

WELCOME TO NH TRAVEL & TOURISM



Who We Are



Lori Harnois
Director



Amy Bassett
Deputy Director



Brittany Littlefield
Business Grant Administrator



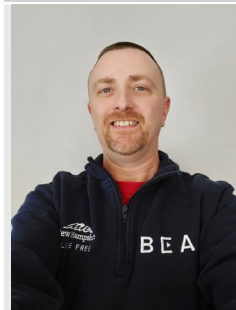
Kris Neilsen
Communications Manager



Stacy Geisler
Digital Marketing Specialist



Estlin McLellan
Trade & Industry Relations Manager



Ryan Vaughn
Web Assistant



Jocelyn Bouchard
Marketing Assistant



Grant Klene
Digital & Graphics Manager



Jonathan Noury-Elliard
Hospitality/
Tourism Business Specialist

Division of Travel and Tourism

DTTD Programs

- ▶ State's Marketing and Advertising Efforts
- ▶ Public Relations
- ▶ Travel and Tourism Research
- ▶ Domestic and International Trade Relations
- ▶ Joint Promotional Program



Target Markets

- **Core Markets:**
 - NH, MA, ME, CT, RI, NY
- **Road Trip Markets:**
 - Eastern PA and NJ
- **International:**
 - Montreal and Quebec City Quebec





