not include New Hampshire's 9% Rooms and Meals Tax. Refunds or credit will not be given for any unused portion.

GET DIRECTIONS | SEE WEBSITE

Mt. Washington Cog Railway Package

Property Name: Hampton Inn Littleton
Address: 580 Meadow St.
Phone: 6034440025
Region: White Mountains
Price: Starting at $229

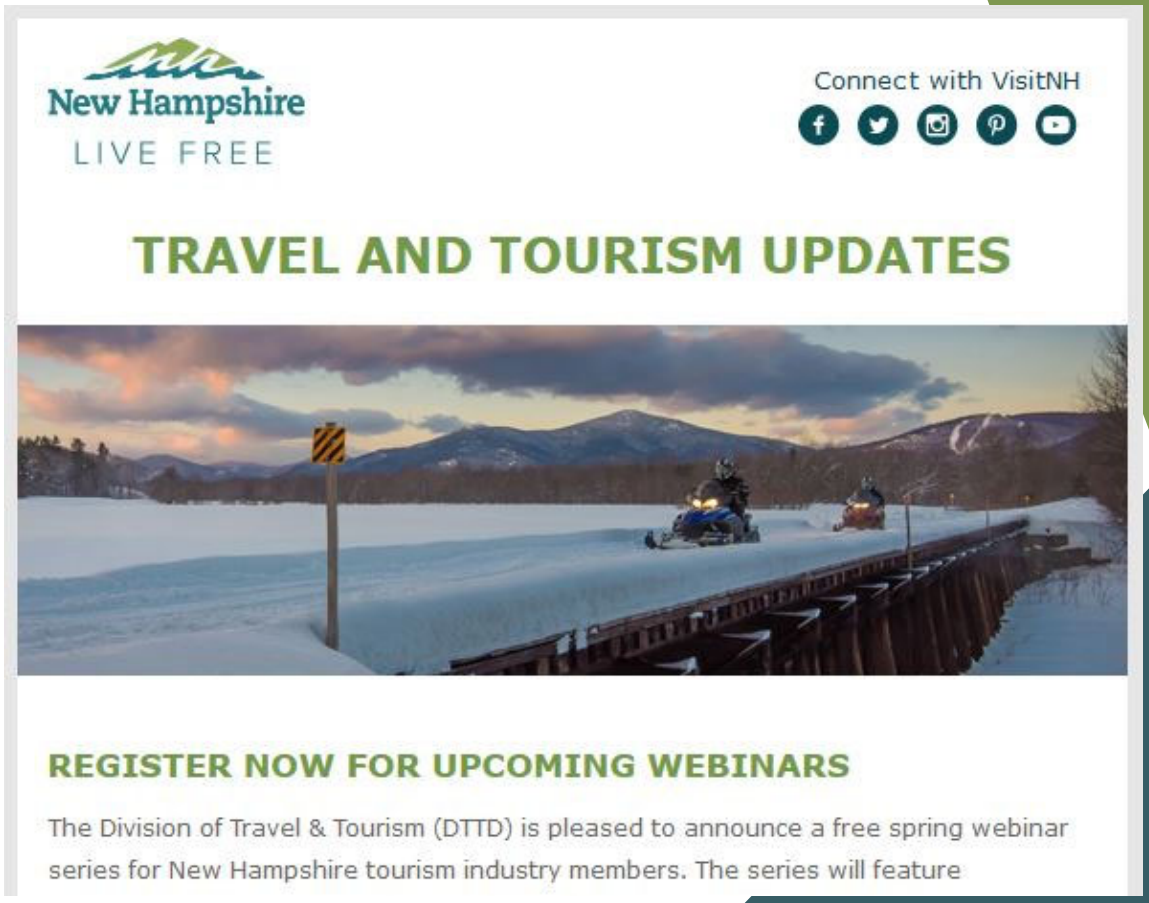
GET DIRECTIONS



Digital Marketing

Sign Up For Industry E-Newsletters

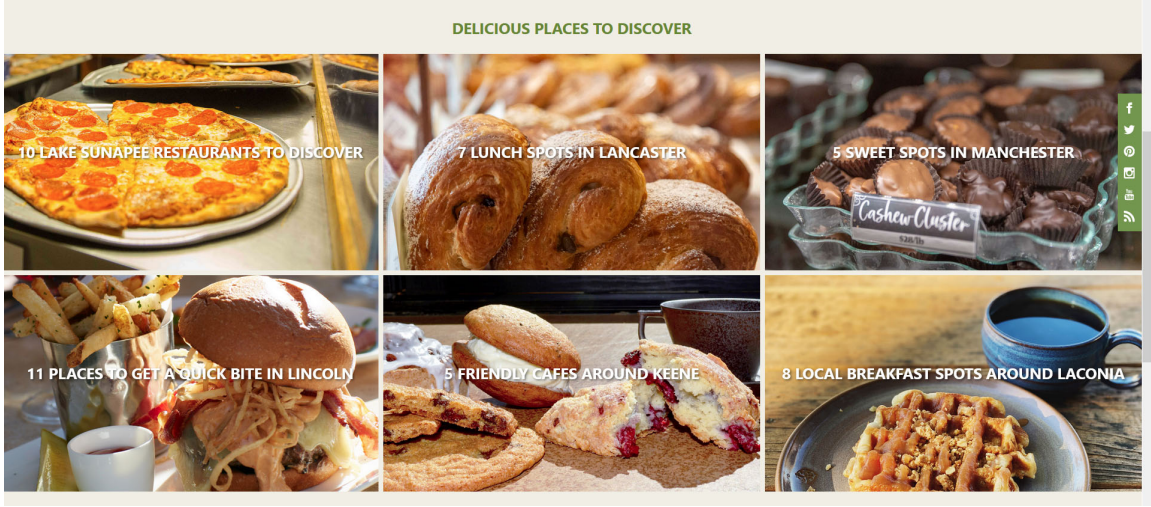
