

GREATER PORTSMOUTH CHAMBER OF COMMERCE
REPORT TO THE
PORTSMOUTH ECONOMIC DEVELOPMENT COMMISSION
PRESENTED 8 JANUARY 2016

Partnership Deliverables for Quarter 2, 3 & 4, 2015: April through December 2015
Chamber Contact: Valerie Rochon, Tourism Director

Calendar year 2015 projects involved launching a new tourism-dedicated website, creating collateral pieces, brochure distribution, advertising, public relations, restaurant and retail events, and a presence at four travel shows – two consumer and two trade. The goals were, and continue to be, to increase awareness of Portsmouth & the Seacoast as a tourism destination and to drive visitors to the Seacoast's businesses, increasing their revenues and contributing to the economic vitality of the region.

Measurement of the success of the initiatives was accomplished through tracking and evaluating website activity, visitor surveys, inquiries, show attendance, industry show meetings, collateral distribution, rooms and meals revenue, traffic stats and lodging occupancy levels.

The following is an analysis of the tourism marketing efforts undertaken by the Greater Portsmouth Chamber of Commerce during calendar year 2015.

WHAT'S NEW

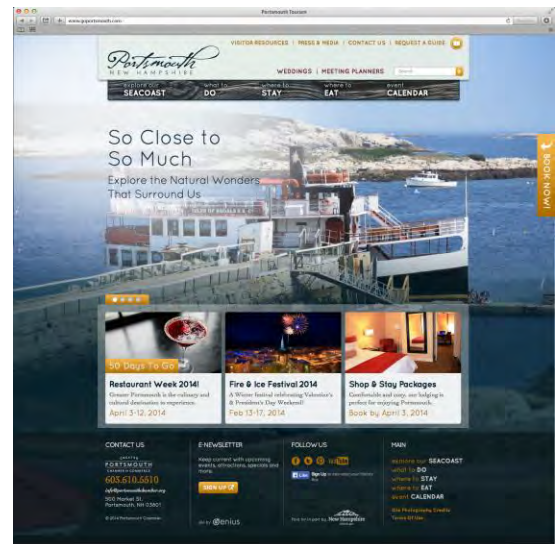
GOPORTSMOUTHNH.COM WEBSITE LAUNCHED

Our new tourism website, GoPortsmouthNH.com, launched in July 2015, focuses entirely on our tourism related businesses. The website is designed similar to the State's website with scenic images and well organized information on lodging, dining, shopping, events, attractions, activities and history. The goals are to provide information that causes the website visitor to make the decision to come to the Seacoast and to close the sale.

The site is promoted in all our tourism relation collateral, marketing, press releases and advertising, and is a resource for in-state, domestic and international visitors.

Phase II of the development of the website will include an online booking platform for hotel stays and conversion of the site to responsive design.

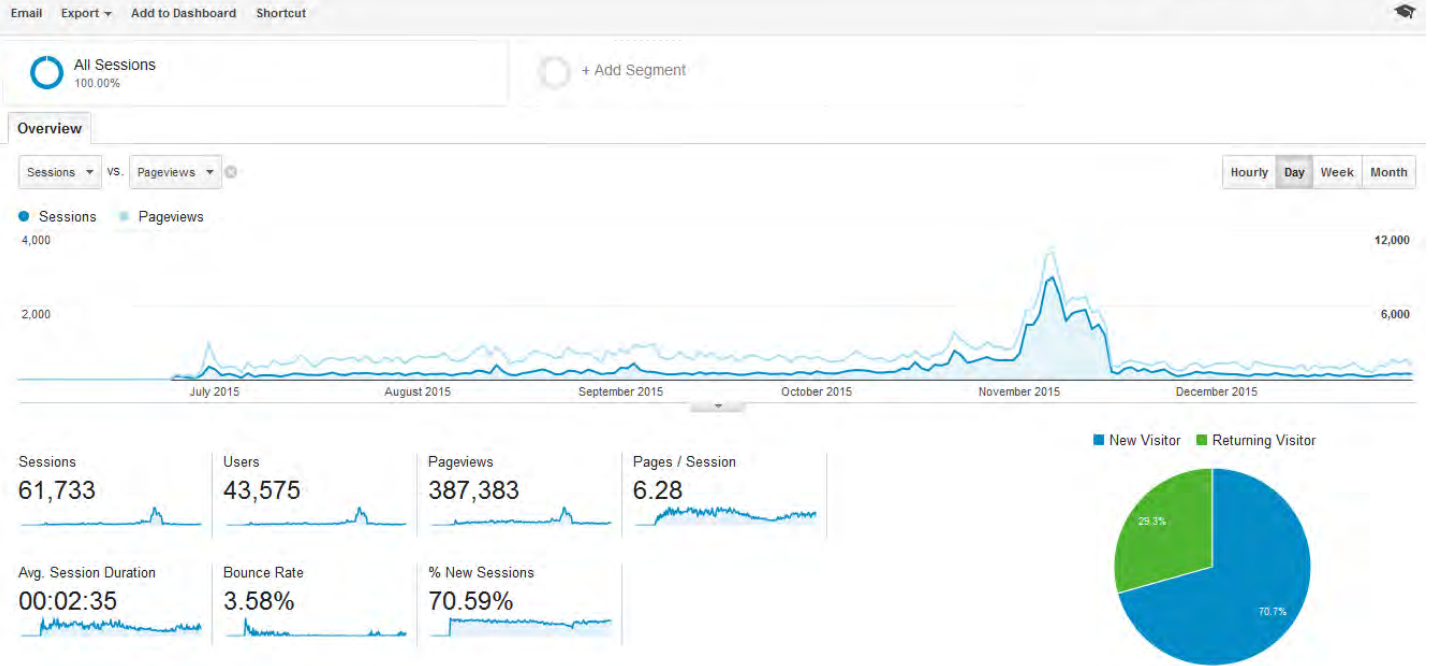
Currently we are working with members to be sure their listings are complete so they can maximize their marketing exposure, and we are visiting with members who have not yet made a decision to be listed on the site.



We've seen great traffic on GoPortsmouthNH.com, especially since our major marketing initiative for the new site will not be launched until Spring 2016! We are very pleased with the number of users, sessions and page views. We are particularly pleased with the 6.28 pages viewed per session, which is higher than average and speaks to the quality of the content. It is obvious from the graph when Restaurant Week hits.

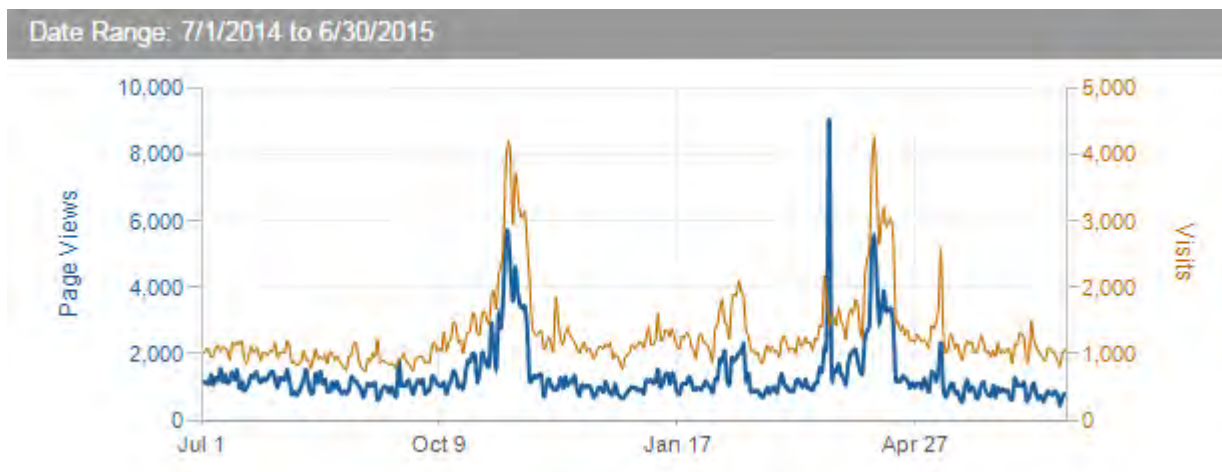
Audience Overview

Jun 1, 2015 - Dec 31, 2015



WEB TRAFFIC ANALYTICS - WWW.PORTSMOUTHCHAMBER.ORG & WWW.GOPORTSMOUTHNH.COM

During the majority of NH FY2015, GoPortsmouthNH.com's landing page pointed to the PortsmouthChamber.org site. The new site GoPortsmouthNH.com launched in mid-June 2015, and statistics are now separated. Below are the statistics for portsmouthchamber.org through June 2015.



From July 2014 through June 2015, portsmouthchamber.org saw an 11% increase in visits, to 474,416. We saw a decrease in page views, down by roughly 30% to 488,496. Looking at the chart for those twelve months it is clear that the majority of views are during the Restaurant Week promotions, Vintage Christmas, and for our Fire & Ice Festival in February. We have distinct URLs pointing directly

to the pages of interest, which may contribute to the high number of visits but lower number of searching through pages.

GoPortsmouthNH.com launched mid-June 2015, and we've seen great numbers since. From June 25-30, we had 721 unique users with 5300 page views. Visitors spent more than 3 minutes on the site with 6.45 pages per session. During the month of July 2015, we saw 4166 unique users, with 44,718 page views. They spent more than 3 minutes on the site with 9.32 pages per session.

Notes:

Technical definition of a page view:

A page view is each time a visitor views a page on your website, regardless of how many hits are generated. Pages are comprised of files. Every image in a page is a separate file. When a visitor looks at a page (a page view), they may see numerous images, graphics, pictures etc. and generate multiple hits. For example, if you have a page with 10 pictures, then a request to a server to view that page generates 11 hits (10 for the pictures, and one for the html file). A page view can contain hundreds of hits. This is the reason that we measure page views and not hits. <http://www.opentracker.net/article/hits-or-pageviews>

Technical definition of a visit:

A visit happens when someone or something (robot) visits your site. It consists of one or more page views/ hits. One visitor can make multiple visits to your site. <http://www.opentracker.net/article/hits-or-pageviews>

POP UP BANNERS

Stunning visuals in a travel show booth compel both consumers and travel trade to learn more about a destination. We developed four new popup banners that tell the story of our historic attractions, culinary abundance, tax-free shopping and connection to our maritime past and present. The new banners will be used at our booths at the Boston Globe Travel Show and the New York Time Travel Show and are a constant presence in our Visitor Center.



1) COLLATERAL

The Chamber produces and distributes two primary pieces of printed collateral:

Harbor Guide: The Official Guide to Portsmouth & the Seacoast – 55,000 printed; 35,000 distributed through advertisers including local hotels, restaurants and shops; 20,000 distributed by the Chamber at the Visitor Center, Market Square Kiosk, at consumer and trade shows, and as fulfillment for inquiries.

The Official Map of Portsmouth & the Seacoast – 150,000 printed; distributed at the Visitor Center, Market Square Kiosk, through advertisers including hotels, at twelve of the NH State Rest Areas, in brochure racks in Boston, Southern Maine, Northern Massachusetts and as inquiry fulfillment.

Electronically, we also produce a monthly consumer eNewsletter sent to 8,000+ email addresses with news of upcoming events and new shops, restaurants, hotels, etc.

Racks cards and/or posters are produced and distributed for each of our signature events including Restaurant Week Portsmouth & the Seacoast, Shop Portsmouth Friday Nights, Fashion's Night Out, Hit the Decks, and the Fire & Ice Festival.

See pages 27 through 32 for collateral examples.

