

# WELCOME TO THE 2025 NH TOURISM SUMMIT



New Hampshire  
LIVE FREE



# Who We Are



**Michelle Cruz**  
Director



**Amy Bassett**  
Deputy Director



**Brittany Littlefield**  
Business & Grant  
Administrator



**Kris Neilsen**  
Communications  
Manager



**Stacy Geisler**  
Digital Marketing  
Specialist



**Estlin Loparto**  
Trade & Industry  
Relations Manager



**Ryan Vaughn**  
Web Assistant



**Jocelyn Bouchard**  
Marketing Coordinator



**Grant Klene**  
Digital & Graphics  
Manager

# Joint Promotional Program

## For FY24:

- ▶ Over \$1 million granted
- ▶ 31 grants
- ▶ 20 organizations



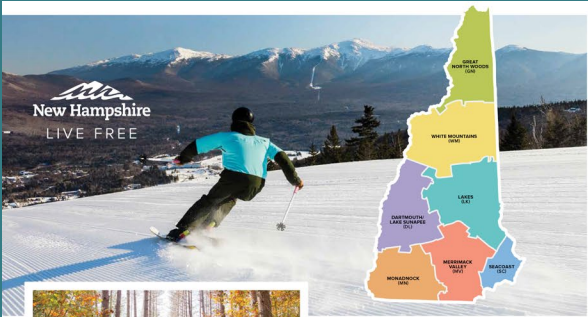
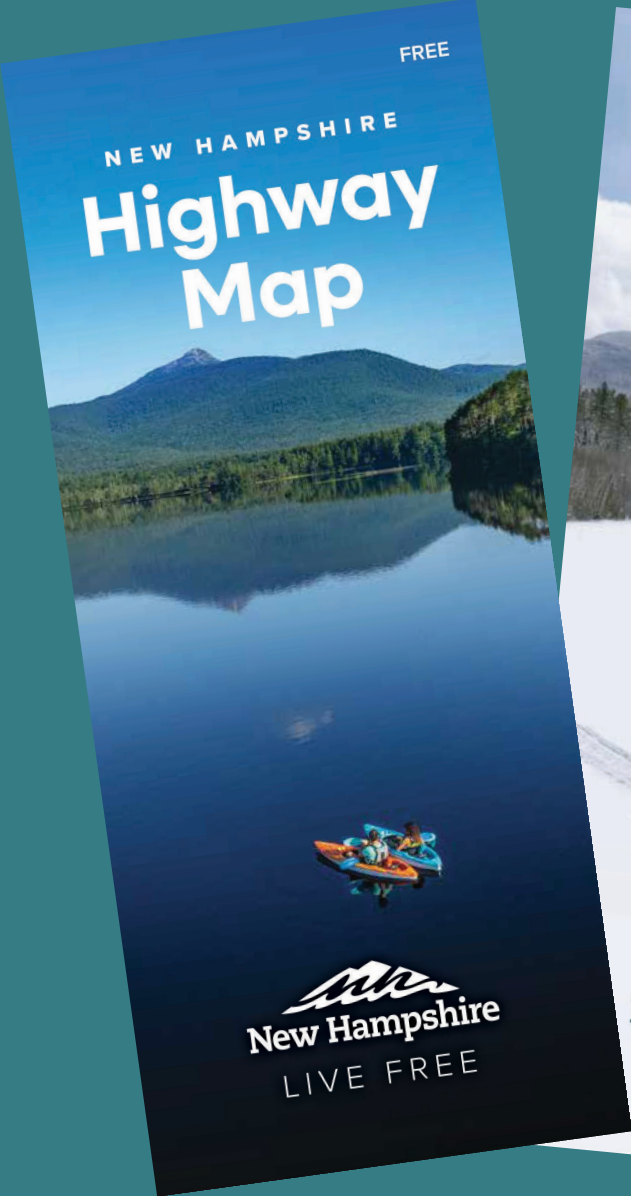


# Joint Promotional Program ROI

Cooperative Program Results	
Trips Generated by Coop Program	139,579
Average Trip Expenditures	\$422
Incremental Impact	\$58,858,640
Total DTTD Grant Investment	\$778,126
ROI on DTTD Grant Investment	\$76



# NH Highway Map



## Annual Events

New Hampshire is home to many exciting and unique events. Here's a sampling from each season.