visitnh.gov/industry-members/industry-resources/subscribe-to-enewsletter

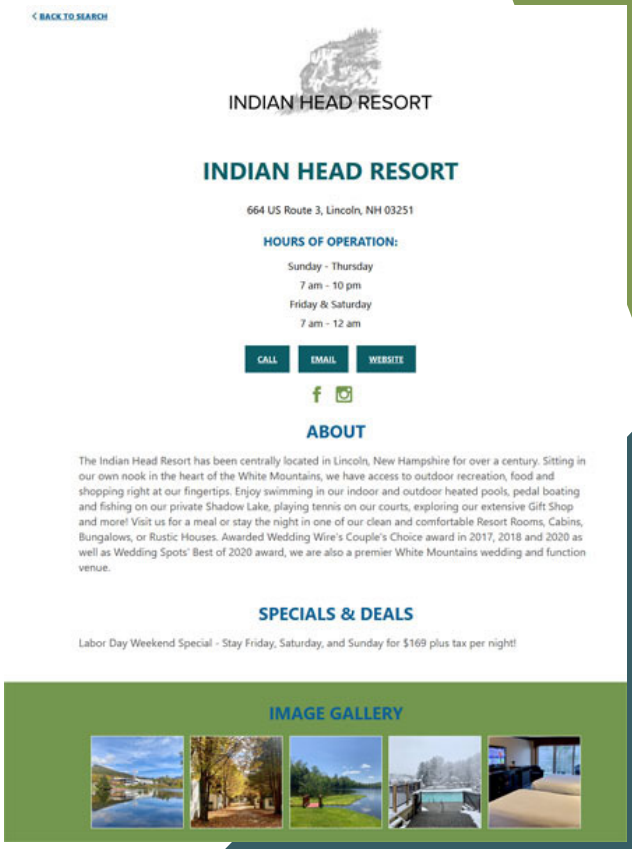


Digital Marketing

SupportLocal603.com

- opennh.visitnh.com/businesses/registration to create an account.
- opennh.visitnh.com/businesses/login to update your listing.





BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Digital Marketing

Images and Videos

- Flickr: flickr.com/photos/26514027@N04/albums
- B-roll: visitnh.gov/press-media/image-requests