Summer 2023 Campaign

BEA

New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS

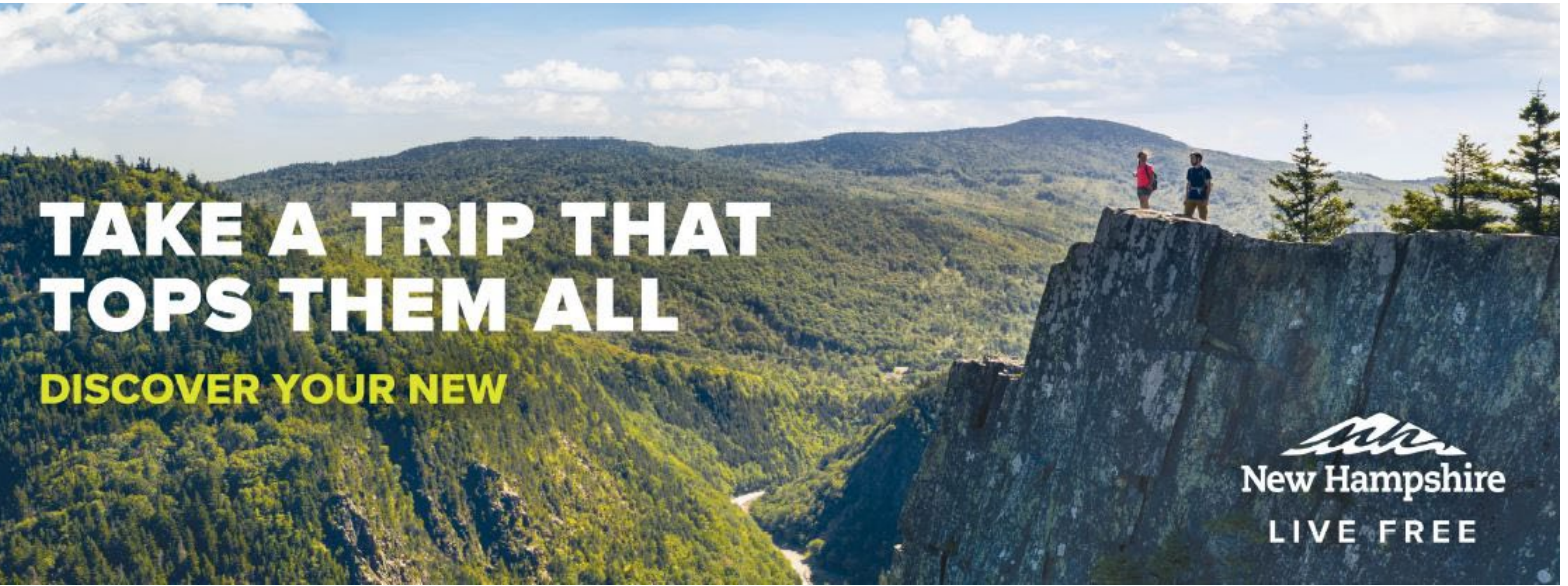
OOH Summer Creative



**5 MILLION-STAR
ACCOMMODATIONS**


DISCOVER YOUR NEW


New Hampshire
LIVE FREE



**TAKE A TRIP THAT
TOPS THEM ALL**

DISCOVER YOUR NEW


New Hampshire
LIVE FREE



**A ONE WAY TICKET
TO ADVENTURE**

DISCOVER YOUR NEW


New Hampshire
LIVE FREE

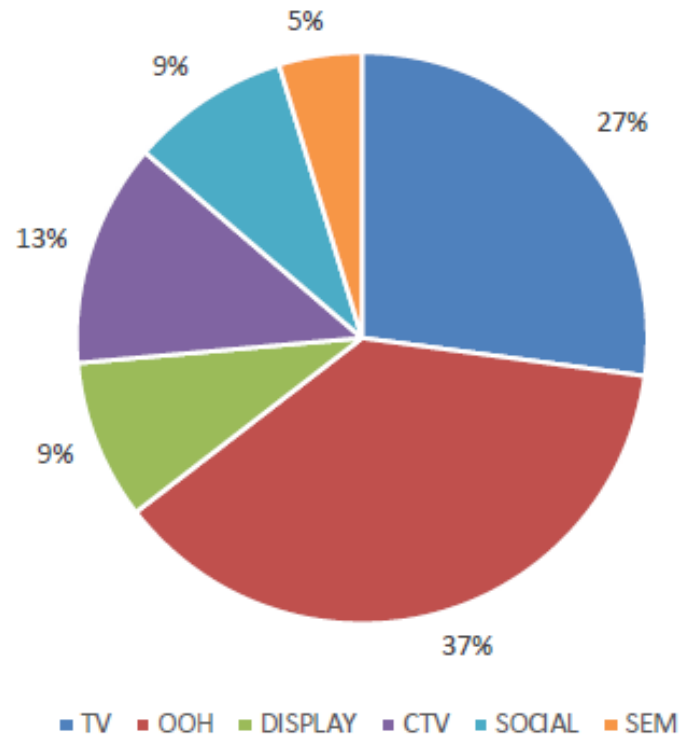


BEA

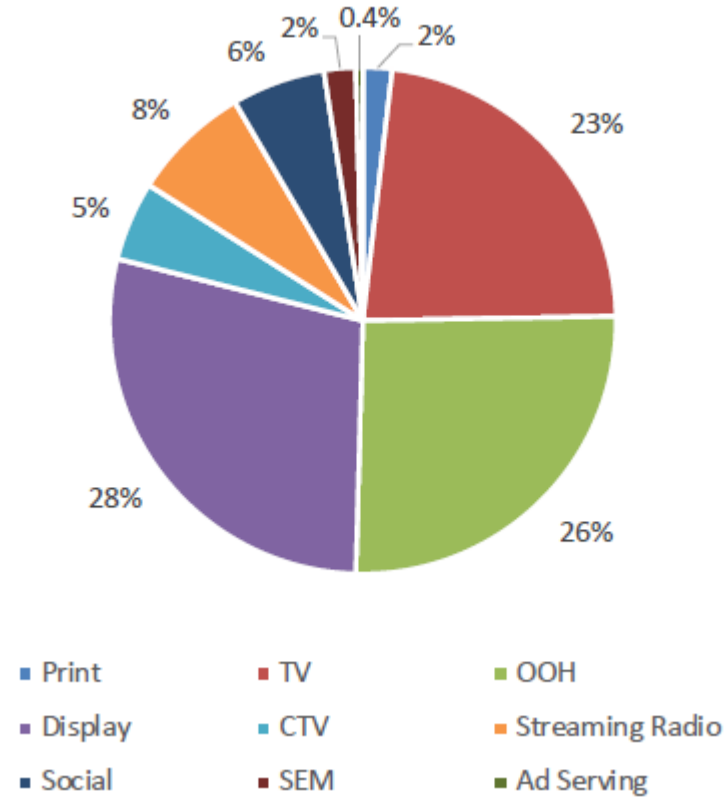
New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS

Media Tactics

MARCH APRIL BREAKOUT



MAY JUNE BREAKOUT



Video Assets



Return on Investment FY23

- Visitation: 14.3 Million
- Total Spending: \$7.3 Billion
- ROI: \$17

Dartmouth/Lake Sunapee

- Visitation: 1.4 million
- Total Spending: \$400 Million

[Economic Impact Studies](#) on the Industry Members Section of Visitnh.gov



**LEAVE
NO TRACE**



New Hampshire

LIVE FREE

NHLeaveNoTrace.com



Public Relations



FamilyVacationist > Destinations > 10 Best New England Fall Foliage Vacations for Families

Destination

10 Best New England Fall Foliage Vacations for Families

These picturesque New England towns are tailor-made for fall getaways.