### WINTER

- Christmas in Bethlehem, Bethlehem, December (WM)
- Jackson Invitational Snow Sculpting Event, Gorham, January (RM)
- Winter Fest, Concord, January (MV)
- Keene Ice & Snow Festival, Keene, February (RM)

### SPRING

- Go North Snowfest, Snowfalls, March (GN)
- New Hampshire Maple Weekend, Saco, March
- NH Bacon & Beer Festival, Merrimack, June (MV)
- Lacoia Motorcycle Week, Lacoia, June (LX)

### SUMMER

- Hampton Beach Sand Sculpting Competition, Hampton Beach, June (SC)
- Jericho ATV Festival, Berlin, August (GN)
- Annual League of NH Craftsmen's Fair, Newbury, August (GN)
- North Country Moose Festival, Colbrook, August (GN)

### FALL

- NH Highland Games & Festival, Lincoln, September (RM)
- Warner Fall Folio Festival, Warner, October (EL)
- RiverFire Festival, Berlin, October (GN)
- NH Pumpkin Festival, Lacoia, October (LX)



## State Parks

New Hampshire has 53 state park properties. Here's a sampling:

- |                                |                               |
|--------------------------------|-------------------------------|
| Lake Francis State Park (GN)   | Rhododendron State Park (RM)  |
| Franklin                       | Franklin                      |
| Crawford Notch State Park (WM) | Bear Brook State Park (MV)    |
| New London                     | Hamilton                      |
| Rollins State Park (EL)        | Odierne Point State Park (SC) |
| Keene                          | Rye                           |
| Elizaveta State Park (LX)      | Croft                         |

## Sharing the Road

### BICYCLISTS

- Bicyclists and motorists have the same rights, rules, and responsibilities on all New Hampshire roads.
- Yield to pedestrians in crosswalks. Give an audible warning (bell, horn, or voice) before passing pedestrians, especially on a shared use path. Never park a bicycle on a sidewalk to obstruct pedestrian traffic.
- Wearing a bicycle helmet is strongly recommended.
- Ride a bicycle in the same direction as vehicle traffic -- in the right side of the lane. Use extreme caution when changing lanes.
- At night, a bike must have a white light visible from the front and a red reflector or light visible from the rear. Reflector tape may be used for added visibility. Wear light colored clothing.
- Obey traffic signals to communicate intended actions to motor vehicles.

### MOTORISTS

- Pass a cyclist only when it's safe. Allow at least 3 feet between your car and the cyclist, and be sure there's no oncoming traffic.
- Bicyclists may take center position in the lane when hazards, road width, or traffic speed cause a change.



## For the Thrill of It

New Hampshire is a state with seven regions and endless fun. Whether you're traveling solo, with friends, or with the whole family, you'll find activities for every adventure along the way.

- |              |                       |                     |
|--------------|-----------------------|---------------------|
| Boating      | OHVing                | Surfing             |
| Dog sledding | Rock/ice Climbing     | Tubing              |
| Kayaking     | Skiing & Snowboarding | White Water Rafting |
| Motorports   | Snowmobiling          | Ziplining           |



## How to Get to New Hampshire

### MAJOR REGIONAL AIRPORTS

- Manchester-Boston Regional Airport (MHT), Manchester, [flymehome.com](http://flymehome.com)
- Portsmouth International Airport at Pease (PSF), Portsmouth, [peaseairport.com](http://peaseairport.com)
- Boston Logan International Airport (BOS)

### RAIL SERVICE

- Amtrak, [amtrak.com](http://amtrak.com)

### BUS LINES

- C&D Bus Lines, Portsmouth, [cdonline.com](http://cdonline.com)
- Concord Coach Lines, Concord, [concordcoachlines.com](http://concordcoachlines.com)
- Greyhound Lines, Greyhound.com



## Scenic Byways

Connecticut River Scenic Byway (GN, WM, DL, MN) 234 miles

Moose Path Trail (GN, WM) 98 miles

Woodland Heritage Trail (GN, WM) 65 miles

Presidential Range Tour (WM, DL, LX) 115 miles

River Heritage Tour (WM, DL, LX) 120 miles

White Mountains Trail (WM) 100 miles

Carlin and Lee Trail (DL, MN) 30 miles

Lake Sunapee Scenic & Cultural Byway (DL) 25 miles

Lakes Region Tour (LX) 97 miles

General John Stark Byway (MV) 34 miles

American Independence Byway (SC) 21 miles

Coastal Byway (SC) 18.5 miles

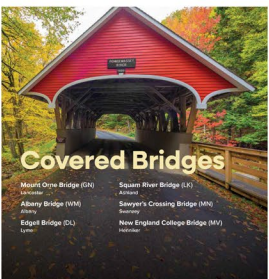


## Wildly Responsible

Wildly Responsible is New Hampshire's safety and responsibility initiative encouraging visitors and residents alike to follow when they are engaging with New Hampshire's wilderness. It's a reminder to all of us that when out exploring New Hampshire's great outdoors, adventure and care are inextricably linked.