2) TRAVEL TRADE & CONSUMER SHOWS

SALES - GROUP

Face to face sales have been well received. Attendance at the **American Bus Association Marketplace** in January produced leads that were converted into at least eight companies bringing buses to Portsmouth, sometimes coming every week for day trips. We also provided step-on-guide or walking tours to twenty-one groups during summer 2015. The tours that GPCC provides are separate from the many coaches and groups that book directly with our local hotels, restaurants and attractions.

Our continued attendance at ABA has built relationships, allowed us to educate tour operators about the Seacoast area, and we have connected our businesses interested in working with group tours with the tour operators.

Unfortunately, lack of funding will cause us to discontinue our presence at ABA after 2016.

SALES - INTERNATIONAL

GPCC met with twenty-nine press, tour and receptive operators from the UK, Switzerland, Italy, Canada and Japan during the annual **Discover New England Summit** held in Portland, ME in April 2015. Interest from the international tourism community continues to grow for our destination, which is emerging as an alternative gateway through New England. Both receptive and tour operators were matched with the appropriate properties who participated in the International Pay to Play Program, and were given net rates and contact information. The participating properties were also given the leads of the interested tour operators for follow up.



We have continued to market to Japan for the Portsmouth Peace Treaty, and this year saw a journalist come to write about the PPT specifically for the Japanese market (see Public Relations section).

CANADIAN MARKET

The New England Travel Center in Canada received a supply of 1200 Maps and 500 Harbor Guides in FY2015, which they have distributed at 5 shows in Quebec and Ontario. We purchased an ad in the East Coast Traveler Magazine, which has a print run of 60,000. NETC also publishes the East Coast Traveler Magazine online, which has had over 5,000 unique visitors since June, with an average visit time of five minutes.

We have a link on the New England Travel Center site under the New Hampshire heading, which has had 2,867 clicks between January and June 2015.

The poor exchange rate for the Canadian dollar has negatively impacted our Canadian business in 2015.

BOSTON GLOBE TRAVEL SHOW - February 19-21, 2015

Attendance at the BGTS in February 2015 was strong at 24,000+, with interest in Portsmouth & Seacoast booth constant. The draw of a free kayak and hourly gift certificate giveaways allowed us to gather data from 460 attendees. Of the 460 who provided their email addresses we added the 172 of those who opted-in to receive further Seacoast information to our customer database for our monthly consumer eNewsletters. Over the course of the three days we handed out roughly 252 Harbor Guides and 2,400 Maps of Portsmouth & the Seacoast.

Of the 460 entry forms:

- 69% have been to Portsmouth previously
- 31% have never been to Portsmouth
- 79% of zip codes were from MA, 9% came from NH, 4% from ME and the remaining 8% from RI, VT, FL, CT, NY, MD, VA and Canada.

The ad for the Boston Globe Travel Show Guide:



NEW YORK TIMES TRAVEL SHOW - January 22-25, 2015



For the first time, Portsmouth purchased a booth and four staff and Chamber members attended the New York Times Travel Show in New York City, in partnership with C&J Bus and through a JPP grant. Over the four days of the show we collected 303 names and email addresses from the raffle we did each day, which have been added to our consumer e-newsletter database. More than 28,000 attendees visited the 2015 NYTTS. We also met quite a few journalists, four of whom visited Portsmouth during 2015 and have produced excellent articles (see Public Relations section).

3) PUBLIC RELATIONS

During 2015 we hosted fifteen FAMs from the UK, New York, Westchester County, Japan, Toronto and Montreal, resulting in great international press coverage. See pages 33 through 35 for samples of 2015 press received.

Journalists from the Daily Mail in the UK were pleased to see signs with familiar names here in New England.



4) TOURISM GRANTS

The GPCC is fortunate to receive assistance from the City of Portsmouth's UDAG fund for a \$40,000 grant for tourism marketing and small business development.

In addition, the GPCC received \$37,986.95 in NH State FY2015 (ending June 30, 2015), for the following initiatives:

- Pop up Banner Production
- Official Map production & distribution
- Consumer eNewsletter distribution
- Group Program – ABA Marketplace
- International Program – Discover New England Summit
- Canadian Market sows and brochure distribution
- Boston Globe Travel Show
- New York Times Travel Show

- Shop Portsmouth Friday Nights collateral production and distribution
- Public Relations
- Restaurant Weeks collateral and advertising
- Hit the Decks advertising
- Fire & Ice Festival advertising

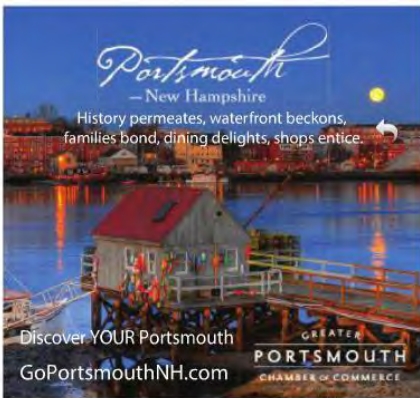
5) ADVERTISING

The GPCC places destination ads in the annual New Hampshire Visitor's Guide and seasonally on visitnh.gov, both produced by the Division of Travel & Tourism development.

Banner ad – summer on visitnh.gov



Print ad in NH Visitor's Guide



We also place ads in the Boston Globe Travel Show and New York Times Travel Show Programs:



Most of our advertising is co-op funded by the restaurants and their sponsors for the Restaurant Weeks and Hit the Decks events. The ad creative mirrors the designs of the rack cards and posters.

For April and November 2015, ad placement for RWPS is as below:

NEWSPAPERS - PRINT	PLACEMENT
Seacoast Media Group	Seacoast Sunday, York Weekly, York County Coast Star, Sanford News
Seacoast Media Group	The Edge (events)
Wicked Local	15 MA towns
Granite Quill Publishers	Granite State
Weekly Sentinel	Southern Maine

MAGAZINES - PRINT

	The Sound	Oct 28 & March 23
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ONLINE ADS

	Seacoastonline.com	Carousel Ad
	Seacoastonline.com	300 X 600 ad
	Boston.com/BostonGlobe.com	Food & Dining, events, food, health, relationships
	BostonGlobe.com	Travel, food, dining, style
	North Shore Magazine	October & March
	Wicked Local	WL: Online ad note & sponsor button, all 15 websites; WCVB: leaderboard/med rectangle

RADIO

	I Heart Media	Mon-Fri 6a - 7p, 89 spots
	NHPR	See schedule

DIRECT MAIL

	Eastern Marketing Svcs	Seacoast NH
	Eastern Marketing Svcs	Seacoast ME
	Eastern Marketing Svcs	North Shore, MA

For Hit the Decks in May of 2015 we advertised on Boston.com and BostonGlobe.com, in the Spotlight Magazine, on Who Fish, and through PSA's on I Heart Media.

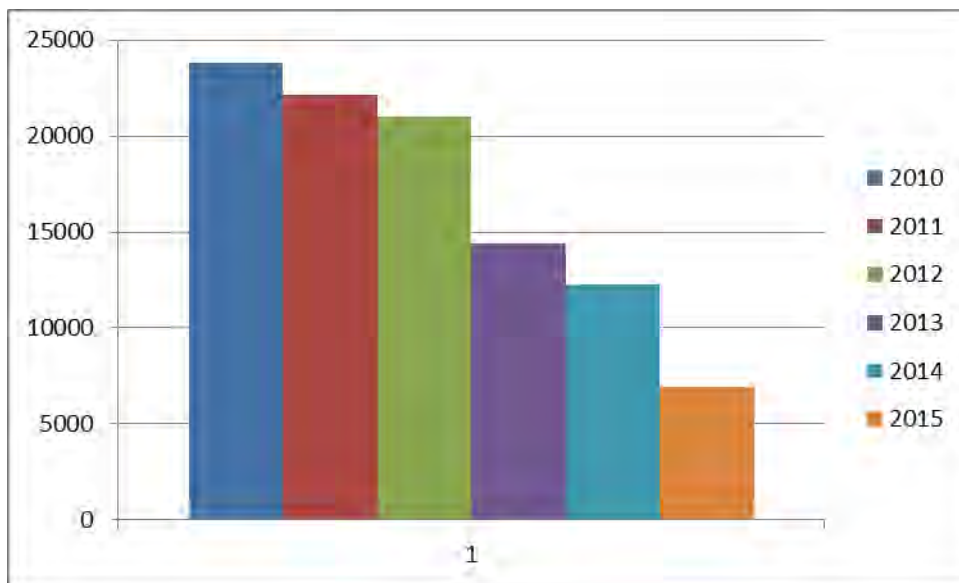
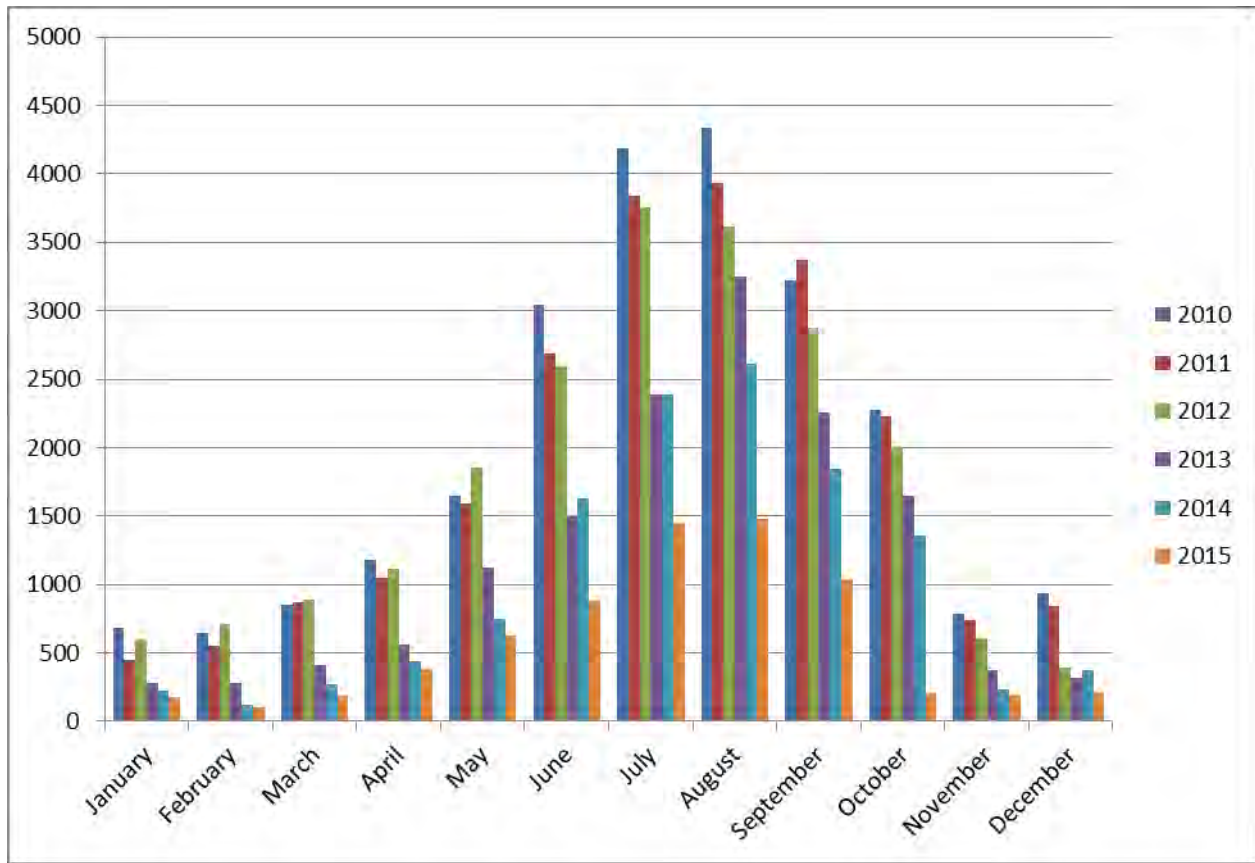
6) INCREASE VISITATION

The GPCC conducts quantitative research from multiple sources to determine the efficacy of our marketing efforts. Methodology is different for each, and explained below.

