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FOR IMMEDIATE RELEASE:

**VISITNH FAN BENEFIT ON FACEBOOK ALREADY HAVING A
POSITIVE IMPACT ON VISITORS AND TOURISM INDUSTRY**

*Ski, Stay and Spa discounts at Mountain Edge Spa & Resort and Best Western Sunapee Lake
Lodge Announced as January Fan Benefit*

Concord, New Hampshire, December 30, 2009 – In just two months, New Hampshire travelers, lodging properties and state tourism officials have all seen the positive impact of the VisitNH Fan Benefit on Facebook. Since launching the VisitNH Fan Benefit in November, the New Hampshire Division of Travel and Tourism Development (DTTD) has almost doubled its fans on Facebook, with a 45% increase to the VisitNH fan page. Lodging properties have seen a call volume increase of 5% resulting in higher sales. To date, over 2,700 people now receive exclusive discounts at NH properties and attractions as Facebook fans and that number continues to grow.

Today, state tourism officials unveiled the January VisitNH Fan Benefit: Ski, Stay and Spa discounts at the Mountain Edge Spa & Resort and Best Western Sunapee Lake Lodge in Newbury, NH. Travelers will receive a discounted rate of \$199 per night for a Den Suite + \$50 spa credit at the Mountain Edge Spa and Resort. Fans can also choose to stay at the Best Western Sunapee Lake Lodge for \$79 per night or stay two nights and get a \$50 spa credit or two lift tickets to Mount Sunapee Resort. Discounts are available Sunday-Thursday, excluding January 17th.

“We are thrilled to be part of NH Travel & Tourism’s exciting new initiative,” said Kevin Martin, general manager of Sunapee Resort Properties. “The snow is falling and it’s the perfect time to head to the Mount Sunapee area and ski, stay and have a relaxing spa experience at one of our locations.”

The VisitNH fan benefit encourages the general public, New Hampshire residents, and past and future visitors to become fans of the VisitNH Fan Page on Facebook. Once on the page, fans get access to the latest info, including events, photos, videos, links to news articles and other interesting things going on in New Hampshire.

“We have had a tremendous response from our Facebook fans and from the industry,” said Tai Freligh, Communications Manager for the NH Division of Travel & Tourism Development. “Providing exclusive opportunities for our Facebook fans is just one way to encourage visitation and to get information on our diverse selection of lodgings and attractions to them where they want it—online and on their phone. We’re always looking for ways to reach out to our visitors and provide them with timely, useful and cost-saving reasons to keep coming back to New Hampshire, season after season.”

Facebook users can log onto www.facebook.com/VisitNH, become a fan, and receive benefits each month from New Hampshire properties and attractions.

In addition to [Facebook](#), DTTD is also actively involved on [Twitter](#), 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.

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