## Historical Markers

- |   |   |
|---|---|
| Marker #15: Shaker Village (MV)         | Marker #171: The Balsams Grand Hotel (GN)                       |
| Concord                                 | Brattleboro   |
| Marker #25: Uncle Sam's House (RM)      | Marker #177: Charlestown: Hometown of Carlton "Pudge" Fish (DL) |
| Mason                                   | Charlestown   |
| Marker #90: First Summer Playhouse (LX) | Marker #213: Frankenstein Trestle (WM)                          |
| Danbury                                 | Portsmouth  |
| Marker #114: North Cemetery (SC)        |   |



## Covered Bridges

Mount Oly Bridge (GN)

Albany Bridge (WM)

Edgell Bridge (DL)

Edgell

Squam River Bridge (LX)

Sawyer's Crossing Bridge (MN)

New England College Bridge (MV)

Hamilton



# Ice Cream Trail

## LAKES REGION

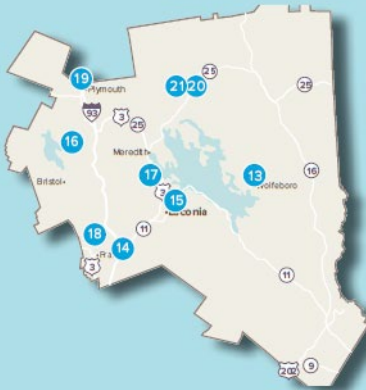


20

**PAPA BEANS ICE CREAM**  
301 Wing Rd.  
North Sandwich, NH 03259  
603-393-6948  
Find us on Facebook

21

**THE SANDWICH CREAMERY**  
2 Maple Ridge Rd.  
North Sandwich, NH 03259  
603-284-6675  
Find us on Facebook



## SEACOAST REGION

32

**HEARTH MARKET**  
60 Penhallow St  
Portsmouth, NH 03801  
603-427-8631  
hearthmarketportsmouth.com

33

**LICKEE'S & CHEWY'S CANDIES & CREAMERY**  
53 Washington St., Ste. 100  
Dover, NH 03820  
603-343-1799  
lickeesnchewys.com



34

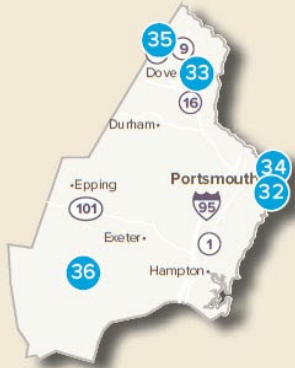
**KILWINS PORTSMOUTH**  
20 Congress St.  
Portsmouth, NH 03801  
693-319-8842  
kilwins.com/portsmouth

35

**LONE OAK ICE CREAM**  
175 Milton Rd.  
Rochester, NH 03868  
603-332-1809  
loneoakicecream.com

36

**WHAT'S THESCOOP?**  
160 Main St.  
Kingston, NH 03848  
603-642-4455  
whatsthescoop.fun



NEW HAMPSHIRE'S  
ORIGINAL

## ICE CREAM TRAIL

YOUR 2025 PASSPORT  
and Guide to 50 Must-Visit Ice Cream Shops



FAMILY FUN FOR KIDS OF ALL AGES!

visitnh.gov  
New Hampshire  
LIVE FREE



Brought to you by your local  
NEW HAMPSHIRE  
DAIRY FARMERS



KEY

Shop – Shop is owned by a NH dairy farmer  
cream is made on-site  
Milk – Milk is made from 100% NH milk and cream



# Media Valet Online Image Library

The screenshot displays the Media Valet Online Image Library interface. The main area shows a grid of images, each with a thumbnail and a title. The interface includes a search bar, navigation tabs (BROWSE, DOWNLOADS), and a sidebar with categories like Home, Most Viewed, Recently Uploaded, Introduction and Help, Library, Activities, Agriculture, Business Sectors, Seasons, State Parks Images, Tourism Regions, and Workforce Creative Elements. A detailed view of a selected image (Pawtuckaway Kayaking) is shown on the right, including download options and metadata.