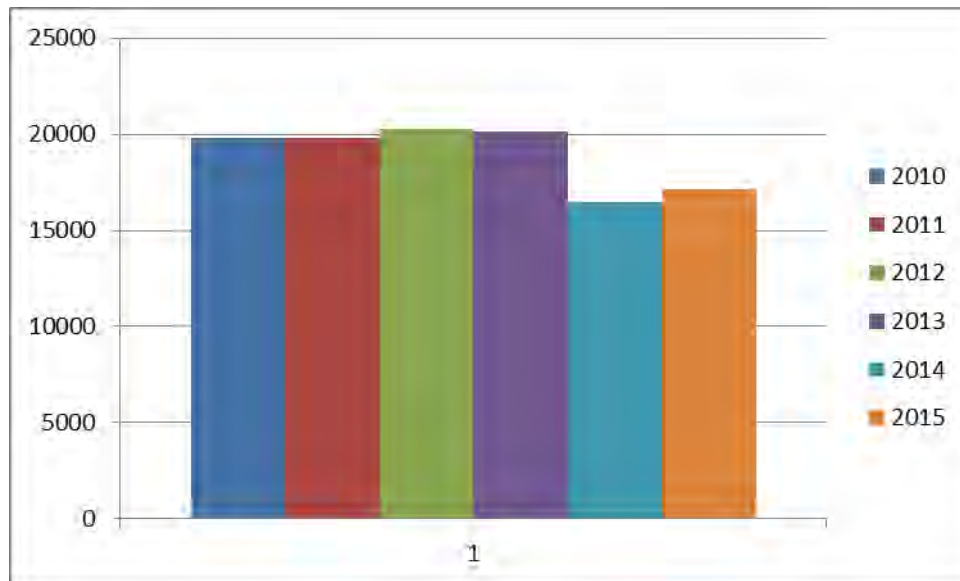
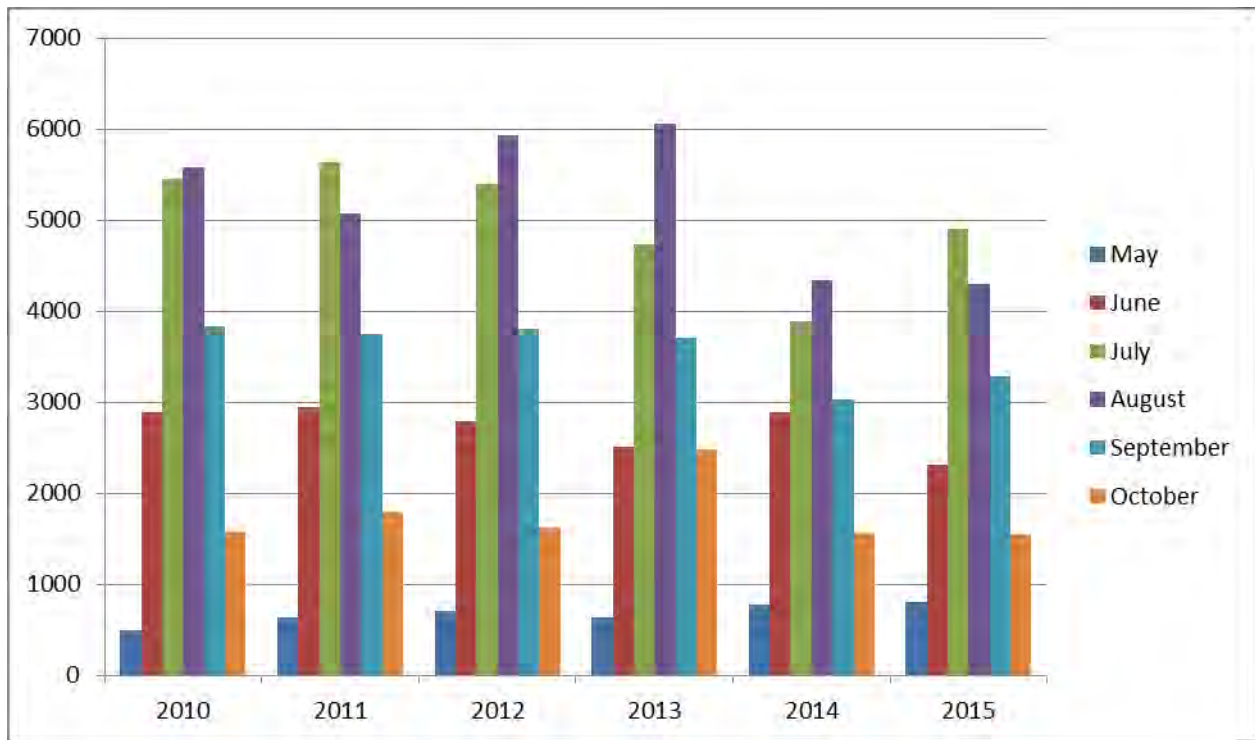
- Visitor Center and Kiosk staff - tracking numbers
- Visitors who are in Portsmouth – intercept surveys
- Potential visitors who have contacted the Chamber for information – conversion survey
- Lodges in Portsmouth and the Seacoast – occupancy reports
- Website analytics
- River & Island Cruise Tours
- Historic Homes Visitation and Historic Tours
- Hampton Toll Booth traffic
- Room & Meals Tax Revenue Statistics

VISITOR STATISTICS

The GPCC keeps a running tally of visitors who walk through the doors at the year-round visitor information center, and at the seasonal Market Square info kiosk (May-October). Below is a year-to-year comparison, from 2010 – 2015, for the Visitor Information Center, plus totals year-to-year.



Below are the numbers for the Market Square Kiosk.



We expect that our Visitor Center numbers will continue to decline. Our hotels, restaurants, shops, attractions and arts and culture events are showing positive growth, which leads us to believe that the proliferation of mobile devices and pre-planning on the internet will continue to diminish the need for a Visitor Center (except for bathrooms and directions). Hotel occupancy numbers are on the rise.

In 2014, we saw a decrease in the number of visitors to the Market Square kiosk. However, our 2015 numbers improved. Visitor Assistants report that the foot traffic in Market Square is the same or even greater. Most of the questions are still about what to do for the day or where to eat. Many visitors are seen walking with smart phones and are getting information on restaurants and attractions on the phones.

The conclusions we drew last year for the Visitor Center seem to continue to hold true, and for this year seem to also apply to the information kiosk in Market Square:

- The increase in internet research, social media interaction (including Facebook and Twitter) and smart phone usage is causing fewer visitors to rely on a Visitor Information point for their destination information.
- All signs from our hotels, attractions, restaurants and arts & culture events are positive, indicating that the economy continues to enjoy some growth.
- Weather more than gas prices seem to have had an impact.
- Day trippers make up a lot of the foot traffic, perhaps increasingly because of the lower gas prices.
- Leisure travelers staying overnight are on the rise, while conference and group business is picking up (particularly from the Shipyard), thereby increasing occupancy figures for 2015 over 2014.

VISITOR INTERCEPT SURVEYS

Methodology: Intercept surveys are administered throughout the year, but primarily April through October by Visitor Assistants and Volunteers at the visitor information center and Market Square kiosk.

Visitor Geographics:

Of 2342 total respondents:
 1723 (74%) from United States
 569 (26%) other countries

United States:

Visitors from 48 states and Washington DC stopped into the information center(s) while visiting Portsmouth in 2015. The top states included:

STATE	# VISITORS	% OF TOTAL
MA	318	18%
NY	171	9%
NH	133	8%
CT	119	7%
PA	91	5%
NJ	84	5%
CA	82	5%
FL	62	4%
ME	60	4%
TX	53	3%

All other states represented 1% or less of visitors. 26% of survey respondents were first time visitors. Of the 12% (207 people) who said they've been here before, 48 people said they come every year, or have been several times. Five people have been to Portsmouth five times previously, 9 people have been four times previously, 34 people have been three times previously, 52 people have been twice previously, and 34 people have visited once before.

International:

The international visitors who came into the Portsmouth Visitor Center or stopped by the information kiosk in Market Square, were from:

COUNTRY	VISITORS	% OF TOTAL
Canada	182	32%
Germany	81	14%
England	62	11%
Australia	40	7%
UK	32	6%
France	17	3%
Italy	13	2%
Belgium	12	2%
Ireland	12	2%
Netherlands	11	2%
Switzerland	10	2%
Japan	8	1%
Russia	8	1%
Israel	7	1%
Spain	7	1%
New Zealand	6	1%
Turkey	6	1%
China	4	1%
Scotland	4	1%

Source of Visit

We tallied responses to the question "How did you hear about the Seacoast?" Some people did not answer the question, and others responded with more than one source.

SOURCE	2015	
	#	% OF TOTAL
Travel Guide	264	11%
Friends / WOM	279	12%
Web search	168	7%
Highway sign	79	3%
Previous visits	62	3%
Other	32	1%
Current local resident	40	2%
Magazine	11	0.5%
Newspaper	15	0.5%
Former resident	10	0.4%
Business	11	0.5%
Rest Area	13	0.5%
Here for an event	12	0.5%
Harbor Guide	10	0.4%
Total	1125	

It has not been possible to determine how often the response of "travel guide" refers to our Harbor Guide, but we do know that both our Harbor Guides and Portsmouth maps are picked up by visitors in our many distribution centers.

We might interpret that the 12% who came because of our highway sign exited the highway to use the rest rooms or for directions, because they'd heard the name of Portsmouth and wanted to visit, or simply needed a break on their way to/from Maine, but regardless we should thank our Department of Transportation for the directional.

We expect the internet search numbers to increase now that we have launched our new tourism website with the benefit of professionally managed search engine optimization.

Other interesting responses include the TV show Chronicle, car broken down, traveling the country, student at UNH, temp work, has a court date.

Primary Purpose of Visit

	2015	% of total
Entertainment/Vacation	766	33%
On the way to....	110	5%
Visiting Friends/Relatives	99	4%
Needs Directions	47	2%
Other	41	2%
Event/Wedding	58	2%
Business	39	2%

Anecdotally, we hear often from people who stopped into Portsmouth on their way somewhere else, who come to the Visitor Center seeking lodging because they have decided to stay the night.

Activities Planned While Visiting

	2015	% of total
Sightseeing	609	26%
Dining	385	26%
Historic Sites	278	12%
Shopping	273	12%
Strawbery Banke	201	9%
Cruises	164	7%
Beaches and Parks	91	4%
Walk/Bike/Kayak Tours	76	3%
Theatre/Live Music	37	2%
Lighthouses	59	3%
Other	13	0.5%

Other reasons for visiting Portsmouth/the Welcome Center were for information about relocation, special events (wedding, anniversary, birthday), to use the bathroom, and just stopping by for directions or general information.

Number of Days Visiting the Seacoast

The day tripper figures remain relatively constant, reflecting the “new normal” of staycations and perhaps reflecting the impact of continued outreach to our drive markets combined with lower gas prices. The numbers reflect the popularity of Portsmouth in our drive markets, mostly from Boston and the North Shore of Massachusetts, who are frequent visitors. These are also the visitors who stop for a couple of hours “On their way to...” somewhere else. (856 people answered this question).

