

# Granite State Ambassadors Year-End Statistics Report 2016



In 2016, Granite State Ambassadors, Inc. (NHGSA) certified **80 new volunteers** and industry personnel. During the year, **204 NHGSA volunteers served 19,292 hours** and **assisted more than 97,357 guests at 24 centers and 20 events** (*guests assisted at events were not tracked*).

According to [www.IndependentSector.org's](http://www.IndependentSector.org) Value of Volunteer Time (\$23.79 per hour – takes into account wages, taxes, benefits, experience, admin management, tracking time, human resources, etc.), GSA volunteers provided **over \$460,354.14 in guest services in 2016**. Since its inception in 1996, NHGSA has certified nearly 1,600 GSAs who have volunteered just over 305,960 hours.

## 2016 Official NHGSA Member Centers included:

Manchester-Boston Regional Airport

- NH Information Booth
- Public Side Walk-About
- Secure Side Walk-About

Greater Manchester Chamber of Commerce

- Downtown Information Center

Greater Concord Chamber of Commerce

- Capital Region Visitor Center
- Downtown Kiosk (seasonal)

NH State House Visitor Center

Greater Dover Chamber of Commerce

Greater Keene Chamber of Commerce

Central NH Chamber of Commerce – Exit 28

Greater Peterborough Chamber of Commerce

Discover Portsmouth Center

State of NH Division of Travel & Tourism

- Canterbury Welcome Center
- Hooksett North Welcome Center
- Hooksett South Welcome Center
- Lebanon Welcome Center
- Littleton Welcome Center
- No. Conway/Intervale Welcome Center
- Salem Welcome Center
- Sanbornton Welcome Center
- Springfield Welcome Center
- Seabrook Welcome Center
- Sutton Welcome Center

Lakes Region Tourism Association

- Tilton Visitor Information Center
- Alton Bay Visitor Information Center (Seasonal)

Hampton Area Chamber of Commerce

- Hampton Beach Information Center

White Mountain National Forest

- White Mountain Visitor Center Exit 32
- Headquarters Exit 27

## TOP 4 CENTERS -

Volunteers at the Manchester-Boston Regional Airport (MHT) and at the New Hampshire State House served the most hours in 2016. 131 volunteers at MHT served 8,522.5 hours and assisted 57,910 guests. There was an increase in volunteers and shifts at the NH State House Visitor Center in 2016, with the addition of some Saturday openings on a trial basis. 42 volunteers at the NH State House Visitors Center served 2,074.5 hours and assisted 14,089 guests.

The third and fourth centers most volunteered at were the Manchester Chamber of Commerce and the Concord Chamber of Commerce, respectively. 29 volunteers gave 1,526 hours at the Manchester Chamber of Commerce Information Center serving 2,661 guests and 18 volunteers at the Concord Chamber of Commerce gave 780.75 hours and assisted 1,430 guests. Of those four centers, the Manchester centers are 100% volunteer operated and would not exist without the NHGSA program.

**SPECIAL EVENTS -**

NHGSA was contracted to supply information services and support to 20 outside events in 2016 - totaling 3,168.75 volunteer hours for a value of \$76,770.61.

SPECIAL EVENT	MONTH	# VOL.	HOURS
Farm & Forest Expo	January	49	227.5
Tour Hosts – Rep. Natl. Comm.	February	7	68.5
Keene Ice and Snow Festival	February	3	10
NH Primary Information Booth	February	79	239.25
Poetry Out Loud	March	13	56
NH State Home Show	March	53	264.25
Made in NH Expo	April	39	136.5

SPECIAL EVENT	MONTH	# VOL.	HOURS
NH Gov. Conf. on Tourism	May	16	206
Rock’n Ribfest	June	43	295.50
Hillsborough Balloon Festival	July	23	99.5
Cheshire Fair – MTC	August	8	41
Hampton Beach Seafood Festival	Sept.	10	43
Leaf Peepers	Sept./Oct	8	98
NHRLA Gubernatorial Summit	October	8	20

DTTD Tourism Booth	MONTH	# VOL.	HOURS
Farm and Forest Expo	February	14	49.5
NH Camping Show	March	14	49
Best of NH Party	March	2	6

DTTD Tourism Booth	MONTH	# VOL.	HOURS
Made in NH Expo	April	14	50.25
Big E	Sept./Oct	90	1090.25

**EDUCATIONAL TOURS, ACTIVITIES, MEETINGS -**

In order to be as knowledgeable about the state as possible, GSAs participated in 20 NHGSA sponsored educational tours, meetings, activities and orientations/certifications. The time spent at these activities are above and beyond the tracked “Volunteer Service Hours” tallied in our statistical reports – even further exemplifying the high level of dedication of the NH Granite State Ambassador volunteers.

January	TOUR: Alpine Adventures	27
February	TOUR: Millyard Museum / See Science Center	41
March	TOUR: Inn at East Hill Farm	24
April	ORIENTATION TOUR: Manchester-Boston Regional Airport	16
	TOUR: Centennial Hotel	33
May	TOUR: Weirs Beach	24
	GATHERING: RSEC Veteran's BBQ	4
June	ROUNDTABLE: NH State House	19
	TOUR: New London area - 2 -day	26
	GATHERING: AMBIES – NHGSA Annual Awards Event	101
	TOUR: White Mountains Attractions FAM Tour - Multi-day	4
July	TOUR: Flag Hill Winery/ Bedrock Gardens	28
	TOUR: Remick Country Doctor and Farm Museum	15
	ROUNDTABLE: Manchester-Boston Regional Airport	36
August	TOUR: Littleton Area	18
September	TOUR: Squam Lake Region	23

October	TOUR: Mary Baker Eddy House	7
	GATHERING: NHGSA 20TH Anniversary Celebration	103
	CERTIFICATION TOUR: White Mountain National Forest	25
November	TOUR: Stark Brewing Company	24
December	TOUR: Manchester-Boston Regional Airport	18
	ROUNDTABLE: Downtown Manchester Chamber	8
Jan/Apr/ July/Oct	MEETING: Quarterly Meeting with Mark Brewer	53
	<b>TOTAL</b>	<b>677</b>

**GUEST SERVICE WORKSHOPS** – NHGSA provided 4 guest service workshops to industry personnel – 3 for NH Division of Travel and Tourism, and 1 for Manchester-Boston Regional Airport. 1 guest service workshop was also provided for students at Littleton Regional High School, as part of their internship project with Littleton Area Chamber of Commerce.

**Where are the GSA's from?**

Our active volunteers base resides in all regions of the state:

- 58.75% live in the South-Central Region
- 11.5% live in the Seacoast Region
- 10.5% live in the White Mountains Region
- 6.75% live in the Monadnock Region
- 10% live in the Lakes Region
- 1.75% live in the Great North Woods Region
- .75% live in the Sunapee/Dartmouth Region