- 7 Best Jamaica Couples Resor...
- 10 Best Hotels for Festive...
- 7 Best U.S. Islands for Fa...
- 10 Best RV Road Trip Vacations f...



SHARES

Autumn in New England is a spectacular time to get outdoors and enjoy the colorful quilt of leaves that blanket the region. As temperatures drop and days get shorter, families on New England fall foliage vacations can expect weather tailor-made for fresh-air activities like hiking, apple picking, and old-fashioned hayrides. And the crisp fall nights are just right for warming up by a bonfire, telling [spooky Halloween stories](#), and gazing at the starry night sky.



Hot Tips

From New Hampshire Tourism

Hot Tip: What's New for 2024!

What's new with you? Are you opening a new lodging property or restaurant? Offering a new event, festival, or program? Has your business undergone any renovations, additions, or seasonal updates? Or do you have a special deal or offering for visitors? Maybe you're marking a milestone anniversary. If so, please share your news with us! This information will be used to pitch lifestyle media, including Travel + Leisure, Town & Country, Conde Nast Traveler and Afar, and others.

Information Requested:

- New openings
- Attraction updates, hotel offerings, renovations to your business
- New events, festivals, awards or accolades
- Business/Company
- Website
- Horizontal, high-resolution images with photo credit (if available)

Deadline is Friday, November 3, 2023 at 12:00pm. Send information to Kris.M.Neilsen@livefree.nh.gov with "What's New for 2024" in your subject line.

Industry Member Login

Update your listing, add events, post packages & more

CHECK US OUT ON:



Digital Marketing

Website- visitnh.gov



SEASONAL TRIPS

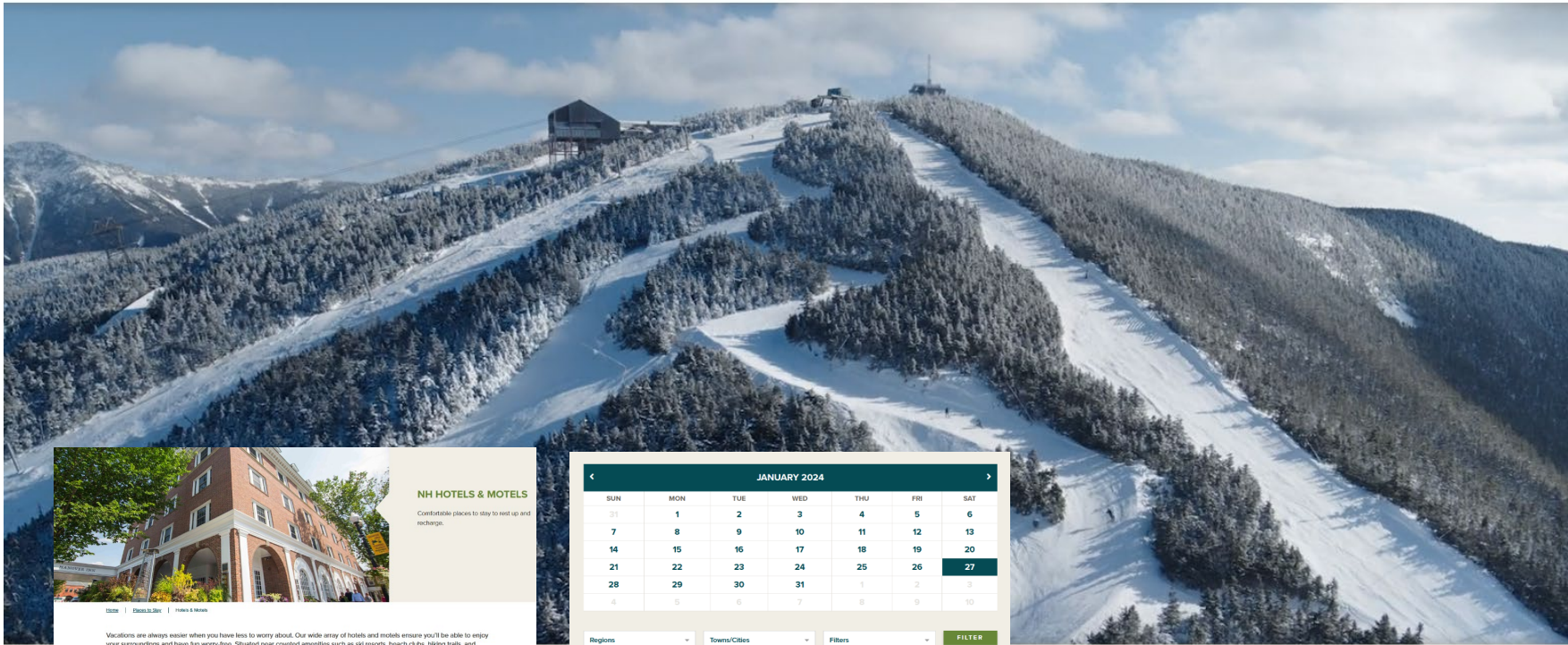
THINGS TO DO

PLACES TO STAY

DISCOVER YOUR NEW



Know Before You Go | Visitor's Guide | AA



NH HOTELS & MOTELS

Comfortable places to stay to rest up and recharge.

Vacations are always easier when you have less to worry about. Our wide array of hotels and motels ensure you'll be able to enjoy your surroundings and have fun worry-free. Situated near coveted amenities such as ski resorts, beach clubs, hiking trails, and downtown areas perfect for shopping and dining, you can enjoy delicious meals, spa days, and the best tax-free shopping in the state.

Regions Towns/Cities Filters FILTER

ALPHABETIZE LIST

Hilton Garden Inn Hanover Lebanon	35 Lombard Road, Lebanon, NH 03766	(603) 448-3300	SEE DETAILS
The Hanover Inn	Two East Wheelock Street, Hanover, NH 03755	(603) 643-4300	SEE DETAILS
Courtyard by Marriott Hanover/Lebanon	10 Morgan Dr., Lebanon, NH 03766	(603) 643-5600	SEE DETAILS
Fairway Motel at Lake Sunapee Country Club	344 Andover Rd., Route 11, New London, NH 03251	(603) 526-0202	SEE DETAILS
The Lodge By Sunapee Stays	579 Burkehaven Hill Road, Sunapee, NH 03282	(603) 748-9467	SEE DETAILS
The Lake Inn at Mt. Sunapee	1349 Rt. 103, Newbury, NH 03255	(603) 763-2701	SEE DETAILS
Bluebird Sunapee	5403 NH Route 103, Newbury, NH 03255	(603) 763-2010	SEE DETAILS

JANUARY 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Regions Towns/Cities Filters FILTER

▼ JANUARY 27, 2024 | 2 Events

KELLEY HERSEY-RELECTIONS: DESTRUCTION, REGENERATION

LEBANON 11:00 AM
This collection of images represents Kelley Hersey's ongoing exploration of and fascination with the magic of reflected light falling on shards of broken glass.

[SEE EVENT DETAILS](#)

AVA'S 16TH ANNUAL HIGH SCHOOL EXHIBITION

LEBANON 11:00 AM
AVA Gallery and Art Center is pleased to present the 16th Annual High School Exhibition, works created by regional high school students who have been nominated for participation by their art teachers.

[SEE EVENT DETAILS](#)

► JANUARY 28, 2024 | 2 Events

Email Marketing



Connect with VisitNH
f t i p



AWESOME INDOOR ATTRACTIONS

Every great trip needs the perfect mix of indoor and outdoor fun. So, when you're ready for a break from the slopes or trails, our awesome attractions are ready for you. From indoor skydiving to aquariums, museums, arcades, trampoline parks and more, the only problem you'll have is deciding what to do first.

[EXPLORE NH'S GREAT INDOORS](#)



Connect with VisitNH
f t i p

TRAVEL AND TOURISM UPDATES



RECENT MEDIA HIGHLIGHTS

Catch up on the media coverage of New Hampshire during December and January! The articles below are the result of efforts from DTTD and its domestic and Canadian PR agencies, Lou Hammond Group and Reach Global Marketing to secure media coverage in local, regional, and national publications. These highlights feature tourism partners, attractions, and destinations around the state.