# DAYS	2015	% of total
<= One	456	53%
Two	182	21%
Three	121	14%
Four	30	4%
Five - Nine	43	5%
>= Ten	11	1%

Longer stays are visitors from out of the country and distant domestic, many of whom are staying with friends and relatives.

Most of our visitors, 63%, have two adults in their party, followed by 23% singles. Only 12% of visiting parties included children, once again reinforcing Portsmouth as a culinary and historic destination more than a family destination.

CONVERSION STUDY

In an effort to understand the effectiveness of our outreach marketing, we conducted a survey of people who had requested, online, by email or by telephone, travel information from the Portsmouth Chamber during July 1, 2014 through June 30, 2015. We received 1168 inquiries, of which 376 provided email addresses. We emailed those 376 people with the survey below which were opened by 136 people (38%) and 34 people (9%) responded.

Inquiries were received from 49 states and Washington, D.C.. Those states with 1% or more of the inquiries are shown below.

STATE	#	%
NH	134	11.5%
NY	124	10.6%
MA	123	10.5%
CT	69	5.9%
FL	61	5.2%
PA	53	4.5%
NJ	43	3.7%
TX	36	3.1%
CA	34	2.9%
VA	33	2.8%
ME	32	2.7%
WI	26	2.2%
NC	20	1.7%
OH	19	1.6%
VT	18	1.5%
GA	18	1.5%
MI	16	1.4%
IN	16	1.4%
AZ	15	1.3%
MO	13	1.1%

Conclusion: Primary interest from our drive markets, as expected. Good representation of responses from around the country.

RI	13	1.1%
IL	13	1.1%
MD	12	1%
CO	12	1%

In addition, we received 20 inquiries from outside of the United States; 95% from Canada and 5% from Russia.

Q1: The most important influencers were:

Prior travel to Portsmouth or the Seacoast	17.6%
Recommendations from friends/relatives	9.4%
Saw an ad in the New Hampshire Visitors Guide	8.2%
Prior travel to New Hampshire	9.4%
Found Portsmouth through an internet search	4.7%
Visited the GoPortsmouthNH.com or PortsmouthChamber.org websites	12.9%
Read an article in a newspaper or magazine	1.1%
Received a copy of the Harbor Guide: The Official Guide to Portsmouth & the Seacoast	11.8%
Picked up a Harbor Guide or a Portsmouth Map from a display rack	2.4%
Stopped by on the way to/from Maine	7.1%
Saw ad in Yankee Magazine	1.1%
Picked up a Harbor Guide at the New Hampshire rest areas	1.1%
Attended a conference	1.1%
Picked up a Map at the New Hampshire rest areas	1.1%
Other	10.6%

Conclusion: Repeat visitors are strong which is a good indication of the quality of the product. Increasingly our visitors are searching the web (17.6%), though it appears that those who do request or pick up a Harbor Guide and/or Map are very interested and a good percentage (16.4%) do tend to come to the Seacoast .

Other responses included driving up the East Coast, writing a novel set in Portsmouth, recommendation of travel agent, Facebook

Q2: Requested info by:

Requested information online at GoPortsmouthNH.com	40%
Requested information online at www.portsmouthchamber.org	30%
Sent an email to info @ portsmouthchamber.org	8%
Called the 603.610.5510 Visitor Information telephone number	6%
Returned a "reader service" card from a magazine	4%
Other	12%

All outreach marketing points to GoPortsmouthNH.com, though PortsmouthChamber.org still ranks high in searches.

Other responses included stopping at the visitor center, found information online

Q3: How influential was advertising – print or web based?

I had already decided to visit when requesting the promotional materials and therefore they had no influence on my decision to visit.	47.1%%
The promotional materials reinforced my feelings about deciding to visit.	41.2%
The promotional materials definitely influenced my decision to visit.	8.8%

Conclusions for the remaining questions are similar: Those who know about Portsmouth/Seacoast like to return. Those who come to the Seacoast for the first time are highly likely to return.

Q4: Did you travel to Ports/Seacoast?

Yes	85.3%
No	14.7%

Q5: First visit to Portsmouth?

Yes	38.2%
No	58.8%

Q6: Stay overnight in Portsmouth/Seacoast?

Yes	61.3%
No	38.7%

Comments:

America's Best
Courtyard Marriott Portsmouth
Spent a month at daughter's home in Hampton, NH
Kittery
Sise Inn (<i>now called The Hotel Portsmouth</i>)
My trip is planned for September 2015
Comfort Inn Portsmouth
Hampton Inn
Hampton Inn
Motel 6
The Hotel Portsmouth
We stayed in Concord, NH because of other arrangements, but traveled to Portsmouth for two very full, long days.
Wentworth by the Sea
Fairfield Inn
Lady at Chamber helped us very much, including finding a hotel during NASCAR event we weren't aware of that day
Sponsored a convention at Wynwood Best Western
Wentworth, Sheraton, former Sise Inn (<i>The Hotel Portsmouth</i>)
Hampton Inn Downtown
Traveling to Portsmouth in September 2015

Q7: Reasons why did not visit:

Other	40%
Visit to Portsmouth planned for later date	20%
Chose other destination.	20%
Personal/family-related reasons unrelated to destinations.	6.7%
Lack of vacation time.	1.4%

Comments from those who chose "other":

Live near Boston, no need to stay
Stayed in Concord, NH, traveled to Portsmouth for two day trips
Stayed in Central, MA and did day trips
Haven't visited yet, but we will
I live in North Hampton
Stayed in Kittery

Q8: Consider as a future destination?

Yes	97%
No	3%

7) EVENTS

CULINARY DESTINATION

Marketing the Seacoast region as a culinary destination is the foundation of 90% of the Greater Portsmouth Chamber of Commerce's marketing efforts and easily the most successful. **Restaurant Week Portsmouth & the Seacoast**, held in Spring and Fall annually, have been the most successful in growing business during historically slow times of the year, and in establishing Portsmouth and the Seacoast as a dominant culinary destination.

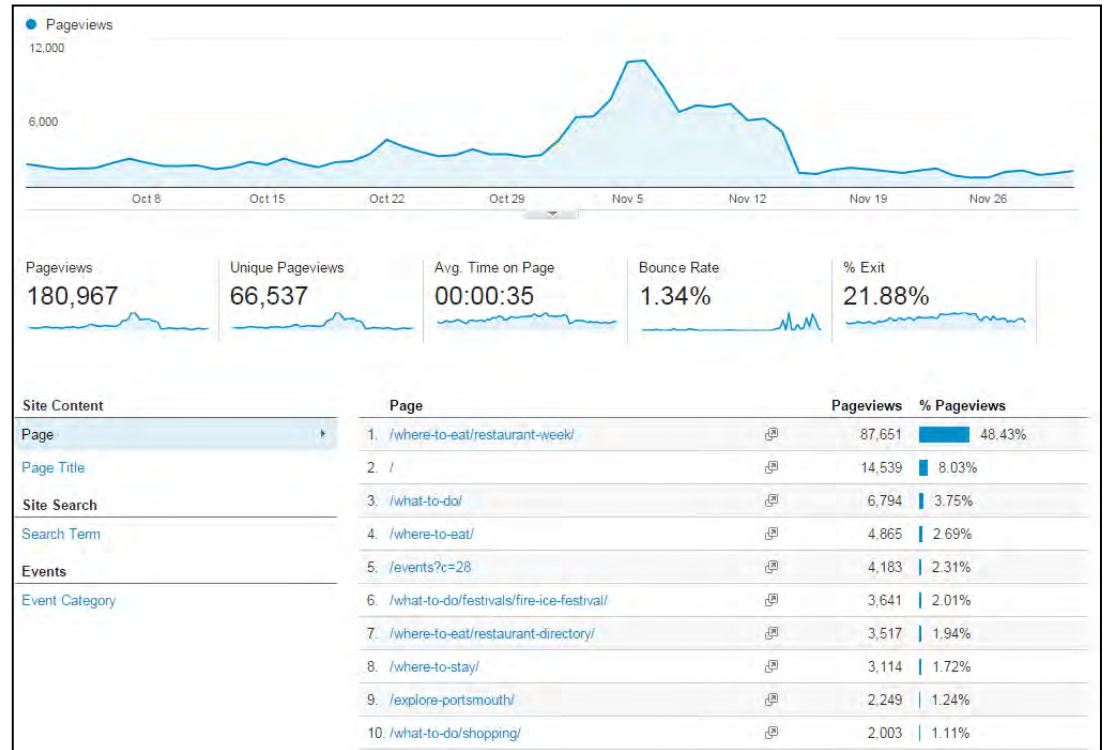
Restaurant Week participation continues to hover between 45 and 49 restaurants participating with an average of 75,000 diners over the ten day period.

We began documenting the difference in diner traffic for the week(s) immediately before, during and after each RWPS in November 2013. The total number of diners during November 2015 RWPS were approximately 75,000, which is a 63% increase from diners seen during the ten day period prior and a 78% increase from the ten day period post RWPS.

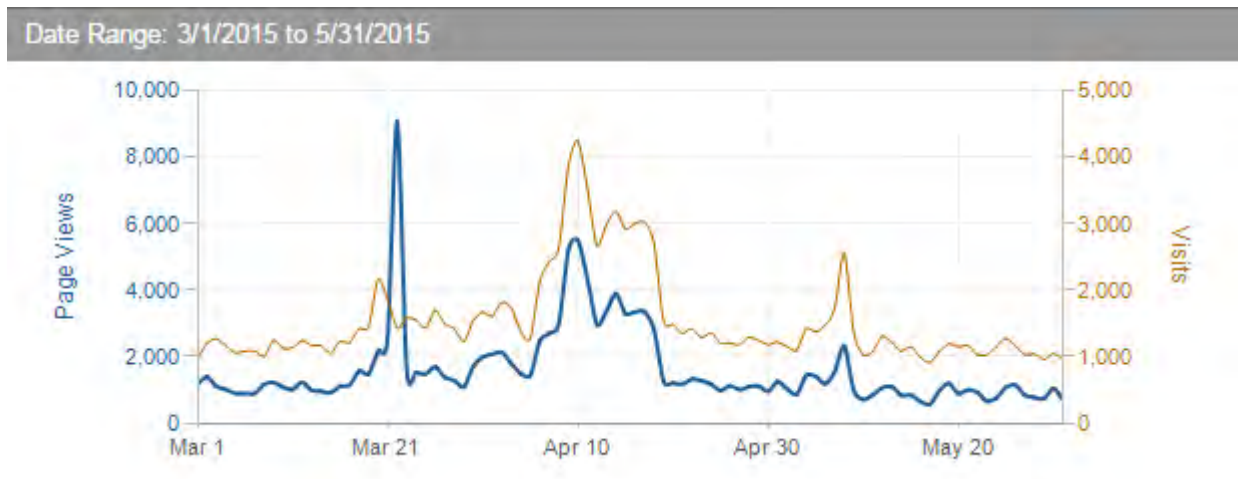
The total number of diners during the April 2015 RWPS were approximately 72,000, which is 53% higher than the number of diners during the ten day period prior to RW, and 39% higher than the ten day period post RWPS.

The **website traffic** for GoPortsmouthNH.com, which is where RestaurantWeekPortsmouth.com pointed in November 2015 (it was still pointing to PortsmouthChamber.org for April 2015), for October 1 through December 1, 2015 shows the spike in traffic due to RWPS promotions.

For November 2015, the Restaurant Week website page was the most heavily visited page on GoPortsmouthNH.com.