**FLAT New Hampshire LIVE FREE**

**BROWSE DOWNLOADS**

Search:

**Grid** List  Sort by Date Uploaded

**CATEGORIES** LIGHTBOXES FILTERS

- Home
  - Most Viewed
  - Recently Uploaded
  - Introduction and Help
- Library
  - Activities
  - Agriculture
  - Business Sectors
  - Seasons
  - State Parks Images
  - Tourism Regions
  - Workforce Creative Elements

**Image Grid (Visible Titles):**

- Monkman NHMNR D20454
- Monkman NHNFR D30117
- Monkman NHMNR D20426
- Monkman NHMNR D20412
- Monkman NHMNR D20338
- Monkman NHNFR D20530
- Monkman NHMNR D20356
- Monkman NHMNR D20321
- Monkman NHWMS D22104
- Monkman NHNPR D20164
- Monkman NHNPR D20179
- Monkman NHNPS D20159
- Umbagog - Lake 9-17-14 44
- Umbagog - Lake 9-17-14 09
- Monkman NHNPR D20136
- Rollins Mt - Kearsarge 11-25...
- Monkman NHWMR D22170
- Rollins Mt -
- rollins-state-park 8-22-16 ...
- Monkman NHWMR D22133
- presidential-rail-trail iune-2...
- pawtuckaway-paddleboard...
- pawtuckaway-kayaking 9-...
- odiome-pol

**Pawtuckaway Kayaking\_9-2-16\_.028**

**Download Original**

File Name	pawtuckaway-kayaking_9-2-16_.028.jpg
File Size	113 MB
Format	JPG
Dimensions	5760x3840

**Download Rendition**

Download ☒ Large (max 1504px) ☐ Thumbnail (max 200px) ☐ Custom

Include Contact Sheet ☐ Yes ☒ No

Your selected file(s) will be zipped and sent to the Downloads tab.

Download "zip" filename

Include an asset export file in CSV format ☐ Yes ☒ No

Create an account at [beaassets.mediavalet.com](https://beaassets.mediavalet.com)



# Destination Development



Advertising



# Promotion of Products Produced in NH



# WILDLY RESPONSIBLE

NEW HAMPSHIRE





# The Core Principles:

**PLAN, PACK  
& PREPARE**

**CARE FOR  
OTHERS**

**PROTECT &  
PRESERVE**

**GO HAVE  
FUN**

**Wildly Responsible tips** to stay safe, have fun, and protect the outdoors for generations to come.

## PLAN, PACK & PREPARE

Pack for the weather.

Tell someone where  
you're going.

Be aware of your  
surroundings.

Know your limits.

Always make a Plan B.

## CARE FOR OTHERS

Be kind, be courteous.

Be a steward.

Take care of your pets.

Check in and help out.

Be a mentor.

Park safely.

## PROTECT & PRESERVE

Travel & camp on durable  
surfaces.

Leave no trace.

Minimize campfire impact.

Respect wildlife.

## GO HAVE FUN

Spend time with friends  
and family.

Better your physical and  
mental health.

Enjoy the outdoors.



# Plan, pack & prepare



## **Pack for the weather.**

It's important to check current conditions at your destination and pack appropriately.



## **Tell someone where you're going.**

Let friends and family know where you'll be and when you expect to get back.



## **Be aware of your surroundings.**

Carry a map, stay on the trail, keep a safe distance from wildlife, and don't assume you'll have cell service.



## **Know your limits.**

No matter your activity, make sure you've got the right gear and the right training to get back safe.



## **Always have a Plan B.**

Have a backup plan, so you know what to do if situations change beyond your control.

# Care for others



## **Be kind, be courteous.**

Foster a positive environment by being considerate to those you meet, and they'll do the same.



## **Be a steward.**

Be on the lookout for new ways to care for nature, and be an aide to others.



## **Check in and help out.**

When you see someone out by themselves, check in with them and make sure they're doing ok.



## **Be a mentor.**

When you gain helpful knowledge and experience, pass it on.



## **Park safely.**

However you get to the lake, mountain, or the trailhead, do it with safety and caution.



