

# Lakes Region Association Family of Websites

[www.lakesregion.org](http://www.lakesregion.org)

[www.lakesregion.org/groups](http://www.lakesregion.org/groups)

[www.lakesregion.org/media](http://www.lakesregion.org/media)

[www.YuletideAtTheLakes.org](http://www.YuletideAtTheLakes.org)

## Websites

### ■ Free Listing and Link From Our Website

[www.lakesregion.org](http://www.lakesregion.org) receives thousands of visits weekly (average 99,558 page views and 19,290 unique visitors per month).

### ■ Free Promotion of your Vacation Packages on website [www.lakesregion.org](http://www.lakesregion.org)

LRA offers a direct link from our home page to a Special Package section of the site to promote your package for free. The package is linked to your site to provide visitors more information.

### ■ NEW! Streaming Video

 Development of streaming video highlighting attractions and activities to show visitors what they can do in the Lakes Region.

### ■ Free Listings on the Calendar of Events on [www.lakesregion.org](http://www.lakesregion.org)

 Many visitors plan their trips around events in the Lakes Region. Receive free promotion of your event on the website. The calendar of events is also included in the bi-weekly Member Bulletins and sent to media throughout New England.

### ■ Group Market Website

 The Group Website [www.lakesregion.org/groups](http://www.lakesregion.org/groups) promotes the Lakes Region to tour operators, travel agents, meeting planners, social event organizers and much more. The site provides information for groups to plan with virtual tours and itineraries, attractions, accommodations, dining, transportation, meeting space, services and other necessary details to bring motor coaches and group events to the region (see page 20 for Group Marketing plan).

### ■ Media Room on Website for Travel Writers

[www.lakesregion.org/media](http://www.lakesregion.org/media) Designed specifically for travel writers and journalists of travel related publications. Special press releases, story ideas, history, culture and much more are contained on the site to attract writers to feature the Lakes Region in their publication. Members press releases are included on the site to enhance your exposure to writers. Development of new regional press releases, distribution of a monthly e-mail newsletter to provide writers with up to date information on the region, potential feature stories, upcoming events and activities all to enhance our relations and generate more media coverage.



### ■ Yuletide at the Lakes

 Yuletide at the Lakes & Holiday Magic Marketing the many holiday packages, shopping, events, fairs and activities of the holiday season in-state and out-of-state. Extensive website with calendar of events, churches, holiday packages and promotions, Christmas tree, sleigh rides and much more. [www.YuletideAtTheLakes.org](http://www.YuletideAtTheLakes.org) (see page 21)

# National Advertising Campaign

We advertise the Lakes Region in many national magazines, newspapers, through the internet, and we attend two AAA Consumer Shows.

## Target Market Focus

- Household income \$100,000+
- Families, couples and singles within a drive or easy fly distance.
- Boston, Philadelphia, Baltimore, Washington DC and Great Lakes
- Women and women with children, ages 34-54, 25-33 and 55+

## Print Advertising

- *Better Homes & Gardens*, May 2008 Issue - circulation 1,276,000
- *Better Homes & Gardens*, June 2008 Issue - circulation: 1,276,000
- *Midwest Living*, March/April 2008 Issue - circulation: 960,633

## Web Advertising

- *Philly.com*  
Travel Partner Newsletter, Week of May 5, 2008  
News Listing & Travel, April 15 - June 8
- *Washington Post.com*  
Newsletter eblast, April 28,  
April 7 - June 8  
Leisure/Travel - Expanded Leaderboard  
Leisure/Travel Large Rectangle  
Travel - Expanded Leaderboard  
Travel - Large Rectangle
- *yahoo.com*  
April 7 - June 8  
Y!Mail Super Banner  
Y!Mail Text Link - Text & Logo  
Pager Large Rectangle  
Y!Mail Sport/Outdoors Half Page  
Y!Mail Travel Vacations Half Page  
Y!Mail Travel Vacation  
Large Rectangle

## Tradeshows

- 2 AAA Trade Shows
- *Boston Globe* Travel Show and Advertising



# International Marketing Plan

The international traveler plans longer stays, books further in advance, travels regardless of the weather and travels mid-week. To capture this important market we have developed a more extensive international marketing plan which includes more trade show participation, sales missions and representation, brochure distribution and advertising in the UK, Germany, Dublin, France and Canada.

## We Market to:

**UK, Germany, Ireland, Canada & France**

## Reaching:

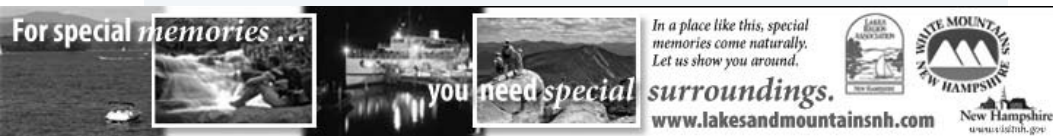
**Consumers, Trade (tour operators) and the Media**

## Tools:

- Advertisements in Discover New England's UK Consumer Guide and The Official German Discover New England Travel Planner
- Tradeshow package including:
  - International Pow Wow
  - Discover New England Summit
  - Manchester Holiday Show
  - Dublin Holiday Show
  - Addison Travel Show - Toronto
- Sales Missions:
  - UK Sales Training Mission
  - France Sales Training Mission
  - NH Sales Blitz Ireland
  - DNE Training Mission Germany
  - NH Sales Blitz - Canada
- Distribution of the Where to Guide and LRA Map & Guide
  - UK consumer and travel agent requests
  - German consumer and travel agent requests
  - Canadian tradeshows and consumer & travel agent requests