The same pattern occurred in Spring leading up to the April 2015 RWPS:



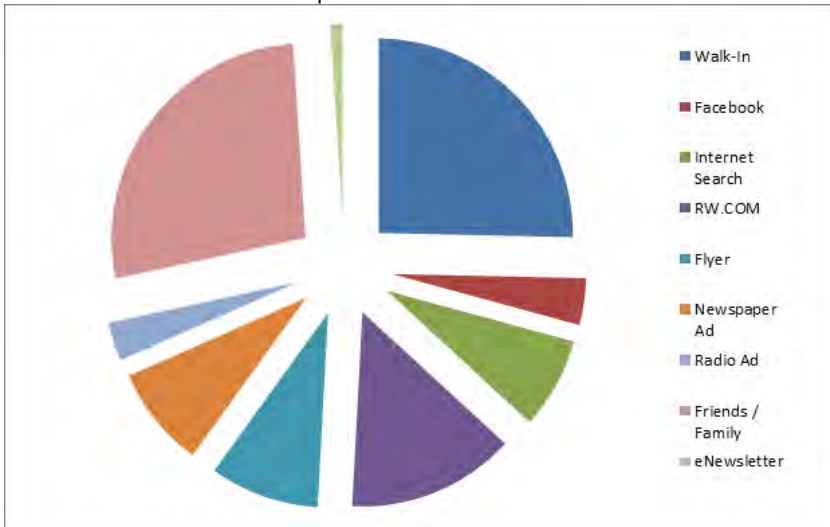
Source: Tidal Media Analytics

Clearly the RWPS promotions have a significant impact on traffic into Portsmouth and the Seacoast during historically slow seasons. The residual year-round effect of all the culinary destination messaging has been a positive impact not only on the restaurant and nightlife scene in Portsmouth, but also the lodging and retail segments.

How Did Diners Hear About RWPS?

Surveys are delivered to each diner with their meal checks to capture email addresses and to determine where they live and how they heard of RWPS.

We changed the survey this year, which helped get more specific answers to how people heard about Restaurant Week, which accounts for the drop in the number of "Personal Referral" responses.



SOURCE	April 2015 % OF TOT	Nov 2015 % OF TOT
Personal Referral	41%	30%
Internet / RW.com	17%	22%
Posters / Other	14%	9%
Print Ad	11%	9%
Walk In, Locals	10%	18%
Had EMS Wrap Coupon	6%	4%
Visiting	4%	N/A
Facebook / ENews	2%	5%
Radio / TV Ad	1%	3%

GEOGRAPHIC SOURCES

Drilling down to the primary source towns in the three top states, NH, ME and MA, we found that our targeted Seacoast advertising and direct mail initiatives have been successful, supplemented by NHPR to reach outlying areas of NH with some spillover into Maine, Vermont and Massachusetts.

STATE	April 2015 % OF TOT	Nov 2015 % OF TOT
NH	68%	67%
ME	12%	14%
MA	12%	13%
Other	2%	1%
NY	2%	1%
RI	1%	0.5%
CT	1%	2%
NJ	1%	1%
VT	1%	0.5%

DINERS FROM NH	APRIL 2015		NOV 2015	
Portsmouth	438	28%	438	29%
Dover	132	9%	164	11%
Hampton	76	5%	80	5%
Rye	84	5%	74	5%
Exeter	88	6%	66	4%
Stratham	84	5%	60	4%
Durham	51	3%	60	4%
Concord	-		25	2%
North Hampton	24	2%	34	2%
Newmarket	47	3%	38	3%
Rochester	32	2%	25	2%
Barrington	23	2%	28	2%
Lee	23	2%	31	2%
Greenland	21	2%	43	3%
New Castle	15	1%	11	1%
Manchester	13	1%	41	3%
Somersworth	10	1%	13	1%

The numbers of diners from MA towns correspond directly to the advertising placed in the Wicked Local group of newspapers and the direct mail piece to Newburyport.

DINERS FROM MA	APRIL 2015		NOV 2015	
Newburyport	19	7%	24	8%
Boston	20	7%	18	6%
Amesbury	12	4%	22	8%
Somerville	6	2%	3	1%
North Andover / Andover	13	5%	11	4%
Haverhill	4	1%	10	3%
Ipswich	8	3%	1	-
Danvers	6	2%	6	2%
Cambridge	6	2%	2	0.5%
Quincy	4	1%	4	1%
Brighton	9	3%	3	1%
Salem	4	1%	1	-
Boxford	1	-	4	1%
Lowell	4	1%	3	1%
Newton	5	2%	2	0.5%
Chelmsford	6	2%	2	0.5%

Towns within Maine where diners are coming from track directly to advertising placed in the Weekly Sentinel group of papers.

WITHIN MAINE	APRIL 2015		NOV 2015	
Kittery	85	32%	96	31%
York	48	18%	59	19%
Eliot	20	6%	43	14%
South Berwick	14	5%	20	6%
Berwick	10	4%	7	2%
Wells	5	2%	11	4%
Portland	9	4%	5	2%
Saco	5	2%	3	1%
Kennebunk	3	1%	10	3%
Scarborough	3	1%	4	1%
Cape Neddick	5	2%	6	2%

Lodging properties report excellent occupancy during Restaurant Weeks, particularly over the weekends. Many guests come specifically for RWPS and stay for a few nights midweek in addition to the weekends. Some hotels offer RWPS packages, and promote those packages as part of the RWPS outreach. With the packaging tool built into our new tourism website, we will be able to track bookings for RWPS packages. Currently, hotel package offers are found on the RestaurantWeekPortsmouth.com page that lists the participating restaurants, which receives the highest traffic leading up to and during RWPS.



The second annual Fire & Ice Festival scheduled for February 2015, with ice sculptures, a cocktail challenge and two days of dog sled rides was severely impacted by the blizzards over President's Day weekend. Indoor activities were also impacted as visitors could not get into the City or park if they did get through the snow filled roads. Those events that were not cancelled were well received by attendees. The event produced sponsorship and fee revenue and was well covered in local press. For 2016 we are already planning more indoor activities that can be enjoyed by the many visitors who are staying in downtown hotels and are less impacted by road closures.

FASHION'S NIGHT OUT

Portsmouth
—New Hampshire

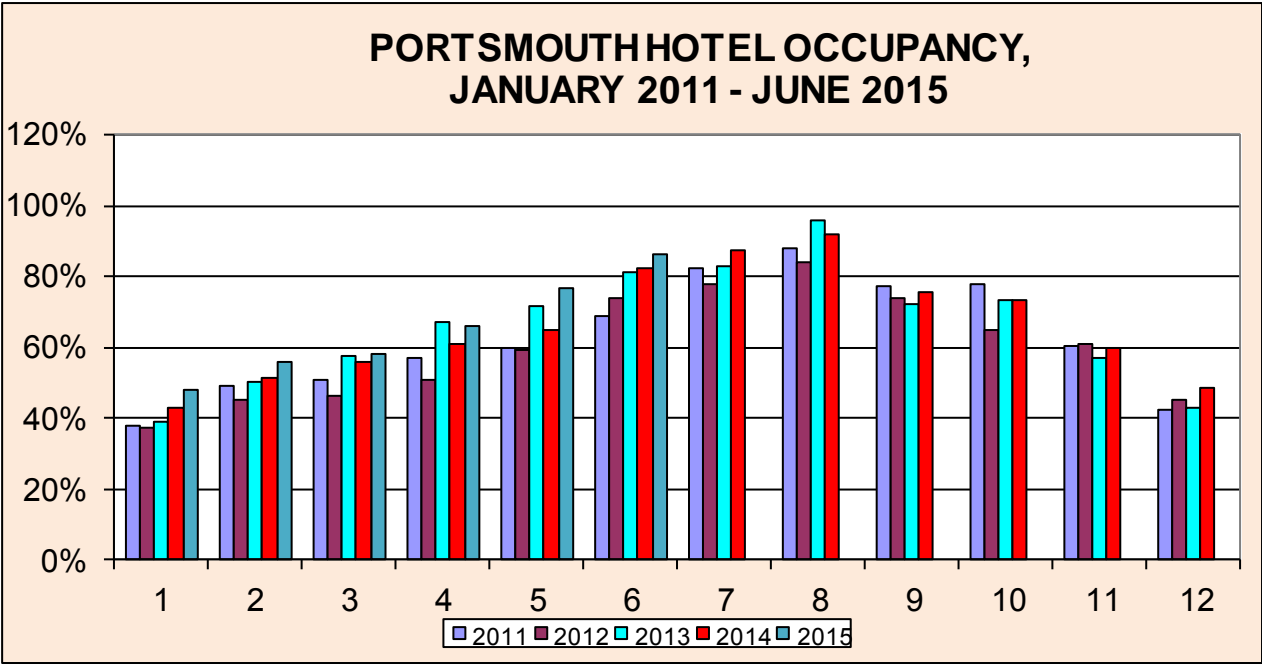


The September 2015 FNO event saw a huge jump in attendance both downtown and at the Nightcap Party and Fashion Show. Even more obvious were the large numbers of people who came into downtown "showing off their style" with both men and women dressed in their favorite fashions.



Our shops offered special events from 5:00 until 8:00 p.m., then all were invited to the Portsmouth Harbor Events Center, where more than 300 people gathered for the party and the amazing fashion show.

8) LODGING OCCUPANCY



Collection methods have varied over the past few years for occupancy data. As of May 2015, the hotel property responsible for collecting the nightly occupancy data has ceased doing so for the ten-property (one of which is not in Portsmouth) sample of 1140 rooms. Using the available data and supplementing with occupancy figures collected from another 586 rooms in Portsmouth, we can conclude that through June 2015 the average annual occupancy was greater than 70%.

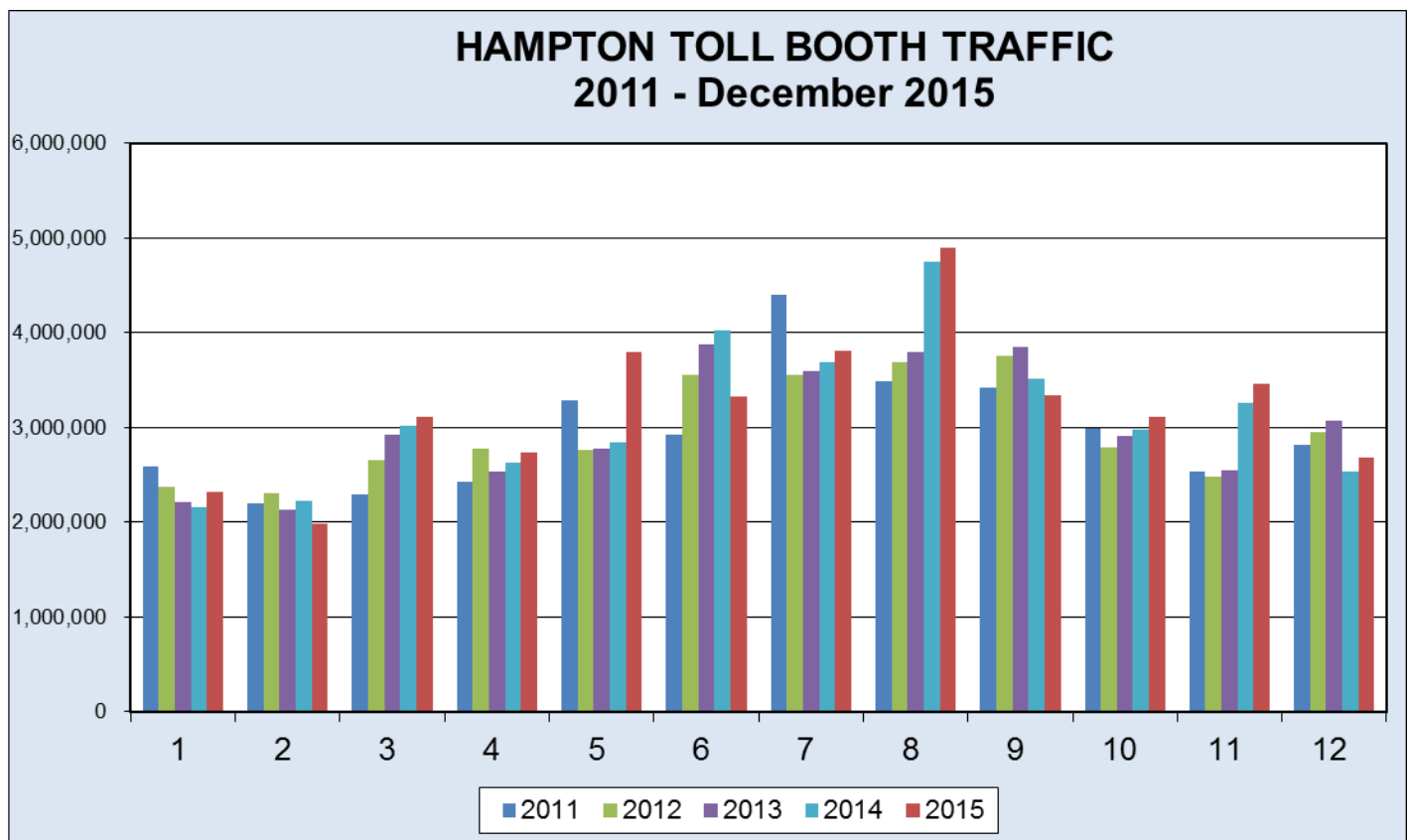
Occupancy rates on the Seacoast have continued to climb. Anecdotally, we know that those who cater to business, weddings, and conferences are seeing a rise in occupancy and ADR. Those who supply long term housing for the Portsmouth Naval Base and the Base's visitors have a solid and consistently high occupancy rate. The outlook from all properties is positive, with occupancy hovering in the high 90% range right through the Summer and Fall and gaining percentage points and ADR through the Winter.

