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FOR IMMEDIATE RELEASE:

**NH TOURISM PARTNERS WITH THE SUNSET HILL HOUSE IN SUGAR HILL, N.H.,
FOR MARCH-APRIL VISITNH FAN BENEFIT**

Facebook Fans and Twitter Followers Can Enjoy a “White Mountain Sweet Maple Escape”

Concord, New Hampshire, March 1st, 2012 – The New Hampshire Division of Travel & Tourism Development (DTTD) has announced the March-April VisitNH Fan Benefit with the Sunset Hill House in Sugar Hill, N.H.: Two nights lodging in a traditional room with king or queen bed with scenic mountain views, full gourmet breakfast each morning and either the maple experience at The Rocks Estate in Bethlehem or a tour of Fullers Sugar House in Lancaster with up to a 60% discount for New Hampshire fans. Anyone who “likes” VisitNH on Facebook or “follows” VisitNH on Twitter is eligible to receive the benefit. Complete package details are available on www.facebook.com/VisitNH.

“New Hampshire’s White Mountains and maple season go together like syrup on pancakes. At the Inn, we are committed to promoting all the maple sugaring operations in our area this spring, from tapping our own ancient sugar maples out front, to our many sugaring neighbors, large and small,” said Nancy Henderson, Innkeeper at the Sunset Hill House. “We are excited to offer this benefit in partnership with the State of New Hampshire, and we are confident we will reach our goal of introducing 5000 new guests to the sweetness of maple time in New Hampshire.”

According to DTTD, over 60,000 fans and followers are eligible for the VisitNH Fan Benefit. Fans and followers can receive benefits each month from New Hampshire properties and attractions and get access to the latest info, including events, photos, videos, links to news articles and other interesting activities going on in New Hampshire.

“Spring in New Hampshire means maple sugar and this benefit is a great way to experience March maple madness as well as the comforts of staying in a charming inn with spectacular views of the countryside,” said Tai Freligh, Communications Manager for DTTD. “New Hampshire was the first state in New England to launch an exclusive social media benefit program. We’re happy to be able to expose our visitors to the wide variety of experiences available in New Hampshire, whether it’s for a quick getaway or a longer vacation.”

To take advantage of this special offer, like us on Facebook or follow us on Twitter and then click on the VisitNH Fan Benefit tab on our Facebook page to redeem your offer.

For more information about the Sunset Hill House, visit www.sunsethillhouse.com or engage with them on Facebook at www.facebook.com/sunsethillhousefan. They will be posting maple recipes, maple events, and other springtime fun as well.

Freligh added that more than 20 lodging properties, including restaurants and attractions, have participated in the VisitNH Fan Benefit initiative since its inception, with most reporting a notable call volume increase, resulting in higher sales.

DTTD is actively involved on several social media platforms, including [Facebook](#), [Twitter](#), [YouTube](#) and [Flickr](#).

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.