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FOR IMMEDIATE RELEASE:

**NH TOURISM PARTNERS WITH ATTITASH GRAND SUMMIT HOTEL FOR
JANUARY-FEBRUARY VISITNH FAN BENEFIT**

*VisitNH Facebook Fans and Twitter Followers Get Exclusive Access to Ski & Stay Discounts in New
Hampshire this Winter Season*

Concord, New Hampshire, January 3rd, 2011 – Today, the New Hampshire Division of Travel & Tourism Development (DTTD) has announced the January-February VisitNH Fan Benefit: Ski & Stay discounts on lodging and lift tickets at the Attitash Grand Summit Hotel in Bartlett, New Hampshire. New Hampshire was the first state in New England to launch an exclusive social media benefit program and after one year has doubled the program length and extended it to Twitter followers. Anyone who “likes” VisitNH on Facebook or “follows” VisitNH on Twitter is eligible to receive discounts on lodging and ski tickets throughout the months of January and February.

“We expect that by providing fans and followers more ‘planning time’ for taking advantage of these exclusive savings, that an even greater number of guests will enjoy skiing and staying at our featured property,” said Tai Freligh, Communications Manager for DTTD. “This is a terrific way to encourage people to visit New Hampshire and experience some of the state’s winter charm and hospitality. We hope that people take advantage of this spectacular offer to enjoy the beauty and excitement of our great state.”

During January and February, when fans reserve two consecutive nights the second night is free. Guests stay the first night at the regular rate and get the second night free. Rates start at \$119 per night. In addition, hotel guests can receive discounts on lift tickets to Attitash and Wildcat mountains. Some restrictions apply.

Steve Mannik, General Manager for the Attitash Grand Summit Hotel & Conference Center, said, “We are excited to have this opportunity to partner with NH Travel & Tourism. We have put together an offer that is truly unique, and we hope that fans take advantage of the savings and enjoy some fabulous skiing. We look forward to welcoming VisitNH Fans this winter so that they can experience the benefits of a slope-side hotel.”

Over the last year, as the Fan Benefit has evolved and grown, Twitter was added to the program. Now over 24,000 fans and followers are eligible for the Fan Benefit. Fans and followers can receive benefits each month from New Hampshire properties and attractions, get access to the latest info, including events, photos, videos, links to news articles and other interesting things going on in New Hampshire.

“In addition to benefitting visitors, this initiative offers New Hampshire’s travel industry an opportunity to partner with the state, and market their business inexpensively through our existing social media infrastructure,” said Freligh. He added that more than 20 lodging properties, including restaurants and attractions, have participated in the VisitNH Fan Benefit initiative since its inception one year ago, with most reporting a notable call volume increase, resulting in higher sales.

“This is a win-win situation,” said Freligh. “The program benefits the state, our partners and, most importantly, the fans – who enjoy fabulous opportunities to save and experience New Hampshire in a variety of fun and exciting ways.”

DTTD is actively involved on several social media platforms, including Facebook, Twitter, YouTube and Flickr.

ABOUT THE ATTITASH GRAND SUMMIT HOTEL

The Attitash Grand Summit Hotel is the only true Ski-in Ski-out hotel in the Mount Washington Valley. Located slope-side at Bear Peak on the north side of Attitash Mountain Resort the hotel is very family friendly with a variety of rooms and suites most with full kitchens. After skiing enjoy the heated outdoor pool and Jacuzzi’s or head into Crawford’s Pub & Grill for Après Ski. Plus “Kids Eat Free” all season long.

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 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.