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**New Hampshire Tourism Director to Serve on National Board**

**Concord, NH, February 23, 2022** – The New Hampshire Department of Business and Economic Affairs (BEA) announces Division of Travel and Tourism Director (DTTD), Lori Harnois, will serve on the US Travel Association’s Board of Directors. Harnois was elected to the board to serve a two-year term beginning this month.

“We warmly welcome Lori Harnois and the New Hampshire Travel and Tourism Office to the U.S. Travel board,” said Roger Dow, president and CEO of the U.S. Travel Association. “Lori’s extensive leadership in state-level destination marketing coupled with her unique perspective of tourism in and to New Hampshire will be critically important to building the full and even recovery of our nation’s travel and tourism industry.”

The U.S. Travel Association, based in Washington, D.C., is the national, non-profit organization representing all components of the travel industry. In 2020, travel generated \$1.5 trillion in economic output and supported 11 million jobs (a drastic decline from pre-pandemic figures). U.S. Travel’s mission is to increase travel to and within the United States by promoting priorities and programs that facilitate travel’s growth. The association also produces research in the form of travel data, analysis, and insights to keep the industry and lawmakers well informed.

U.S. Travel’s Board of Directors is the governing body of the U.S. Travel Association. The Board guides the organization’s direction, approves its budget, addresses industry-wide issues, and serves as a liaison and voice for all members.

“It is an honor to be elected to serve in this capacity,” said Harnois. “I’m looking forward to being more involved in national issues, such as economic recovery and workforce challenges, and elevating New Hampshire’s presence on a national level.”

The newly elected directors will convene for the first time in person at a meeting in Washington, DC in April. Harnois was elected to the board by a panel of her peers.

(more)

## **ABOUT THE NH DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Business and Economic Affairs, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow the #LiveFreeNH tag to see what other people are saying about New Hampshire.

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