- December:**
 Tripadvisor: [Weekend in Portsmouth: One of America's most charming Christmas towns](#)
 National Post: [New Hampshire charms with quaint towns, a purpose-driven life](#)
 Trazee Travel: [Historic Shopping In New Hampshire](#)
 Fishing Booker: [The 9 Best US Ice Fishing Destinations for 2023](#)

Industry Member Resources

- [Industry Members Section](#) of VisitNH.gov
 - Create new account/login to your account
 - Post Events & Packages



NEW ENGLAND HOUSE BED & BREAKFAST

Details

1 Boston Hill Rd., Andover, NH 03216

[DIRECTIONS](#) [CALL](#) [EMAIL](#) [WEBSITE](#)

"Our House is your House too." This cozy New England farmhouse features six comfortable guest rooms with queen-size beds and private baths, free Wi-Fi, in-ground pool, and direct access to the Northern Rail Trail. Ragged Mountain and Sunapee Ski Resorts are minutes away and Lake Winnepesaukee/Weir's Beach are just a short drive to the east.

Meetings

Able to host intimate gatherings such as tea groups, scrapbooking, service clubs, civic groups, and small business meetings. Hot and cold refreshments available.

Weddings

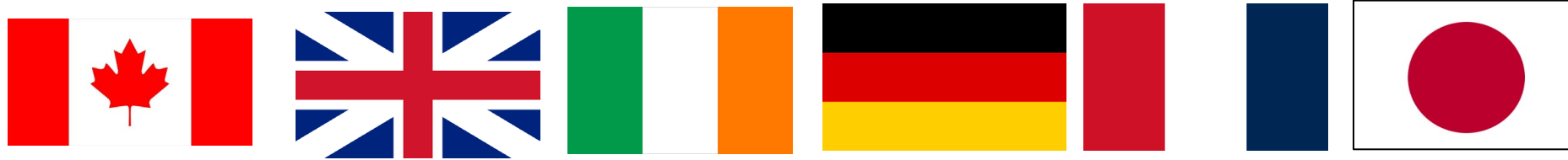
Able to host small weddings and rehearsal dinners.

The screenshot shows the event listing for the Pumpkin Ravioli Cooking Techniques Class at Labelle Winery Amherst. The event is priced at \$50.00 and is scheduled for 10/25/2023 at 6:00 PM. The location is 345 NH-101, Amherst, NH 03031. Navigation buttons for Directions, Call, Email, and Website are provided at the bottom of the listing.

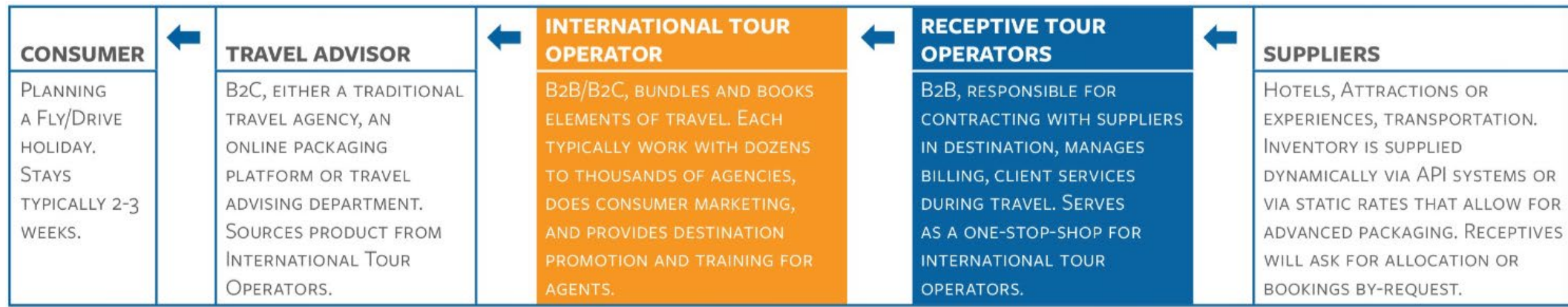
The screenshot shows the top of the VisitNH.gov website. The navigation menu includes 'ABOUT US', 'IN THE NEWS', 'INDUSTRY RESOURCES', and 'WORK TOGETHER'. The hero section features a large image of hikers on a trail and the text 'NH INDUSTRY MEMBERS'. Below the hero section, there is a small text block providing information about the Division of Travel and Tourism Development.

