



STRATEGIC COMMUNICATION

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# CASE STUDY

## NANTUCKET ISLAND CHAMBER OF COMMERCE



### CLIENT

**Nantucket Island Chamber of Commerce**

Nantucket, MA

### PROJECT

Litos was contracted to optimize the look, feel and performance of Nantucket's annual tourism guide, the island's single biggest source of vacation inquiries and advertising revenue.

### CHALLENGE

To promote the island's attributes more effectively while making the guide itself more user-friendly.

### SOLUTION

Litos reorganized the guide, typically 250+ pages, by firming up its advertising standards and making the guide as a whole more attractive.

### RESULTS

Building a friendlier book resulted in increased participation by advertisers year over year. Working on a two-year contractual basis, Litos has been under contract with Nantucket since 2003.



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## ASSORTED GUIDE BOOK COVERS







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## SAMPLE SPREADS

**BEST ISLAND IN THE WORLD: Nantucket**

by William P. DeSouza-Mauk

National Geographic's Best Island in the World (*The 10 Best of Everything* 2012 Edition)  
One of America's Greatest Main Streets (*Travel & Leisure* May 2012)  
Number Three of the Top Ten US Beaches (*The Travel Channel* 2012)



The votes are in, and three of the world's most venerable travel authorities all agree: Nantucket ranks among the best places in the United States and the world.

Main Street, Nantucket is one of America's most prestigious addresses, as well as having one of its most beautiful Main Streets, according to *Travel & Leisure*. Walking along this enchanting thoroughfare from

the Harbor, one easily imagines stepping back into the mid-19th century (it's easy to ignore motor vehicles lurching over the uneven cobblestones). With pristine period houses crowding up to meet the street, a visit to Nantucket is like peering through a time-travel looking glass, so much so that someone transported from a century ago would find much of the "old town"

unchanged. Most of its period houses are covered in untreated weather-beaten shingles, and one often catches a first glimpse of Nantucket Town on approach from the water misted by a swirling fog; thus, the moniker "the Grey Lady". Of course, whether that nickname is evocative of the frequent fogs or the graying of the signature cedar shake shingles (or possibly both) is cause for conjecture.

Nantucket is itself a National Historic Landmark with more than 800 pre-Civil War houses and more properties listed on the National Register of Historic Places (qualified as totally preserved buildings) than anywhere in Massachusetts except Boston, Plymouth and Salem. Main Street is Nantucket's historic and de facto heart. Here, the drugstore still mixes old-fashioned milkshakes at its nostalgic soda fountain – and its round stools are set before an aging counter. Islanders gather on Main Street and prattle on about island news and news du jour, and then go about their business – seemingly unfazed by the genuine charm and beauty that surrounds them. But encourage an islander just a little, and his pride will surface and he's a kid again, let loose in a land of his favorite toys. The town radiates beautifully outward from its beloved heart to mid-island, "Scenes, Tom Nevers, Surfside, Macomet, Cisco, Mandaket and Dionis, and their miles of stunning, unsullied beaches. The *Travel Channel* weighed in this year, proclaiming Nantucket Island as the third best beach destination in America.

Many of Nantucket's magnificent period homes were built by wealth which the whale

oil trade endowed this minuscule, 50-square mile island during its heyday as "Whaling Capital of the World." Its whaling fleet grew from a mere 20 ships in 1806 to 78 in 1821. Those 78 ships carried 27,495 tons of oil across the seas to Europe, whereas 15 years earlier just under 5,000 tons were delivered. American author Herman Melville based his enduring novel *Moby Dick* on the 1820 ramming of Captain George Pollard's Nantucket whaling ship *Essex* (Captain Ahab's *Pequod* in the novel) by a ferocious, enigmatic white sperm whale.

**Nantucket Historical Timeline**

**1602** - Nantucket was discovered and charted by Capt. Bartholomew Gosnold, an English mariner.

**1690** - Island inhabitants began to pursue the right whale from along shore.



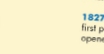
**1746** - A lighthouse light suspended between two poles was erected on Brant Point.



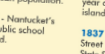
**1800 - 1840** - Nantucket reigned as the whaling capital of the world.



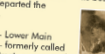
**1827** - Nantucket's first public school opened.



**1825** - The African Meeting House was established for Nantucket's African American population.



**1832** - The largest whaling fleet (37 vessels) that ever sailed from Nantucket in one year departed the island.



**1846** - The Great Fire destroyed Nantucket's wharves and much of its business district.



**1847** - A comet was discovered by America's first woman astronomer, Maria Mitchell, on October 1.