Many of our wedding venues have over 40 weddings booked for 2016 and are fielding calls for 2017. Some smaller venues are completely sold out for weddings for 2016.

RIVER & ISLANDS CRUISES

Our cruise boat tours, almost more than any other of our attractions, are entirely weather dependent. Overall, tours were up for the season over 2014. The increased traffic can be attributed to the addition of cruise offerings by existing companies, the addition of one new small tour boat and good weather.

HAMPTON TOLL BOOTH TRAFFIC



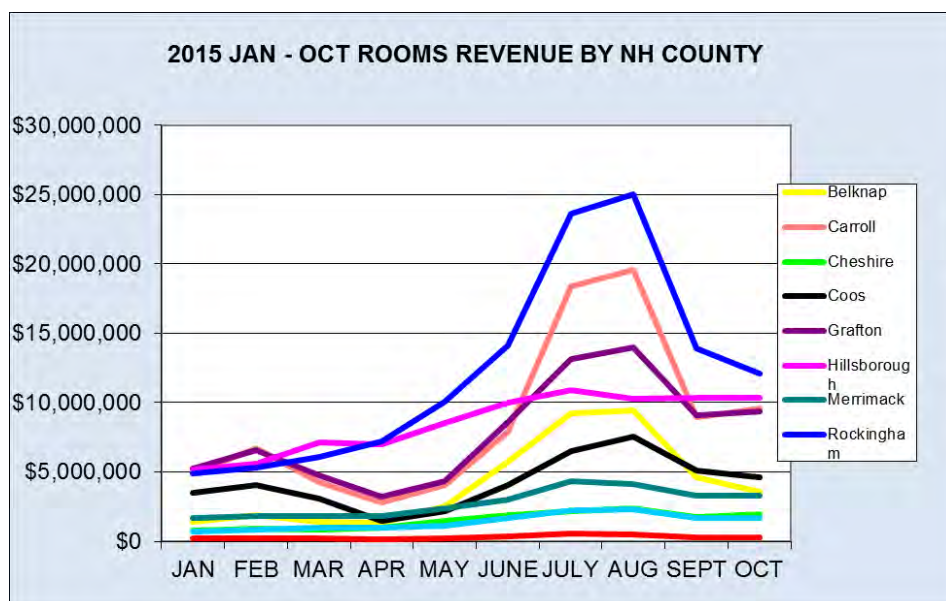
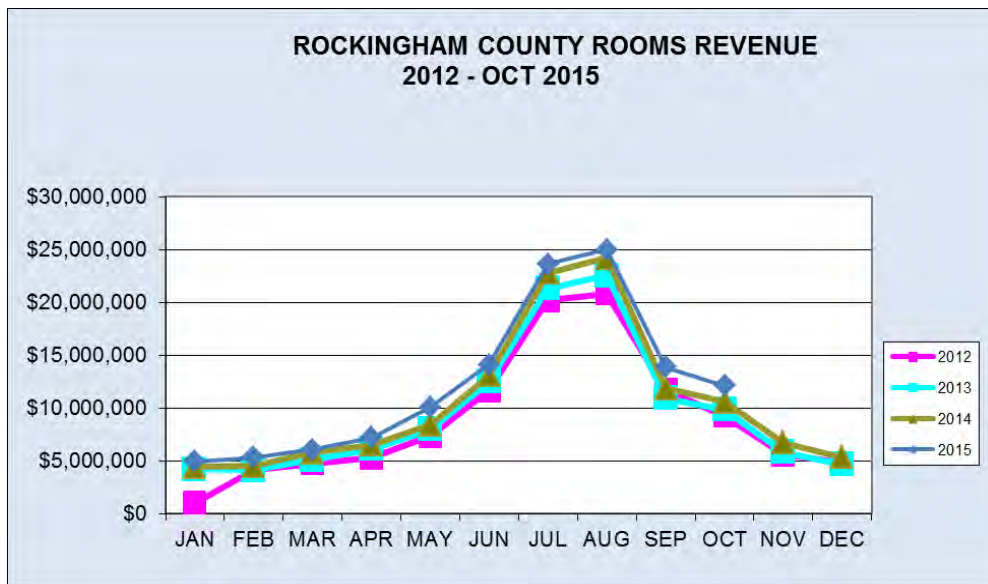
Traffic through the tolls at the combined Hampton Main and Hampton Side booths is up 933,121 vehicles in 2015 over 2014, a 2% change. While both toll booths are indicative of traffic flow on I95 in

the Seacoast area, perhaps the more important is the Hampton Side booth as much of the traffic at Hampton Main is traveling to and from Maine.

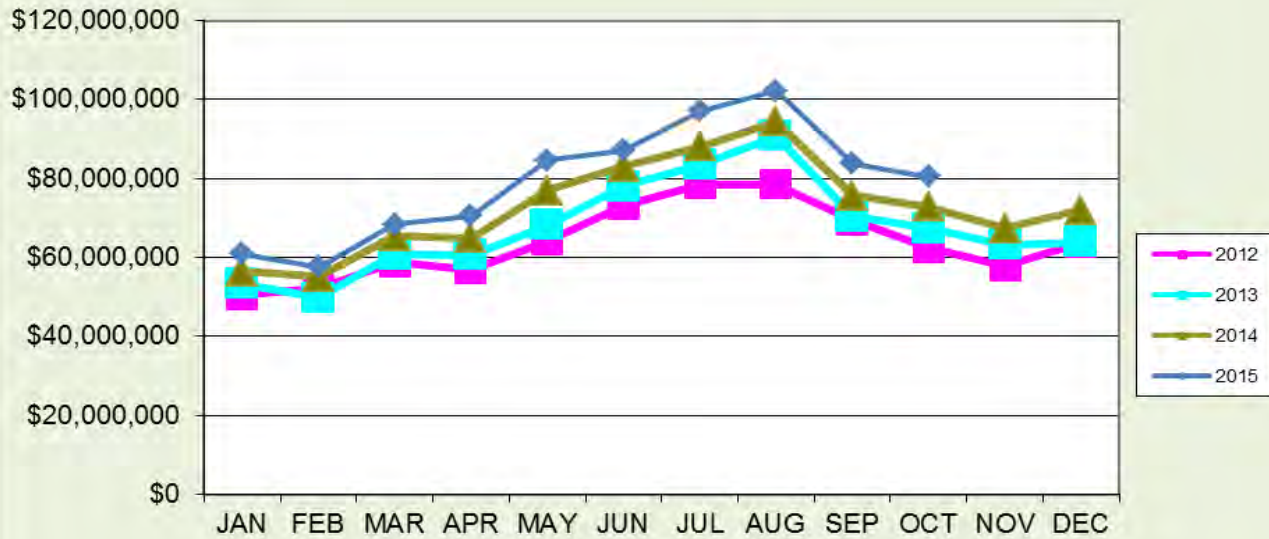
Hampton Main is up 4% over 2014 while Hampton Side is flat at 0% with only a 64,228 vehicle increase, indicating more people travelling to Maine – and perhaps Portsmouth!

ROOMS & MEALS TAX REVENUE, ROCKINGHAM COUNTY VS. STATE

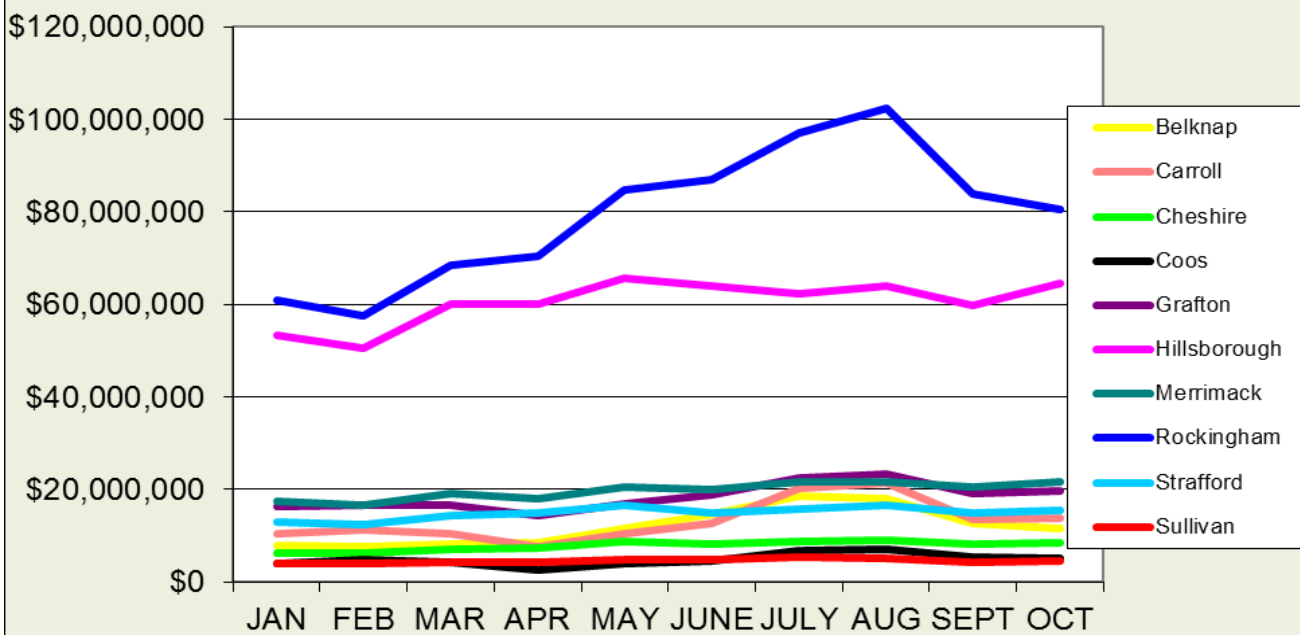
Rockingham County, in which the Seacoast plays a major role, continues to be the number one contributor to New Hampshire's meals and rooms tax revenue. Through October 2015, Rockingham contributed \$70,171,842 in meals tax revenue to the State and \$10,919,788 in rooms tax revenue. The next closest county was Hillsborough at \$53,500,184 and \$7,610,738 respectively.



