



DATE: January 6, 2017

TO: Victoria Cimino, Amy Bassett & Kris Neilsen,
NH Division of Travel & Tourism Development

FROM: Madison Murach
Lou Hammond Group

CC: Sean Layton
Terry Gallagher
Lou Hammond
E.J. Powers
Jeff Mucciarone
Grace Ames
Scott Tranchemontagne

RE: Activity Report – December 2016

Following is a summary of services conducted by Lou Hammond Group on behalf of the NH Division of Travel & Tourism Development for the month of December, 2016.

ACHIEVED CLIPS STATEWIDE:

Total Impression: 121,471,418; Total Media Value: \$695,578

- **December 1 – [House Beautiful](#)**
As a result of pitching, Redbook Magazine Online featured Bretton Woods, New Hampshire in an article titled “Where to Vacation With Your BFFs In Every State.” The story features the Omni Mount Washington Resort, and we worked with freelancer Perri O. Blumberg on the inclusion. The article was syndicated to HouseBeautiful.com
UMV: 1,718,222
Media Value: \$11,455
- **December 5 – [The Boston Globe](#)**
The Boston Globe featured The Mount Washington Valley Inn-to-Inn Holiday Cookie and Candy Tour. We worked with Linda Laban on the inclusion as Ms. Laban on a media visit to the Snowvillage Inn previously.
Circulation: 232,546
UMV: 13,946,814
Media Value: \$118,161

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- **December 9 – [WADK 1540 Talk of the Town – Bruce Newbury](#)**
 As a result of a phone interview with Kris Neilsen, WADK 1540 featured a segment on New Hampshire.
Listenership: 50,000
Media Value: \$417
- **December 16 – [USAToday.com](#)**
 As a result of pitching, USAToday.com included The Rosa’s Egg Nog Cannoli in an article highlighting 60 fresh spins on eggnog across America.
UMV: 25,446,800
Media value: \$212,057
- **December 21 – [Fodor’s Travel](#)**
 As a result of media outreach, Fodor’s Travel featured Portsmouth and North Conway in a story on “Wonderland Getaways in New England.”
UMV: 2,123,298
Media Value: \$17,694
- **December 27 – [Travel + Leisure](#)**
 Travel + Leisure included Portsmouth in an article highlighting the best destinations for solo travel in 2017.
UMV: 7,175,300
Media Value: \$47,835
- **December 29 – [Chicago Tribune](#)**
 As a result of our quirky New Hampshire pitch, *The Chicago Tribune* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum in their weekly travel news column written by Phil Marty.
UMV: 18,779,527
Media Value: \$56,338.58
- **December 29 – [Los Angeles Times](#)**
 As a result of our quirky New Hampshire pitch, *The Los Angeles Times* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum.
UMV: 23,837,021
Media Value: \$71,511.06
- **December 29 – [The Baltimore Sun](#)**

As a result of our quirky New Hampshire pitch, *The Baltimore Sun* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum.

UMV: 4,187,659

Media Value: \$12,562.98

- **December 29 – [Florida Sun Sentinel](#)**

As a result of our quirky New Hampshire pitch, *The Florida Sun Sentinel* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum.

UMV: 3,063,758

Media Value: \$9,191.27

- **December 29 – [Orlando Sentinel](#)**

As a result of our quirky New Hampshire pitch, *The Orlando Sentinel* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum.

UMV: 3,063,053

Media Value: \$9,190.08

- **December 29 – [Hartford Courant](#)**

As a result of our quirky New Hampshire pitch, *The Hartford Courant* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum.

UMV: 1,711,848

Media Value: \$5,135.54

- **December 29 – [Morning Call](#)**

As a result of our quirky New Hampshire pitch, *Morning Call* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum.

UMV: 1,222,735

Media Value: \$3,668.21

- **December 29 – [Daily Press](#)**

As a result of our quirky New Hampshire pitch, *Daily Press* highlighted the Telephone Museum, Extreme Mount Washington and the American Classic Arcade Museum.

UMV: 733,477

Media Value: \$2,200.43

ACHIEVED CLIPS BY REGION:

DARTMOUTH - LAKE SUNAPEE – Impressions: 56,649,078; Media Value: \$170,215.15

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WHITE MOUNTAINS – Impressions: 72,546,660; Media Value: \$299,831

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SEACOAST – Impressions: 51,098,056; Media Value: \$413,858

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PROJECTS:

- **WADK "Talk of the Town"**

- Interview with Bruce Newbury on 12/5
- Agency provided talking points prior to interview

- Agency vetted dapperQ, determined not to offer accommodations. Agency reached out directly to decline.

MEDIA VISITS

- SkiNH/Skedaddle/New Hampshire influencer FAM – Jan 7-8
 - Agency confirmed the following influencers:
 - [City Style Scene](#)
 - Instagram: [@citystylescene](#): 240K Followers
 - Facebook: [@citystylescene](#): 7.5+K Likes
 - Twitter: [@citystylescene](#): 21.1K Followers
 - [Beauty Love Bliss](#)
 - Instagram: [@beautylovebliss](#) - 34.1k Instagram followers
 - [Vibe in Style](#)
 - Instagram: [@vibeinstyle](#) - 30.2k Instagram followers
- **Freelancer Perri Blumberg**, AAA magazines + Country Living: Jan. 6-9

- **Caroline Morse**, Smarter Travel – Jan. 6-8, Cannon Mountain ski piece
- **Kristal Bick**, This Time Tomorrow: Jan. 13-16
- **Jeana Shandraw**, Surf N Sunshine – Feb. 17-20
- **Alexandra Pecci**, AAA Northern New England Journeys – Jan. 14 visit to Concord
- **Kathy Witt**, Tribune News Syndicate, Feb. 26-29

