



New Hampshire Department of Resources and Economic Development
Division of Travel and Tourism Development

JOINT PROMOTIONAL PROGRAM

SAMPLE TOURISM MARKETING PLAN

ORGANIZATION OVERVIEW

In this section, briefly describe your organization – the specific area of the state (list each community) you cover, number of members, number tourism related members by type (such as lodging, dining, attractions, events, etc.), estimated percentage of members to total number of organizations.

YOUR MISSION

This should be quoted from your by-laws.

THE MARKET IN WHICH YOUR ORGANIZATION OPERATES

Describe the tourism assets that set you apart from other areas particularly those offerings that are either unique or 'best in class' (i.e. natural, cultural, activities/events/unique experiences, shopping, dining). Include the approximate number of dining and lodging properties and types (i.e. B & Bs, Inns, national chains, campgrounds, hotels, motels, historic properties, conference and meeting facilities).

YOUR COMPETITION AND COLLABORATORS

What other markets in the region or area do you view as your competitors and why? Identify offerings that you do not have that may be located nearby, which would enhance the visitor experience and offer opportunities to collaborate.

TARGET AUDIENCE DEFINITION

PRIMARY AND SECONDARY TARGET MARKETS

Describe the characteristics of your primary and secondary markets in terms of geography, demographics, and interests. This should align with the unique or best in class assets described above. Please refer to any research you have conducted or have available to you that has led you to this conclusion.

ORGANIZATION'S MARKETING GOALS

Each goal listed should describe what your marketing efforts are designed to do (**i.e. more of the same, new markets, seasons, longer stays**).

CENTRAL THEME/MESSAGE

What is the theme of your marketing efforts and/or the message you want to send to your target audience? Again, this is typically developed based on what you know your unique strengths are.

STRATEGIES

What are the activities you intend to deploy to reach your goals? Describe the measurable result you are hoping to achieve (i.e. a ---% increase in visitations, website visits, inquiries, attendance at event, etc.)

TOOLS

What tools do you currently use to help you achieve your goals?
What tools do you need to add?

HOW WILL YOU TRACK PROGRESS AND MEASURE RESULTS?

Some example tools for measurement are available on the DTTD website www.visitnh.gov industry section. Further, free guidance is available by contacting the Institute for New Hampshire Studies and Plymouth State University.

ACTION PLAN and TIMELINE

For each goal, a grid should be developed that indicates the goal, the activities to be undertaken to achieve the goal, the revenue source, expense, timeframe, who it will be assigned to and how results will be measured. This document can be used as a rolling agenda to track progress and make appropriate adjustments as you work toward the goals established. You will want to report to your board periodically on the plan's progression, noting any positive or negative variances and reasons therefor.

BUDGET

Attach your organization's annual budget. The budget should include a budget vs actual statement for each strategy. You will want to regularly provide updates to your board on progress against budget. This would include Budget versus Actual, noting any positive or negative variances and reasons therefor.