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**FOR IMMEDIATE RELEASE:**

**NH TOURISM LAUNCHES NEW TOURISM BRAND**

**Manchester, New Hampshire, April 12, 2012** – New Hampshire's new brand campaign to reach potential visitors invites them to travel to the state and "Live Free and ..."

Unveiled Thursday, the first day of the 36th annual Governor's Conference on Tourism, the new message tells a new story about the Granite State and, inspired by the state's motto, Live Free or Die, tourism officials are confident it will strike a chord with visitors.

"There is a deep, emotional connection people have toward our state," said Lori Harnois, director of the state's Division of Travel and Tourism. "They can visit New Hampshire and experience all the things they love - skiing, snowmobiling, hiking, kayaking, exploring. With the 'Live Free and ...' message, it allows visitors to participate in their story with their own interests and passions."

Work on the new brand began more than a year ago and was developed after extensive research into the perceptions of

potential visitors. Harnois said that what became clear outside of New Hampshire is that the state is known not only for its fall foliage, mountains, lakes, seacoast, forests and scenic beauty, but as a place to come to relax, unwind and create lasting memories.

"This new campaign is very exciting because it encapsulates the scenic beauty that New Hampshire is renowned for, and combines it with our independent 'Live Free or Die' reputation," said Gov. John Lynch. "I believe we have truly captured what makes this such a special state to live in and to visit by embracing all the things we love about New Hampshire."

The campaign includes a new logo, which incorporates the natural resources in the state, including the lakes, mountains, rivers and ocean. New advertising will be phased into the summer campaign and incorporated into the welcome and information centers and the Welcome to New Hampshire highway signs.

Members of the travel industry said the new brand will be inspiring for those thinking of vacationing in New Hampshire.

"We are excited about the branding efforts," said Mark Brewer, general manager of the Manchester-Boston Regional Airport. "We believe it will enhance the desire to travel with the variety of experiences New Hampshire has to offer."

Jayne O'Connor, president of White Mountains Attractions in North Woodstock, said the new brand will embrace visitors as well.

"Generations of families have come to New Hampshire for a reason," O'Connor said. "There is a spirit here that draws people back, whether they come every year on vacation or making their first visit. This new campaign evokes that sentiment."

The new logo can be viewed at [www.facebook.com/visitnh](http://www.facebook.com/visitnh).

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

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and

Economic Development, 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).

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