ROCKINGHAM COUNTY MEALS REVENUE 2012 - OCT 2015



2015 JAN - OCT MEALS REVENUE BY NH COUNTY



SMALL BUSINESS DEVELOPMENT INITIATIVES

Eighty percent of the Greater Portsmouth Chamber of Commerce membership is comprised of small businesses with less than twenty people. It is the Chamber's goal to contribute to the success of all member businesses, particularly the small business community that is the foundation of our local economy.

Business After Hours- Large networking event (100 to 300 people) on the 4th Thursday of every month, 5-7pm (some exceptions). These are free to members and \$10 for nonmembers. Nonmembers may attend two times before they have to join.

Month - 2015	Hosting Business	Approximate Number of Attendees
January	ReStore - Habitat for Humanity	150
February	Puddle Dock w/ River House	125
March	Eastern Bank at Discover Portsmouth	150
April	Northwestern Mutual at the District Restaurant	125
May	Portsmouth Computer Group	200
June	Portsmouth Gas Light Co.	225
July	Annual Dinner	N/A
August	Bugaboo Creek Steakhouse	125
September	Grill 28 at Pease Golf Course	175
October	Hampton Inn and Suites Downtown	200
November	Best Western Plus with Chill Catering and the Roundabout Diner	150
December	Wine & Craft Beer Tasting	N/A

Midday Meet- Facilitated networking event (10 to 20 people) on the 1st Friday of every month, 11:30-12:30pm (we do not hold these in January, July, or August). These are free to members and nonmembers may attend two times at no charge before they are asked to pay \$20. The attendance started to decline in the spring so the Membership Enhancement Committee decided to switch them to the mornings in September and rename the series, the Morning Mixer.

Month - 2015	Hosting Business	Approximate Number of Attendees
January	N/A	N/A
February	Café Nostimo	15
March	Café Nostimo	15
April	Café Nostimo	10
May	Café Nostimo	10
June	Café Nostimo	8
July	N/A	N/A
August	N/A	N/A

Morning Mixer- These are the new and improved Midday Meets. They are a facilitated networking event (10 to 20 people) on the 1st Friday of every month, 8:30-10:30am (we will not hold these in January, July, or August). These are free to members and nonmembers may attend two times at no charge before they are asked to pay \$20. Since we have changed the time of this, attendance has doubled.

Month - 2015	Hosting Business	Approximate Number of Attendees
September	La Maison Navarre	18
October	La Maison Navarre	20
November	La Maison Navarre	20
December	La Maison Navarre	20

Power Biz Hour- These one hour seminars were built as an avenue for members to teach members about business related topics. This relatively new series takes place six times per year and is limited to 15 people. They are for members only. Past topics have included:

- Internal Fraud, Breaking the Rules and Closing More Sales
- Marketing Magic
- Sales Knight - How to be Confident and Effective at Selling
- The Art of Public Speaking
- Tax Info You Need to Know.

Business Development Seminar- These are two hour, more detailed and intensive seminars built to provide business information and address member concerns and interests. These are for members only. These events take place four times per year and the series has been sponsored by Citizens Bank for a number of years. We see about 15 to 30 people at each seminar. Past topics have included:

Effective Networking

Everything You Never Wanted to Know about Human Resources but NEED to

How to Make Your Presentation Dynamic and Fun

Social Media for Business

Are You Following the NH Employment Laws?

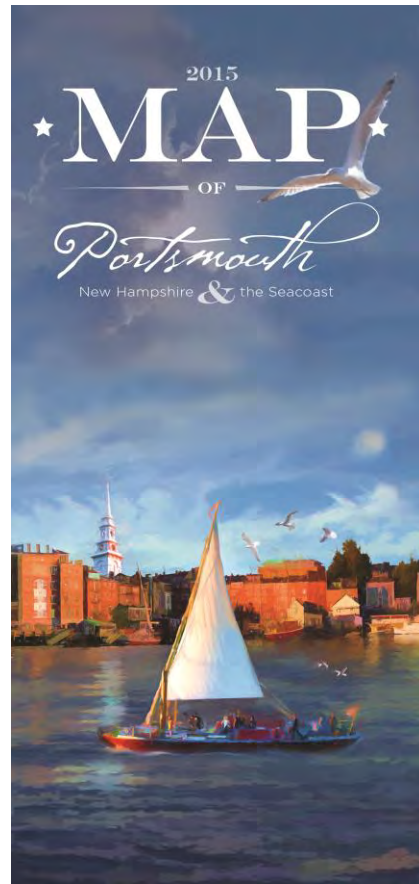
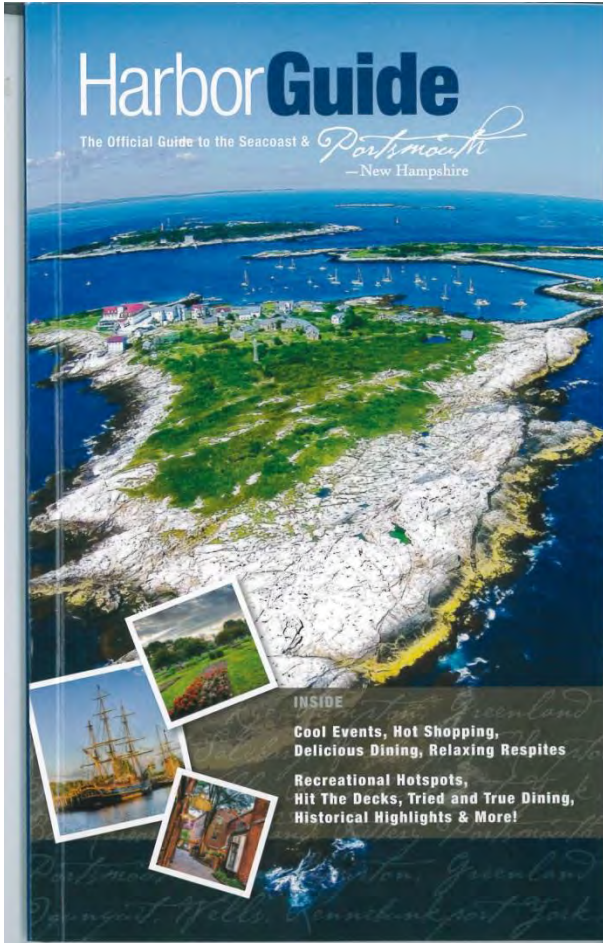
Building Your Brand – Social Media & Marketing

Taking Social Media to the Next Level
The Path to Building a Successful Business

eCoast- We have been in partnership with the New Hampshire High Tech Council over the past year. During this year we put on a tech tour in which members of the Council and the Chamber were invited to tour four tech companies at Pease (Newmarket International, Pixel, C3 Metrics, Neoscope) we had approximately 30 attendees. Moving into 2016, we have decided to move eCoast under the Membership Enhancement Committee, a committee dedicated to providing member benefit. We look forward to continuing to work with NHHTC.

SUMMARY

In closing, we would like to express our appreciation for the support and partnering opportunities available to us through the City of Portsmouth, without which our tourism marketing efforts would be severely limited.



RESTAURANT WEEK PORTSMOUTH & THE SEACOAST

Rack

Cards

RESTAURANT WEEK
PORTSMOUTH, NH & THE SEACOAST
April 9-18, 2015

Three Course Menus
Lunch & Dinner \$16.95 & \$29.95



Agave Mexican Bistro	Mogo's BBQ
Anneke Jans	Mombo Restaurant
Black Trumpet Bistro	Moxy American Tapas
Blue Moon Evolution	Oar House
Bonta Restaurant	Orchard St. Chop Shop
Bravo Restaurant	Portsmouth Brewery
British Beer Company	Portsmouth Gas Light Co.
Café Mediterraneo	Radiçi Restaurant
Café Nostromo	RiRa Irish Pub Ristorante
Carriage House	Massimo River House
Cava Tapas & Wine Bar	Rosa Restaurant
Demeters Steakhouse	Rudi's Portsmouth
Dinnerhorn	Salt Kitchen & Bar
The District	Stage Neck Inn
Epoch at Exeter Inn	Surf Restaurant
Great American Grill	Surf Sushi Bar
Grill 28 at Pease	Tavola
Harbor's Edge	Three Chimneys Inn
Jumpin' Jay's Fish Cafe	Tulsi Indian Restaurant
Library Restaurant	Vida Cantina
Martingale Wharf	Wellington Room
Mixteca Mexican	

RestaurantWeekPortsmouth.com

Special thanks to these sponsors:



Celebrate the Seacoast's Culinary Excellence!

RESTAURANT WEEK
PORTSMOUTH, NH & THE SEACOAST
November 5-14, 2015



Three Course Menus
Lunch & Dinner
\$16.95 & \$29.95

www.RestaurantWeekPortsmouth.com
#RWPortsmouthNH Restaurant Week Portsmouth & the Seacoast

Thanks to our sponsors:



Coca-Cola • When Pigs Fly • Trivantus Payroll Company
DB Warlick Insurance • iClean • Lindt & Sprungli
iHeartMedia • Taste of the Seacoast • PortsmouthNH.com

RESTAURANT WEEK
PORTSMOUTH, NH & THE SEACOAST
November 5-14, 2015
www.RestaurantWeekPortsmouth.com

Make Your Reservations at these Participating Restaurants

Agave Mexican Bistro	Michelle's on Market Square
Anneke Jans	Mistofé Café, Bar, Bistro
Atlantic Grill	Mombo Restaurant
Black Trumpet	Moxy
Blue Mermaid Island Grill	The Oar House
Bravo Restaurant	Orchard St. Chop Shop
British Beer Company	Paddy's American Grille
Café Mediterraneo	Portsmouth Brewery
The Carriage House	Portsmouth Gas Light Co.
Cava Tapas & Wine Bar	Radiçi Restaurant
CR's The Restaurant	Redhook Brewery & Pub
Cure Restaurant	Ri Ra Irish Pub
Demeters Steakhouse	Ristorante Massimo
Dinnerhorn Restaurant	River House
The District	The Rosa Restaurant
Dolphin Striker	Row 34
Epoch at Exeter Inn	Rudi's Portsmouth
Franklin Oyster House	SALT Kitchen & Bar
Jumpin' Jay's Fish Cafe	Stage Neck Inn
The Library Restaurant	250 Market
Louie's	Vida Cantina
Martingale Wharf	Wellington Room
Margaritas Mexican Cantina	When Pigs Fly Pizzeria

An event by: **GREATER PORTSMOUTH CHAMBER OF COMMERCE**

Funded in part by: **New Hampshire STATE**

Save the Dates!
Vintage Christmas
December 1-31, 2015
Shows • Strolls • Shopping • Magic!
GoPortsmouthNH.com

Direct Mail

Celebrate the Seacoast's Culinary Excellence!

RESTAURANT WEEK
PORTSMOUTH, NH & THE SEACOAST
November 5-14, 2015

Three Course Menus
Lunch & Dinner \$16.95 & \$29.95

Join us for a special culinary event

WIN!
\$100 DINING GIFT CERTIFICATE!

For an opportunity to win a special prize, fill out this form. For more information, visit www.restaurantweekportsmouth.com.