WRITTEN MATERIALS & HOT TIPS

- **WADK “Talk of the Town” Talking Points**
- **Pitch: Holidays in N.H. – Distributed**
- **Pitch: Winter Hotel Deals – Distributed**
- **Pitch: What’s New for Winter 2016-17 – Distributed**
- **Pitch: Winter Activities: Off-The-Slope, Family-Friendly – Distributed**
- **Pitch: Winter Adventure in N.H. – Childless Millenials/Outdoors – Distributed**
- **Pitch: Winter Vacations That Go Beyond Skiing – Distributed**
- **Hot Tip: What’s New in New Hampshire**
- **Value Blast** – Agency continues to include New Hampshire in the bi-monthly agency wide value blast release distribution

STORIES PITCHED

- **Bon Appetit** – New England Seafood Trends Feature
 - Tracking
- **New York Times** – Winter Travel Deals
 - Tracking
- **Reader’s Digest** – Free Activities in 50 States, pitched N.H. Audobon Society
 - Tracking
- **Conde Nast Traveler** – Agency pitched:
 - Best Places for a New Year’s Eve Dining Splurge: Merrill Farm Inn & Resort, Mountain View Grand Resort & Spa, Omni Mount Washington Resort

- Best Fireplaces: Notchland Inn, Stonehurst Manor, Omni Mount Washington Resort
 - Tracking
- **USA Today** – Over The Top Holiday Sweets, pitched Cannoli Egg Nog
 - Coverage Ran
- **New Haven Register** – Culinary Column
 - Tracking
- **Smarter Travel** – Top Destinations for 2017 pitch, overall destination update
 - Tracking
- **Glamour** – Girlfriend Getaway, pitched Portsmouth
 - Tracking
- **Thrillist** – Where To Go In 2017 pitch, overall destination update
 - Tracking
- **Traditional Home** – Agency send Client opportunity requesting feedback
 - Shared opportunity with Client
- Influencer **Katie Rodgers**
 - Shared opportunity with Client

MEDIA INTERACTIONS:

- Agency met with **Bruce Northam, Freelance**
- Agency met with **Sara Azani, StyleMBA**
- Agency met with **Sarah Fensom, Art & Antiques**
- Agency met with **Doris Athineos, Traditional Home**
- Agency met with **Dani Heinrich, GlobetrotterGirls**
- Agency met with **Krystal Bick, This Time Tomorrow**
- Agency met with **Hannah Seligson, Freelance**
- Agency met with **Charlotte Leszinske, offMetro**

NEWS BUREAU

Listed below are media with whom the agency has had contact on behalf of the NH Division of Travel and Tourism and provided information in the way of specialized pitches, press kits or fact checking. In most cases, although listed only once, LH&A liaised with publications or freelancers on multiple occasions.

On behalf of New Hampshire Division of Travel and Tourism, media outreach included:

- *AAA Horizons*
- *AAA World*
- *AARP The Magazine*
- *About.com*
- *Arthur Frommer's BudgetTravel.com*
- *Asbury Park Press*
- *Associated Press*
- *Baltimore Sun*
- *Boston Globe*
- *Boston Herald*
- *Boston Magazine*
- *Canadian Travel Press*
- *Coast Magazine*
- *Chicago Sun-Times*
- *Chicago Tribune*
- *CNN.com*
- *Condé Nast Traveler*
- *Connecticut Magazine*
- *Daily News*
- *Departures*
- *Elite Family Travel*
- *Examiner*
- *Family Circle*
- *FamiliesGoTravel.com*
- *Farwell Travels*
- *Fathom*
- *Food & Wine*
- *Forbes*
- *FOXNews.com*
- *Frommers.com*
- *Frommer's New England Travel Guide*
- *Gadling*
- *Gannett*
- *Gayot*
- *Houston Chronicle*
- *Huffington Post*
- *IgoUgo*
- *Ignite*
- *In The Know Traveler*
- *Ladies' Home Journal*
- *Meetings & Conventions*

- *Metro New York/ Metro Boston*
- *MetroWest Daily News*
- *Miami Herald*
- *Montreal Gazette*
- *MSNBC.com*
- *National Geographic Traveler*
- *National Post*
- *NBC's Today Show*
- *New England Travel & Life*
- *New Jersey Life*
- *New York*
- *New York Magazine*
- *New York Post*
- *Newsday*
- *Newsweek*
- *NY1*
- *O, The Oprah Magazine*
- *PARADE*
- *Passport*
- *Parents*
- *Philadelphia Inquirer*
- *Points North*
- *San Jose Mercury News*
- *Sarasota Magazine*
- *Saveur*
- *Seattle Times*
- *SeeAmerica.com*
- *ShermansTravel.com*
- *The Atlantic*
- *The New York Times*
- *The Star-Ledger*
- *The Wall Street Journal*
- *Time Out NY*
- *Toronto Star*
- *Toronto Sun*
- *Town & Country*
- *Trailblazer Magazine*
- *Travel Agent Central.com*
- *Travel + Leisure*
- *USA Today*
- *Washington Parent*
- *WomansDay.com*
- *Woman's World*
- *Yankee*

GENERAL ACTIVITIES

- Agency submitted PR Insider to Client.
- Agency submitted Partners Report to Client.
- Agency participated in conference calls with the Client; providing agendas and call reports.
- Agency continues to update LHG Twitter page, Facebook page and website with client releases, weekly value blasts and key contests/images.
- Agency provided Client with relevant media clips.

###