The screenshot shows the 'Industry Members Resources' page. It features a grid of navigation tiles for: 'LOGIN TO YOUR ACCOUNT', 'CREATE A NEW ACCOUNT', 'INDUSTRY RESOURCES', 'WORK TOGETHER', 'IN THE NEWS', 'ABOUT US', and 'SIGN UP FOR INDUSTRY E-NEWSLETTERS'. Each tile includes a representative image related to the resource.

Domestic and International Travel Trade

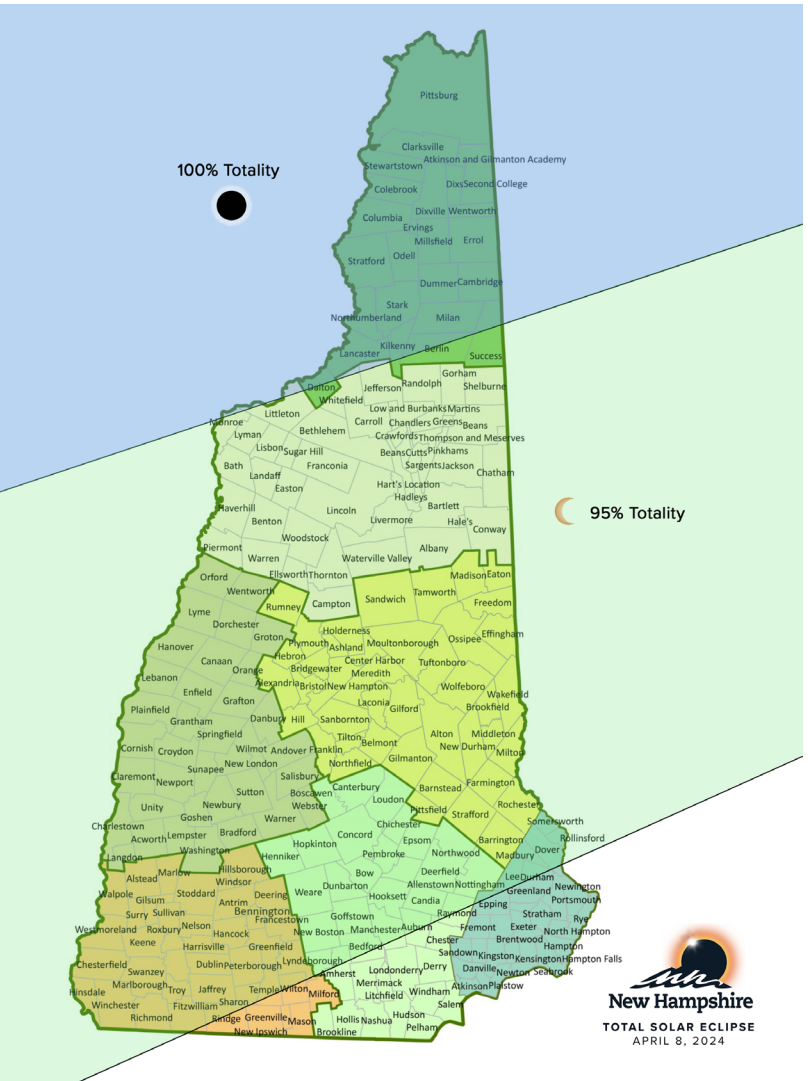


- Distribution channel for international looks like this:



Great North American Solar Eclipse

Save the Date: April 8, 2024



New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

Joint Promotional Program

JPP – Joint Promotional Program is a 50% match grant program established to invest in tourism promotional initiatives.

Who is Eligible:

- ▶ Any organization that has been in existence for at least 3 years prior to applying.
- ▶ Must be registered and in good standing with NH Secretary of State
- ▶ Formed for the purpose of promoting travel and tourism to NH
- ▶ Examples: chambers of commerce, regional associations, statewide organizations

[More about eligibility, resources and guidelines](#) available in the Industry Members Section of Visitnh.gov

[Online Grant Application](#)

Industry Member Resources

Office of Broadband Initiatives

Office of Outdoor Recreation Industry Development

Invest NH

Office of Workforce Opportunities

Apex Accelerator

Office of International Commerce

Office of Planning and Development

Q & A