## **Take care of your pets.**

Make sure your furry friend(s) don't impede on others' activities or interact with wildlife. And don't forget to bring extra water just for them!



# Protect & preserve



## **Travel & camp on durable surfaces.**

The outdoors is delicate. Stay on marked trails and camp in designated areas.



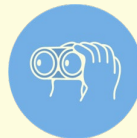
## **Leave no trace.**

Pack out what you pack in, and endeavor to leave things better than how you found them.



## **Minimize campfire impact.**

Only build fires where permitted, keep them small, and put them out completely before leaving or sleeping.



## **Respect wildlife.**

Observe animals from a distance, and don't disturb their habitat — for your safety, and for theirs.

# Go have fun



## **Spend time with friends and family.**

Experiencing the outdoors together creates lasting memories and inspires the next generation.



## **Better your physical and mental health.**

Outdoor activities are great for your head and your heart.



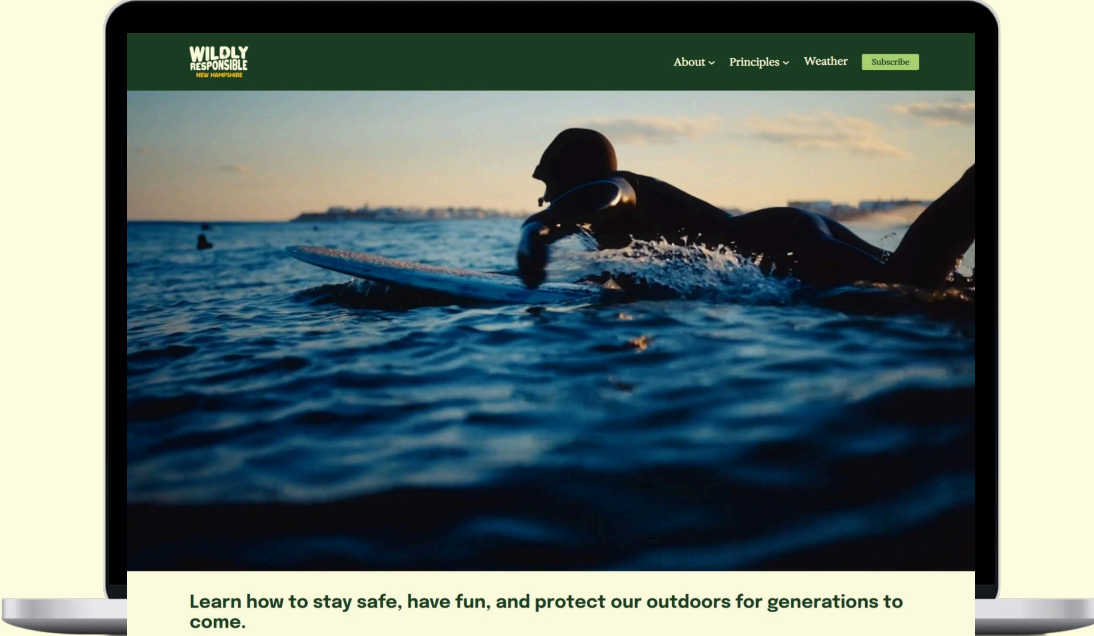
## **Enjoy the outdoors.**

Don't forget why we go into nature. The joy of spending time in the great outdoors is what it's all about.