HERE'S HOW IT WORKS:

NAME: _____ PHONE: _____

ADDRESS: _____

DATE: _____

November 5-14, 2015

RestaurantWeekPortsmouth.com

Winter on the Seacoast grows in popularity every year. Kick off the winter with Restaurant Week Portsmouth & the Seacoast, and plan to enjoy the best of the season!

Portsmouth, New Hampshire, has long been a favorite stop for pilgrims... and a recent influx of fast openings means there's never been a better time to take a culinary detour. - Boston Magazine

In the last two years, Portsmouth and Dover have produced three James Beard nominations, using for accolades received recently, established the Queen of the dining industry... an opportunity for Portsmouth to emerge on the New England culinary map as a major dining destination halfway between Boston and Portland. - Blacklist Guide

"The Portsmouth food scene today is well rounded, but credit for its first great chef belongs to Chef James Heller and the Blue Biscuitery." - WineMagazine.com

Save the Dates!
Vintage Christmas
December 1-31, 2015
Shows • Strolls • Shopping • Magic!
GoPortsmouthNH.com

Vintage Christmas in Portsmouth has been ranked with Newport, Massachusetts, Nantucket, Nova Scotia, and Portland, Maine, as one of the best places to visit in the Northeast for the holidays by [Traveler.com](http://www.Traveler.com), and among America's Best Towns for the Holidays by [TripAdvisor.com](http://www.TripAdvisor.com). All event details at VintageChristmasNH.org

The Labria Family Skate at Public Dock Pond will be open daily from December through February!

Save the date for the Portsmouth Free & Ice Festival! February 11-15, 2016. Day and night, a social & competitive, ice skating event for everyone & more!

Visit GoPortsmouth.com for the up to date winter event calendar.

View Participating Restaurants & Menu At: RestaurantWeekPortsmouth.com

Poster

Celebrate the Seacoast's Culinary Excellence!

RESTAURANT WEEK
PORTSMOUTH, NH & THE SEACOAST
November 5-14, 2015

Three Course Menus
Lunch & Dinner
\$16.95 & \$29.95

"Portsmouth is blessed with an absurd selection of restaurants."
- New York Times

Agave Mexican Bistro	Epoch at Exeter Inn	Portsmouth Gas Light Co.
Anneke Jans	Franklin Oyster House	Radiçi Restaurant
Atlantic Grill	Jumpin' Jay's Fish Cafe	Redhook Brewery & Pub
Black Trumpet	The Library Restaurant	Ri Ra Irish Pub
Blue Mermaid Island Grill	Louie's	Ristorante Massimo
Bravo Restaurant	Martingale Wharf	River House
British Beer Company	Margaritas Mexican Cantina	The Rosa Restaurant
Café Mediterraneo	Michelle's on Market Square	Row 34
The Carriage House	Mistofé Café, Bar, Bistro	Rudi's Portsmouth
Cava Tapas & Wine Bar	Mombo Restaurant	SALT Kitchen & Bar
CR's The Restaurant	Moxy	Stage Neck Inn
Cure Restaurant	The Oar House	250 Market
Demeters Steakhouse	Orchard St. Chop Shop	Vida Cantina
Dinnerhorn Restaurant	Paddy's American Grille	Wellington Room
The District	Portsmouth Brewery	When Pigs Fly Pizzeria
Dolphin Striker		

Event by: **GREATER PORTSMOUTH CHAMBER OF COMMERCE**

Funded in part by: **New Hampshire STATE**

Save the Dates!
Vintage Christmas
December 1-31, 2015
Shows • Strolls • Shopping • Magic!
GoPortsmouthNH.com

HIT THE DECKS



Rack Cards

Poster



RETAIL - SHOP PORTSMOUTH FRIDAY NIGHTS




Photo courtesy of Rick Dumont Images

Explore over 100 distinctive shops in downtown Portsmouth.
Stroll bricked sidewalks to find just-right jewels, that WOW dress, the perfect gift, or a delicious treat. Let the local shop owners put their knowledge and expertise to work for YOU.

ShopPortsmouth.org
#GoPortsmouthNH

GREATER PORTSMOUTH CHAMBER OF COMMERCE
Part for in part by
New Hampshire visitnh.gov



Friday Nights
Open late until at least 8
May 22 - October 9, 2015

Shop Here **Recharge Here**

SHOPS	RESTAURANTS*
BOW STREET Tug Boat Alley	BOW STREET Izzy's Frozen Yogurt & Ice Cream
COMMERCIAL ALLEY Hazel Boutique	CERES STREET The Oar House
CONGRESS STREET Alex and Ani Celtic Crossing Discover Portsmouth Gifts Kilwins Chocolate	COMMERCIAL ALLEY Cava Tapas & Wine Bar
MARKET STREET Alle Jewelers Flower Kiosk Inside Out Kennedy Gallery & Framing Market Square Info Kiosk Puttin' on the Glitz	MARKET STREET Portsmouth Gas Light
PLEASANT STREET City Shoes Club Boutique	PENHALLOW STREET Ristorante Massimo
	PLEASANT STREET Book & Bar Brazo
	PORTWALK PLACE BRGR Bar British Beer Company
	STATE STREET Orange Leaf Frozen Yogurt
	THE HILL Blue Mermaid

* Bring your Friday receipt from one of the shops above to any of the restaurants listed and receive a special dining offer on that same Friday!

Visit our Sponsors


 See you December 1-31 for
Vintage Christmas in Portsmouth

visitnh.gov/CDP/Port

Rack Cards

New in 2015: Window Clings



Support your local shopkeepers!
Come in to learn of specials & events.

www.ShopPortsmouth.org

Member of the
GREATER PORTSMOUTH CHAMBER OF COMMERCE



RETAIL – FASHION’S NIGHT OUT PORTSMOUTH

FASHION'S NIGHT OUT
Portsmouth
—New Hampshire

**THURSDAY
SEPTEMBER 3
5-10 P.M.**

The Place to See and Be Seen on the Portsmouth Fashion Scene!



2015 PARTICIPATING SHOPS

Alex and Ani	Flower Kiosk	LIT Boutique
Alie Jewelers	Ganesh Imports	Portsmouth Spa
Brie's Boutique	Hazel Boutique	Puttin' on the Glitz
Celtic Crossing	Jay Schadler Studio	Pickwicks Mercantile
City Shoes	Kennedy Gallery	Studio 90
Club Boutique	Kilwins Chocolate	Wear House

5-8 p.m. Downtown Portsmouth
Designer trunk shows, models, libations, style consultants, paparazzi and surprises! Headquarters at Popovers on the Square for shop maps and TapSnap photo booth.

8-10 p.m. Portsmouth Harbor Events Center
Nightcap Party and Fashion Runway Show: music, appetizers, Kilwins chocolates, cash bar; and raffle draws for gifts, shopping sprees and a trip to NYC!

Brought to you by the Retailers of:







Thank you to our sponsors:






www.FashionsNightOutPortsmouth.com
#FNOportsmouth

FNO Poster

FASHION'S NIGHT OUT
Portsmouth
—New Hampshire

SAVE THE DATE
**THURSDAY
SEPTEMBER 3
5-10 P.M.**

The Place to See and Be Seen on the Portsmouth Fashion Scene!



5-8 p.m. Downtown Portsmouth
Designer trunk shows, models, libations, style consultants, paparazzi and surprises! Headquarters at Popovers on the Square for shop maps and photo booth.

8-10 p.m. Portwalk Harbor Events Center
Nightcap Party, Fashion Runway Show, music, appetizers, cash bar, raffle draws for gifts, shopping sprees and a trip to NYC!

www.FashionsNightOutPortsmouth.com

Save the date flyers

FIRE & ICE FESTIVAL

Poster

Portsmouth
FIRE & ICE
FESTIVAL
FEBRUARY 13TH - 17TH 2014

Celebrating Valentine's Day, Presidents Day Weekend and winter in Portsmouth with family fun, specials in stores & restaurants, performing arts & evening entertainment.

**Ice Bars • Fire Pits • Hearth Cooking • Dog Sled Rides
Wood Fire Grilled Food • Ice Sculptures • Winter Movies • Music**

- KICK OFF PARTY -
February 13th from 5 - 7pm at the Port Inn

- GAS LIGHT ICE FEST CHARITY NIGHT -
February 14th from 6 - 11pm at the Portsmouth Gas Light Deck

- NEW AMSTERDAM BAR CRAWL -
February 15th from 2 - 6pm at participating Portsmouth restaurants

- DOG SLED RIDES BY SEAL COVE JOURNEYS -
February 16th from 10am - 4pm at Strawberry Banke Museum

Additional events at Seacoast Rep, Music Hall, Players Ring and more.
PortsmouthChamber.org/FireandIce.cfm

TASTE of the seacoast
NEW AMSTERDAM VODKA
GREATER **PORTSMOUTH** CHAMBER OF COMMERCE

/PortsmouthChamber/events
SPRINGER'S
Citizens Bank
PORT INN
Water Country
CLEARCHANNEL

SAMPLE OF PORTSMOUTH & SEACOAST PRESS, APRIL – DECEMBER 2015

- November 2015 – Travel & Leisure – America’s Best Towns for the Holidays, <http://www.travelandleisure.com/slideshows/americas-best-towns-for-the-holidays/20>
- October 2015 – **“IN Portsmouth, NH, since the dedication of a new African American Burying Ground memorial in May, the community has placed fresh flowers—eternally crisp and bright—in the hands of a bronze female figure at the site.”** Connect Savannah - <http://m.connectsavannah.com/savannah/savannah-i-love-youbut-get-your-together/Content?oid=3016940>
- October 2015 – **“There is no better way to begin a tour of New Hampshire than in Portsmouth, an historic and quaint seaport.”** Ottawa Life – New Hampshire - <http://www.ottawalife.com/2015/10/new-hampshire/>
- October 2015 – **“Gardens with more than 25 varieties of perennials encircle the inn, with paths that meander and sweet spots to stop and smell the roses. Yet a short walk takes you to the seaport city’s hip downtown, where there’s always plenty going on.”** Boston Globe Magazine – 12 Terrific New England Inns - <https://www.bostonglobe.com/magazine/2015/10/17/terrific-new-england-inns/BeQuswc0rYhUjERib13EuJ/story.html>
- October 2015 – **“The Ale House Inn is a small, hip boutique hotel located in the historic Portsmouth Brewing Company building. This hotel really offers the quintessential Portsmouth experience.”** Venuelust - <http://venuelust.com/post/honeymoon-roadtrip-in-new-england/>
- October 2015 – NH Magazine names best new restaurants of 2015, including Franklin Oyster House, Hayseed and Atlantic Grill - <http://www.nhmagazine.com/November-2015/2015s-Best-New-Restaurants/>
- October 2015 – **“Portsmouth is a lovely town with a strong sense of history and community. If you ever find yourself in New England, this is a town you must make a stop into...or better yet, make it a destination!** “ Suitcases and Sippy Cups – Checking Out the Charm of Portsmouth, NH with Kids - <http://www.suitcasesandsippycups.com/2015/10/checking-out-the-charm-of-portsmouth-nh-with-kids.html>
- September 2015 – **“The New Hampshire brewery’s hazy, full-bodied ale includes a touch of pineapple sage, named for its pineapply scent.”** http://www.foodandwine.com/blogs/2015/09/24/4-sage-beers-drink-fall?xid=soc_socialflow_twitter_fw
- September 2015 – **“If there’s one place synonymous with autumn, it’s New England, famous for the riot of fire-coloured foliage that erupts during “Fall”.** <http://www.topinspired.com/top-10-best-travel-destinations-for-this-october/>
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