Building Our Recreation Market Together
INTRODUCTION

The White Mountains Attractions Association has been promoting the region and its attractions as a vacation destination since 1958. WMAA was designated the State’s official Regional Association for the White Mountains in 1983.

The association’s responsibility is to encourage the world to experience the White Mountains by increasing consumer knowledge and building a positive perception of the region’s tourism offerings using a variety of marketing activities across multiple channels.
The White Mountains region of New Hampshire, generally described as bounded by Route 25 in the South, Route 2 in the North, the Maine state line in the East, and the Vermont state line in the West.

The combination of scenic and family attractions, natural gems like Mount Washington, the Kancamagus Highway, the National Forest, and the Notches, bring visitors to this region throughout the year.
The White Mountains has three main audiences: **Young Families**, **Active Couples**, and **Boomers**. Each audience is strategically targeted through traditional and digital media.

**Young Families** consist of 25-45 year olds with children under the age of 18 in the household, and a household income of between $50-$100k. These families typically have high social and digital engagement and prefer an active vacation for the whole family, rather than just sights to see.

**Active Couples** are 18-54 years old and mirror the young families on household income. This group either has no children in the home, or are taking frequent getaways without their children. Active couples prefer frequent, shorter trips, and want soft outdoor adventure. They are also active online and in social media.

**Boomers** are over the age of 55 with a household income of between $50-$100k. These travelers are looking for breathtaking, once-in-a-lifetime experiences. They enjoy nature and state parks, and are active travelers who enjoy experiencing local culture.

80% of all consumer contact is from these markets.
The White Mountain Region Association was an early economic development group based in Woodsville New Hampshire, which produced early tourism brochures. As this association dissolved, the White Mountains Recreation Association was formed and many duties of the Regional Association were eventually taken over by the White Mountains Recreation Association.

At the first North Country operators meeting in the fall of 1957, David Cassedy stated “…that such a group as present today has the potential of exerting a large voice in the influencing of ways and means to secure patronage off the superhighways.”
THE CATALYST

Below are the key factors that compelled our group of Tourism Leaders to establish the White Mountains Recreation Association in the late 1950s.

- No such group of leaders existed in NH
- Need for a Marketing focused vs Business development organization
- Voice for Tourism in Legislation
- Significant Economic Growth
- Advertising messaging had doubled
- The rise of Consumer Spending
- A decline in NH summer promotion
- The decline in railroad use
- Expansion of the interstate highway
- Family vacations becoming custom
- The growing demand for entertainment
OUR OBJECTIVES

What our organization has done to address the situation.

WORKING RELATIONSHIPS
Partnering with local businesses, organizations and state departments for the purpose of vacation travel

COLLABORATION
An understanding that mutual problems and interests when addressed together as a group is more effective and cost efficient

INVESTMENT
Understanding the importance of reinvesting in our businesses and region

COOPERATIVE MARKETING
Resources are pooled to reach areas that can not be reached by one business alone.

COMMUNITY
Assistance and Encouragement of all the interested and loyal residents

SUSTAINABILITY
Adaptive to societal and environmental needs while keeping authentic and committed to our mission
THE DIFFERENCE

01 ECONOMIC IMPACT

• Visitor Spending is over $700 million annually
• Since 2011, the economic impact has grown 2.5% annually
• Support over 10,000 jobs

02 INDUSTRY IMPACT

• Leading private Tourism Organization in New Hampshire
• Attraction Members that are stable and sustainable
• Maintain a $1 million marketing budget

03 SOCIETY IMPACT

• Partner with other organizations to grow tourism
• Move visitors around the area to alleviate overtourism
• Share a vision and passion with our community leaders
THE ESSENTIALS
What does it take to do this?

A strong board of Industry leaders who have the same vision

An Organization that focuses on Marketing and Tourism-related matters versus business development

Promote and believe in continual training and staff education to stay current on tourism affairs and marketing possibilities

Continually seek profit centers and partners to grow marketing reach
TOUGHEST CHALLENGE

- STAYING RELEVANT TO OUR REGION
- STAYING RELEVANT TO OUR VISITOR
#1
SHARE IN YOUR VISION

#2
IT'S NOT COMPETITION, IT'S ABOUT COLLABORATION
THANKS FOR YOUR TIME
CHARYL REARDON

Send a message, question or suggestion to
charyl@visitwhitemountains.com

Come visit us at
White Mountains Visitor Center
200 Kancamagus Highway (Exit 32, off I-93)
North Woodstock NH 03262

Give us a call at
Office: 603.745.8720 | Cell: 603.315.6529

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