# The program



# WildlyResponsible.com

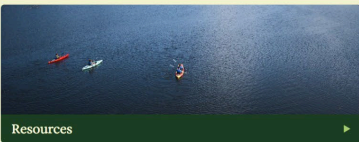


PLAN, PACK  
& PREPARE

CARE FOR  
OTHERS

PROTECT &  
PRESERVE

GO HAVE  
FUN



Weather



Industry Toolkit



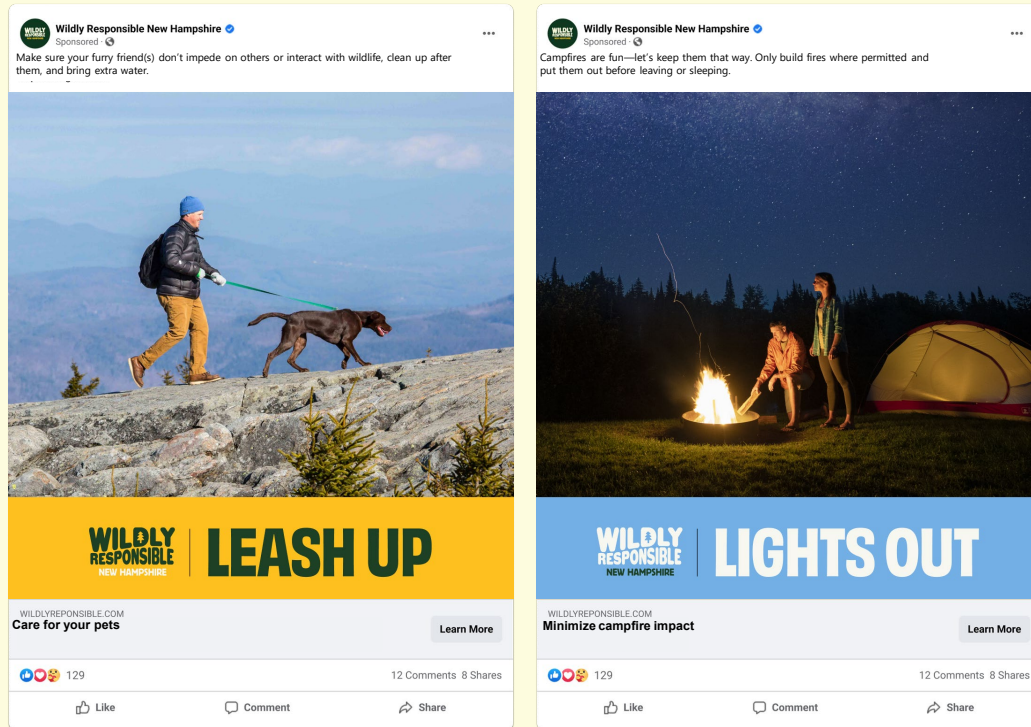
Resources

# Winter Tip Videos:

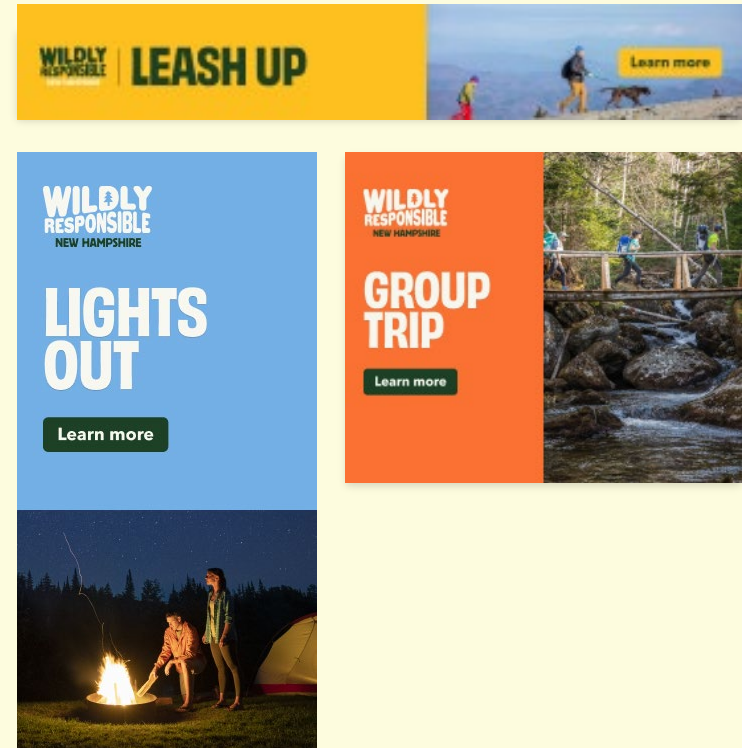


## Digital ad campaign:

## Static social ads



## Static display ads



**Follow on Facebook & Instagram @wildlyresponsiblenh**



# Kids educational program:



What should you do before exploring the outdoors?

- A) Check the weather
- B) Pack for your activity
- C) Eat candy
- D) A&B



WILDLY  
RESPONSIBLE  
NEW HAMPSHIRE



## A sample of sponsorships & events:

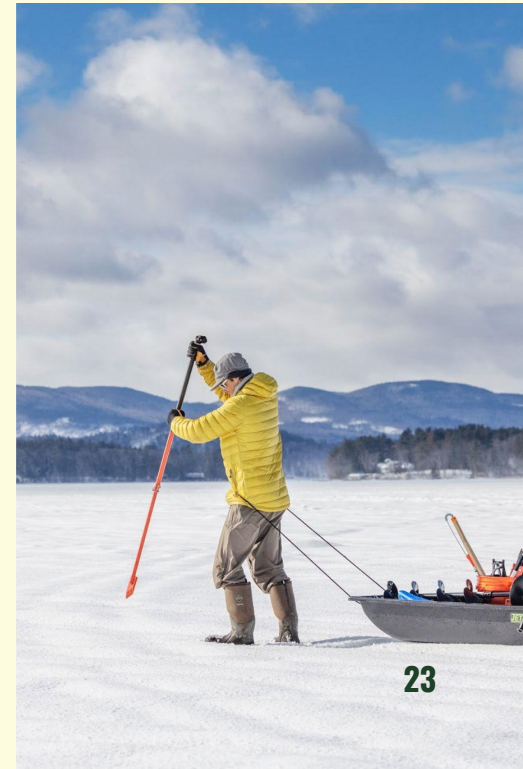
- Annual Seek the Peak at Mt Washington
- Bank of NH Pavilion
- Boston Outdoor Expo/RV Camping Expo
- Graniteer
- Great Rotary Ice Fishing Derby
- Hampton Seafood Festival
- Higher Summit Forecast Sponsorship
- Jericho ATV Festival
- Keep New Hampshire Brewing Festival
- NH Camping Show
- NH Fisher Cats
- NH Grass Drags and Watercross
- NH Outdoor Expo
- North Country Moose Festival
- Wild NH Day
- Winnie River Days





## Ways to get involved and spread the message:

- Include Wildly Responsible messaging in consumer outreach.
- Include Wildly Responsible logo on signage, website, etc.
- Wildly Responsible logo, brand guidelines and other resources available at <https://www.visitnh.gov/wildly-responsible/toolkit>
- Contact [wildlyresponsible@livefree.nh.gov](mailto:wildlyresponsible@livefree.nh.gov)



Let's be  
**Wildly Responsible!**

# Travel & Tourism Partners

reach

**TURNER**  
a fahlgren mortine company

DISCOVER  
*New  
England*

GYKANTLER

 **silvertech**  
intensely interactive. intelligently integrated.



 **SMARI**  
guiding change, inspiring confidence





New Hampshire Department of  
**BUSINESS AND  
ECONOMIC AFFAIRS**

**2025 BEA Partner Award**

**Ted Kitchens**

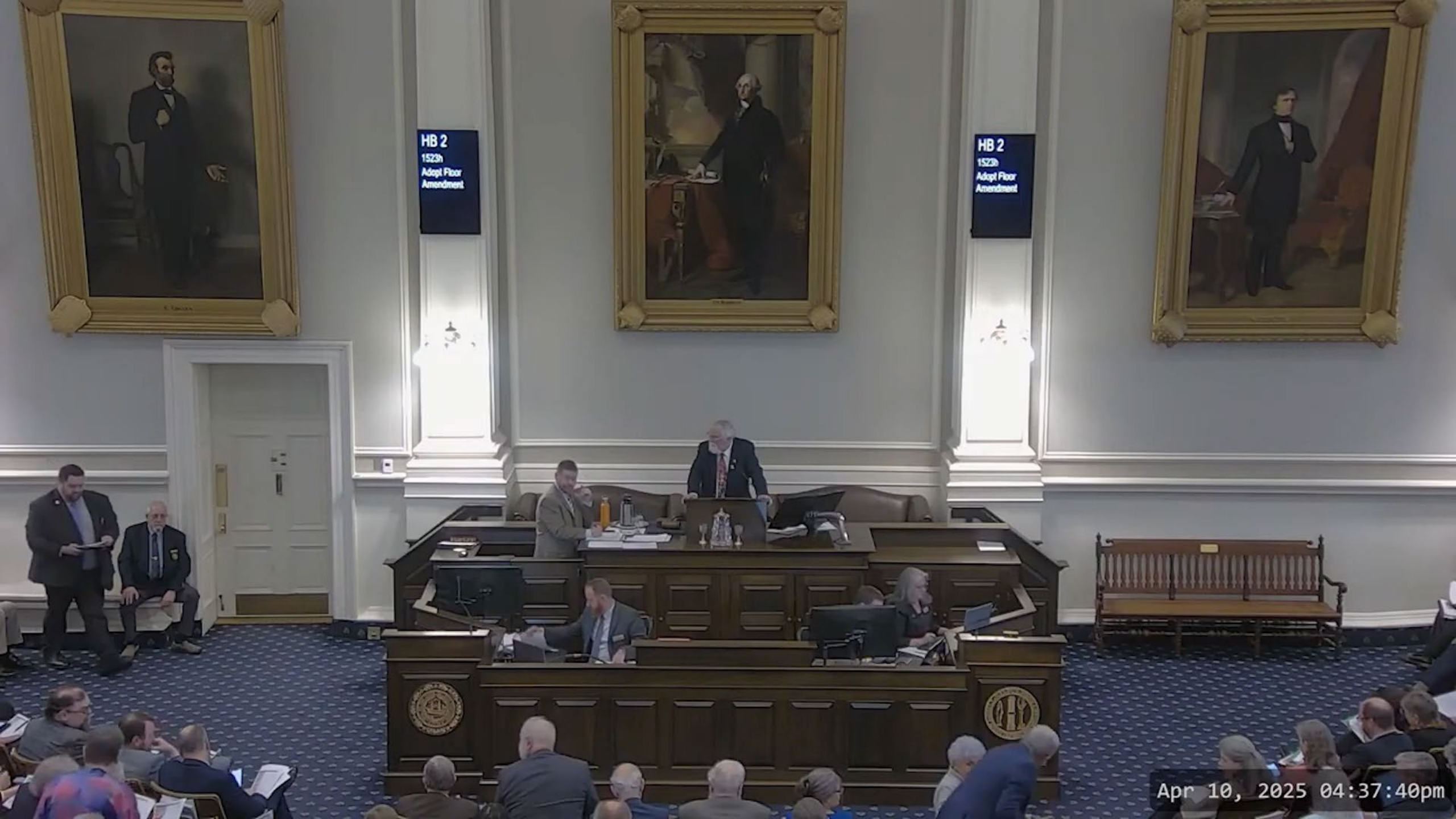






**New Hampshire**  
LIVE FREE

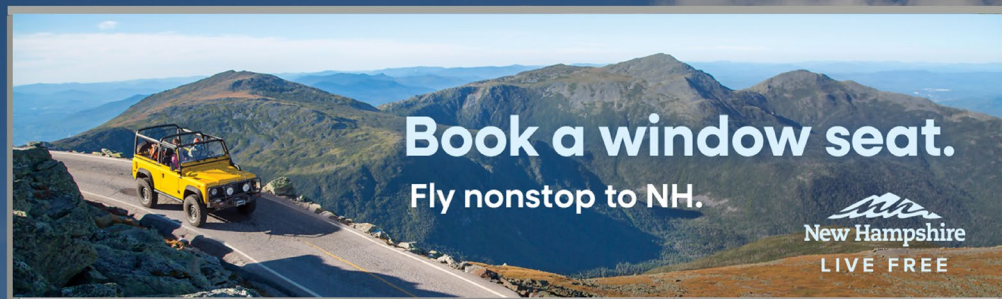
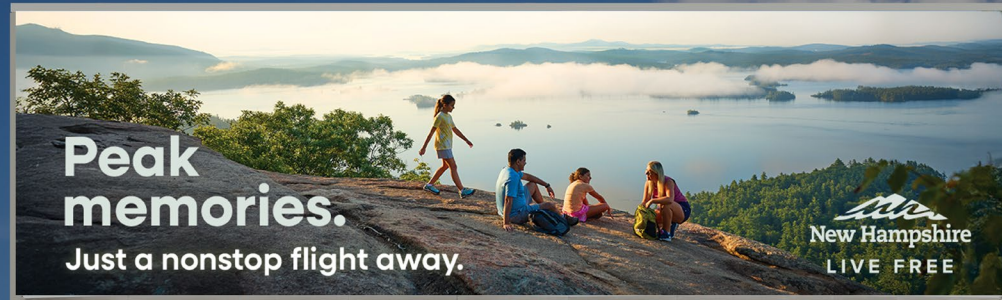




HB 2  
1520h  
Adopt Floor  
Amendment

HB 2  
1520h  
Adopt Floor  
Amendment

**PROUD**  
— TO BE —  
**603**



**2025  
SUMMER  
CAMPAIGN**









**Thank You  
For All You Do**