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**FOR IMMEDIATE RELEASE:**

**NH TOURISM CELEBRATES REACHING 25,000 FACEBOOK FANS, TOUTS BENEFITS  
OF SOCIAL MEDIA TO THE VISITOR**

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*Tourism office holds "VisitNH 25K Fan Bash" Contest Won by Massachusetts Resident*

**Concord, New Hampshire, April 5<sup>th</sup>, 2011** – To celebrate reaching and surpassing 25,000 fans of the VisitNH Facebook page, state tourism officials recently held a contest to award one lucky fan a gift bag of New Hampshire travel items from tourism and other state partners. Almost 700 people entered the VisitNH 25K Fan Bash, representing thirty-one states, Canada and the UK. In the end, Massachusetts resident Dana Read won the contest and the gift bag.

"I love New Hampshire! I grew up there, worked at Canobie Lake Park in my teens and live only 5 minutes over the border from my parent's home. I skied in New Hampshire in my teens, hiked the mountains in my 20s, frolicked on the beaches with my husband and kids all summer and shop the Tilton outlets with my sister," says Read.

According to Tai Freligh, Communications Manager for the Division of Travel & Tourism (DTTD), New Hampshire was the first state in New England to launch an exclusive social media benefit program for both visitors and residents.

"Social media is a great way to reach and directly interact with people who are fans of New Hampshire and looking for more information to help plan a trip to visit our great state." Freligh added, "A recent survey of our Facebook fans tells us that just over 60% of them use social media to research travel options and 41% were influenced by the VisitNH page to plan/take an overnight trip to New Hampshire."

Contest winner Read added "Now I rely on VisitNH to keep me up to date on everything great about The Granite State! What's not to love?"

Fans of the Facebook page get links to photos, events listings, news stories, videos, new itineraries and other initiatives at tourism as well as access to the VisitNH Fan Benefit which gives fans exclusive New Hampshire travel offers available only through Facebook and Twitter.

“We recently celebrated the one-year anniversary of the VisitNH Fan Benefit program by expanding our offers to two months and including our Twitter followers in the program” said Freligh. “We continue to look for new and exciting ways to get the message out about how great of a destination New Hampshire is for both visitors and residents.”

Five Quick Facts about the VisitNH Facebook Page:

1. 27,000+ “likes” of the page.
2. Almost 18,000 active monthly users.
3. Top Five Countries of fans of the page: United States, Canada, UK, Italy, Germany.
4. Top Five Cities of fans of the page: Boston, New York, Concord, Manchester, Providence.
5. More than 2 million post views over the past month of stories on the fan page.

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](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).