

Some things to think about to help you with your business operations and marketing...

- Highlights from Roger Brooks' marketing presentations. He is a tourism expert, author, speaker and CEO of Roger Brooks International. He helped to develop the NH Grand brand in years past:
 - 94% use the internet to search for their *interests*, not *locations*.
 - We need to promote experiences, what's unique and what people don't have close to their home.
 - "Outdoor, recreation & unique" are overused terms, as are "A great place to live, work & play". We need to become clearly different to compete for visitors.
 - What are we the best at? Promote that. The narrower the focus, the stronger the success.
 - Biking (bicycling) & gardening are two of the top growing hobbies today.
 - Make downtowns vibrant gathering places. 70% of consumer spending takes place after 6 pm and 80% of non-lodging visitor spending takes place in downtowns- shopping, dining & entertainment! So if we are not open, we are missing out. This goes for weekends, too. "If you want your youth to come back, you've got to give them something to do after work!" After outdoor recreation in the day, what do we have to offer?
 - Curb appeal sells—Accounts for 70% of first time sales. Think signage, plants, outdoor seating...
 - 80% of all spending is by women! Gear marketing towards moms, and you will win.
 - Make digital marketing your #1 priority. Your website needs to appear on the first page of Google search results.
 - Facebook comes secondary in booking research. Power comes from what visitors post, review, generate conversations about, etc.
 - Make it easy for visitors and customers to find the information they need about your business. The easier the process, the better you will do. Streamline your processes.
 - People love itineraries—they are on vacation and want things to be simple.
 - Video content is valuable- captures interest. Personal experiences attract.
 - TripAdvisor.com is huge! Peer reviews are trusted over advertising.
 - If travelers come from afar, they will stay longer. The more we have to offer collectively, the longer they will stay.
 - New trend: Arrive a visitor, leave a local. People want to connect to a place.
 - Collaborative marketing is great! The power of partnerships...
 - People want to travel in the "shoulder season" months when it is less busy.
 - Market to the 60+ crowd. They account for the majority of spending and multi-generational trips are growing.
 - Growing trends: Culinary tourism, Environment/Recreation (Millennials), 4-5 day vacations, "Voluntourism"—"feel good" educational or charitable trips to help organizations, give back etc. , Connections to history & community...
 - Brochures: Yellow on a dark background stands out best. No outlined text. Sell experience at the top. 32% of travel decisions come from brochures.

- On print advertisements: Sell the experience. Always put your logo in the bottom right hand corner.
- Brand your business & your area! The Grand North! Grand Adventures. Keep it consistent. Signage, message, etc.
- Goal: get locals to stay & visitors to come.

- Notes from a workshop entitled: “Chasing the Elusive Consumer” by Professor William Troy of UNH Manchester:
 - Online business is growing compared to physical “in-store” business.
 - Boston, MA population/demographics: The amount of residents is growing, especially the wealthy class. The middle class income is diminishing, and they have smaller savings, but they account for most of spending. The Asian population has the highest income and is highly educated.
 - Married couples without kids are a growing trend.
 - Hispanic population is growing throughout the US.
 - Older populations have money, but “Millennials” and “Gen- xers” have money and want to spend it.
 - People are purchasing generic brands more, and saving where they can.
 - Customer service is very impactful.
 - Reviews, recommendations and testimonials drive business. Think TripAdvisor, Yelp...
 - Millennials are active on social networks and use mobile devices to search online. Thus make sure you have a social media presence for your business and a mobile compatible website. They also watch lots of videos—so get on YouTube.com, too. Smart phone use in general is growing globally.