# Marketing and Advertising



## Marketing And Advertising Efforts On Your Behalf

- **National Advertising Campaign** - We advertise the Lakes Region in national magazines, newspapers, through the internet, and attend two AAA Consumer Shows (see page 5).
- **NEW! Direct Mail to Over 7,500 Travel Agents** Attractive file folder showing scenic beauty of the Lakes Region with Where To Guide and Lakes Region Map & Guide. We will also include a return card for travel agents to request information on attractions, activities, lodging options and much more.
- **Cooperative Advertising Campaign** We will promote cooperative advertising opportunities to our membership.
- **Monthly E-mail Newsletter** blast distributed to potential visitors, media/travel writers, meeting planners, tour operators, and travel agents.
- **NEW! On-line Reservation Service** Free service for members allowing visitors to book hotel rooms and attractions tickets on-line. Offered in partnership with Yankee Publishing.
- **International Marketing** We promote the region through tradeshows, sales missions, advertising and brochure distribution to enhance our exposure internationally. (See page 6 for our international marketing plan.)
- **Marketing to Canadian Consumers** We work with the New England Tourism Center and the Division of Travel & Tourism to directly market to potential Canadian visitors. Through sales missions, direct mail, tradeshows, and industry events we distribute the *Where To Guide* and *Lakes Region Map & Guide* to travel agents, trade press, and consumers.
- **Cooperative Participation** with NH Division of Travel & Tourism Development with tradeshows and advertising initiatives.





No other organization offers you  
so much, so affordably!  
Just \$249 for a one year membership!

- **Public Relations** LRA hosts photographers, writers, and travel agents in conjunction with the NH Division of Travel & Tourism Development and Discover New England.
- **Group Marketing and Advertising** A group website was developed to attract and inform groups about the region. It targets tour operators, travel agents, meeting planners and social event coordinators. Marketing of the group website includes advertisements at trade shows. A monthly e-mail newsletter is distributed to meeting planners and tour operators. New CD Rom Media Kit and Step On Guide Service available for groups.
- **Press Releases** Press releases are sent to media throughout the Northeast highlighting all aspects of the region to gain more media coverage.
- **Media Discs** We produce and provide media disks to domestic and international media/trade writers, tour operators and group leaders. Discs contain interaries with virtual tours, press releases, story ideas and high resolution photography.



## Monthly E-mail Blasts

### Sent to:

LRA Members  
Potential Visitors  
Media/Travel Writers  
Meeting Planners  
Tour Operators  
Travel Agents

- **Lakes Region Familiarization Tour** Participate in familiarization tours attended by employees of those who can send business your way – from State Welcome Centers to Visitor Centers, Chambers of Commerce and members.
- **Representation at tradeshows and conferences** The association represents your business and the region at several industry shows with domestic and international tour operators, travel agents, and travel writers and consumers.
- **Partnerships with many travel and trade related organizations** that promote the region and our members; Discover New England in the international market, NH Division of Travel and Tourism Development, White Mountain Attractions, NH Lodging and Restaurant Association, Business and Industry Association, VisitNewEngland.com, and regional chambers of commerce.
- **Training opportunities** We offer opportunities to educate managers, employees and volunteers with our Familiarization Tour and special topic programs such as “How to Package”, “Group Tour Market”, “Media Relations”, and Department of Labor regulations.
- **Member News** Bi-weekly email newsletter provides updates to members on LRA News and resources, new members, member news & recognition, industry events, legislation, and NH Department of Travel & Tourism and Department of Labor updates. Get your news to over 400 members.
- **NEW! Hot Deals Eblast** Members have the opportunity to advertise last minute deeply discounted Hot Deals to generate traffic during low occupancy periods.
- **LRA Member Resource Guide** Located off of the LRA Members Web Page. Resources for FREE promotion of your business, website, events, packages, and happenings. We have compiled a list of search engines and links to their submission pages as well as media outlets including associations, newspapers, magazines, online publications and more.



## Protecting Your Business Interests

- **Protection of your business with Legislative Alerts** The association tracks and monitors legislation issues on a local, regional, and statewide basis. We will notify you of major tourism issues that impact your business and testify on behalf of the association to protect the business interests of our members and the region.
- **Involvement with business and tourism related organizations** The association represents your business interests through involvement, participation, and communications with regional, statewide and national organizations.

## Cost Saving Programs

- **Advertising Cooperative Programs** Receive discounts for advertising through our coordinated advertising efforts through cooperative programs both in and out-of-state publications and media outlets. This program is supplemented by Joint Promotional Program Grant funds which directly reduce your cost.
- **NEW! CD ROM Media Kit** We will work with our members to develop press kits that can be burned to cd rom – including press releases, photography and other important details.

## Gang Run Printing Program

- Don't promote your first-rate attraction with second-rate material – get a beautiful color brochure at a great rate with the Lakes Region Association's annual "gang run" printing program!

A "gang run" means Association members order our brochure printing as a group – earning the kind of bulk discounts normally reserved for major advertisers. This is not a simple listing in a group brochure; it is a **professionally printed, full-color brochure promoting your business exclusively.**

Print Your Full-Color Brochure at Incredible Savings!



Materials due February 15 for March 15 delivery.

Placemat Menus