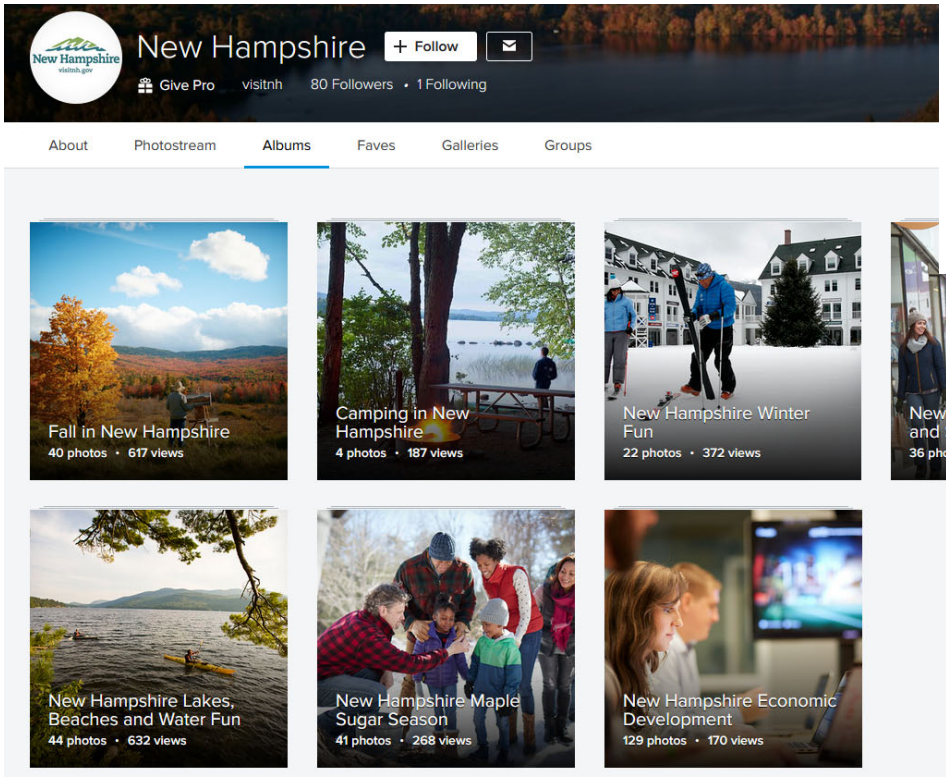


IMAGE AND VIDEO REQUESTS

The New Hampshire Division of Travel and Tourism houses a library of images and b-roll available to accompany non-commercial editorial media promoting New Hampshire as a visitor destination.

High resolution images from our Flickr page. We ask that you provide credit to the New Hampshire Division of Travel & Tourism when using our images.

B-roll video is also available. Please use the following links to view the b-roll available, then email travel@livefree.nh.gov to request high-resolution footage.

Summer activities: Mt. Washington Auto Road, lakes, downtown Portsmouth, dining
Shopping/Brewery
Snowshoeing
Snowmobiling
Mountain Activities
Beach Activities
Lake Activities
Combination of Activities
Skiing
Skiing/Tubing/Firepit
Combination of all footage

If you have questions regarding our photo/video use policy or the image library, please contact our office at 603-271-2665 or via email at travel@livefree.nh.gov.

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Digital Marketing

Ryan Vaughn
Web Assistant

ryan.w.vaughn@livefree.nh.gov

NH Film and Television Office

Matt Newton
Bureau Chief
Film & Digital Media

matthew.w.newton@livefree.nh.gov

Joint Promotional Program

Brittany Littlefield
Executive Assistant
brittany.l.littlefield@livefree.nh.gov

Joint Promotional Program

Joint Promotional Program is a 50% match grant program established to invest in tourism promotional initiatives.

Who is Eligible:

- Any tourism organization that has been in existence for at least 3 years prior to applying.
- Must be registered and in good standing with NH Secretary of State
- Formed for the purpose of promoting travel and tourism to NH
- Examples: chambers of commerce, regional associations, statewide organizations

Joint Promotional Program

JPP 2021 Round 2

- Application Deadline – April 6, 2021
- Amount Available - $459,661.52
- Complete details online: visitnh.gov/industry-members/work-together/grants/

JPP PROGRAM

Home | Industry Members | Work Together | Grants | JPP Program

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 primary goals of the program are to develop New Hampshire as a year-round vacation destination, increase the length of stay, and to 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.

ANNOUCEMENT: The Governor has approved $711,324 and two rounds for the remainder of Fiscal Year 2021.

To submit a grant, please click here.

JPP FY2021 Deadlines

- **Round 2 - April 6, 2021**
  - April 6, 2021 JPP Applications Due
  - April 9, 2021 Applicants Notified of Approval
  - April 16, 2021 G&C packets to AG's Office
  - May 5, 2021 G&C packets to Administrative Services
  - May 19, 2021 G&C Meeting

In-State JPP
The guidelines for in-state grant promotion are as follows: •At least 75% of your promotion has to take place in New Hampshire.

- The minimum in-state grant shall be $2,000. The maximum in-state grant shall be $10,000 for any one fiscal year

Out-of-State JPP
The guidelines for out-of-state grant promotion are as follows:

- At least 75% of your promotion has to take place outside New Hampshire.
- Organizations may apply for more than one out of state grant each fiscal year. The minimum out of state grant shall be $2,000. However, no single organization shall be approved for grants totaling more than 25% of the funds appropriated for any one fiscal year.

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Upcoming Presentations - Kelly McDonald

Kelly McDonald is a marketing and advertising specialist and considered one of the nation's top experts in consumer trends, generational differences and leveraging the customer experience. She is the founder of McDonald Marketing, which has twice been named one of the "Top Ad Agencies in the U.S." by Advertising Age magazine and ranked as one of the fastest-growing independently-owned companies in the U.S. by Inc. Magazine.

Upcoming Events

- **How to Help & Serve Your Customers NOW & Seamlessly Transition to "Business Abnormal" LATER**
- **How to Market & Sell to People in Tough Times**
- **How to Step Up & Lead**

For more information visit www.mcdonaldmarketing.com

Division of Travel & Tourism

Upcoming Events

- **March 10:** Kelly McDonald presents "How to Help & Serve Your Customers NOW Transition to Business Abnormal LATER"
- **March 24:** GYK Antler presents DTTD's Summer Marketing Campaign.
- **April 7:** SMARInsights presents DTTD's Research and Summer Travel Outlook.
- **April 14:** Kelly McDonald presents "How to Market & Sell to People in Tough Times"
- **April 21:** Lou Hammond Group presents Public Relations 101.
- **May 12:** Kelly McDonald presents "How to Step Up & Lead"

THANK YOU

New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS