

**ATTACHMENT C**  
**Research/Resources**

Travel and Tourism Research: <https://www.visitnh.gov/industry-members/industry-resources/research>

Travel and Tourism Media Plans: <https://www.visitnh.gov/industry-members/industry-resources/media-plan>

U.S. Travel Association (USTA): [ustravel.org](http://ustravel.org)

Outdoor Industry Association: [outdoorindustry.org](http://outdoorindustry.org)