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FOR IMMEDIATE RELEASE:

NH TOURISM PARTNERS WITH SKI NH TO OFFER 2011 WINTER PROGRAM

Annual Partnership Promotes All Things Winter in New Hampshire, On and Off Slope

Concord, New Hampshire, January 5th, 2011 – The New Hampshire Division of Travel & Tourism Development (DTTD) has announced its annual partnership with Ski NH to promote all things winter in New Hampshire.

“This program celebrates what to see, where to go, and what to do throughout the winter season in New Hampshire – both on and off the slopes,” said Lori Harnois, Director for DTTD. “We partner with Ski NH every year to help promote three of the great attributes of winter vacationing in New Hampshire: snow, value, and family.”

This year, the partnership will include a multi-media radio, online and mobile advertising campaign, which will drive visitors to the WinterNH.com website, a special seasonal resource for visitors looking for information on traveling to New Hampshire. The website will be live from January to March, 2011.

“New to the program this year is a Winter Photo Contest, which is very similar to our summer ‘I Love it Here’ NH Dream Vacation promotion,” said Harnois. “We are encouraging everyone to upload photos of themselves having fun in New Hampshire. Each entry will be automatically entered to win a weekly giveaway, such as ski tickets, and on- and off-slope prizes with a value of \$100 or more!”

Ski NH will be providing six of the twelve prizes for “Ski NH Anywhere, Anytime” lift ticket packages. Other participating companies include:

Eagle Mountain House, Jackson
Gunstock Mountain Resort, Gilford
Attitash Grand Summit Hotel, Bartlett
Cranmore Mountain Resort, North Conway
Great Northern Moose Lodge and Campground

Crotched Mountain, Bennington
Mount Sunapee Resort and Mountain Edge Resort & Spa at Sunapee, Newbury
Ragged Mountain Danbury and CopperToppe Inn & Retreat Center Hebron
Waterville Valley Resort, Waterville Valley
Inn at Ellis River, Jackson
Best Western Sunapee Lake Lodge, Newbury
Briarcliff Motel, North Conway

President of Ski NH, Alice Pearce, said, “We are delighted to be working with DTTD for the 17th consecutive season, to highlight all the amenities that our ski areas have to offer – for skiers, snowboarders, and even those who don’t ski or snowboard. There’s plenty to celebrate at the ski areas, and also plenty of activities, lodging, restaurants and other guest service businesses in our neighboring communities.”

Earlier this week, state tourism officials 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.

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.