

GUIDELINES FOR LITERATURE THE 2009 BIG E

The Division of Travel & Tourism Development (DTTD) is responsible for the New Hampshire Information Booth in the New Hampshire Building on the Avenue of the States at the Big E fair grounds in West Springfield, Massachusetts for the duration of the Annual Big E. The NH Information Booth has space for approximately 200 individual brochures. Recognizing our limited space, and in order to provide guidance to you and assure we have available the topics guests at the Big E most request, we have put together some observations compiled by evaluating the past three years. We hope this information is helpful to you.

Where our guests come from: Most of the guests who visit the NH Information Booth at the Big E are from NH's immediate drive market and plan frequent vacations and day trip to Northern New England.

Factors affecting quantity and type of brochure consumption:

- Outside weather/temperature (rain vs. sun; heat vs. cooler fall temps)
- Number of fair admissions (economics, gas prices, weather)
- Current events/news (New Hampshire's advertising themes such as family activities, foliage, outdoor adventure, etc.)
- Brochure location (grouping/categorizing, eye level, kids level, etc.)
- Brochure types (collaborative vs. individual; attraction vs. museums, etc.)
- Booth Signage (wording, categories, and sub-categories)
- Brochure design, size, color, wording, and cover photo (from year to year) also impact the numbers of brochures the guests consume on each year

What is most requested: While the requests are varied, by tracking literature inventory reports and post-Big E debriefings, we have determined that the most popular brochures fall into the following general categories:

- **Statewide Publications (most information in one piece)**
- **Comprehensive Regional/Area Maps & Guides**
- **Regional Activities** (family-oriented, especially those containing attractions,
- **Collaborative Dining guides that present uniquely NH properties**
- **Collaborative Events Guides that feature uniquely NH events**
- **Activities & Adventure** (outdoor recreation, scenic tours, larger attractions)
- **Lodging & Camping** (including uniquely New Hampshire, lodging, B&Bs, grand hotels, campgrounds & Cabins, resorts & spas;
- **Publications that promote One of a kind Shopping i.e. downtowns, arts and crafts, etc. Antique trails**

Based on tracking brochure consumption and visitors' inquiries at the booth, it can be concluded that the Big E is not an effective venue to promote the following therefore, the following brochure types will not be accepted in the NH building at the Big E:

- Chain hotels (rack card or brochures)
- Individual antique or specialty stores (i.e. rug stores, furniture stores, pottery)
- Chain or Strip Malls
- Opera, theatre, or individual shows
- Individual lodging,. (unless they have a unique spin)
- Restaurants (including chains) that are not a destination and/or uniquely NH
- Individual or area event guides
- Historic Society information
- Individual town and 'chamber' information (non- tourism related)
- Museums (except family/activity focused museums such as Independence Museum, Indian Museum, Children's Museum, Planetarium, etc.)
- Individual Historic Properties (Homes, etc)
- Individual Ski Areas (unless the focus is on 'attractions' & activities such as zip lines, horse back riding, tubing, etc.)

We hope these guidelines will help you with your decision whether or not to seek placement at the Big E. Our management team is here to answer your questions, talk through your decision process and provide the best possible support to your business.

If you have any questions please contact Michele Cota at NH Division of Travel & Tourism Development at 603-271-2665 or michele.cota@dred.state.nh.us