



**WELCOME TO NH
TRAVEL & TOURISM**

Who We Are

| | | |
|---|---|---|
|  <p>Lori Harnois Director</p> |  <p>Amy Bassett Deputy Director</p> |  <p>Brittany Littlefield Business Grant Administrator</p> |
|  <p>Kris Neilsen Communications Manager</p> |  <p>Stacy Geisler Digital Marketing Specialist</p> |  <p>Estlin McLellan Trade & Industry Relations Manager</p> |
|  <p>Ryan Vaughn Web Assistant</p> |  <p>Jocelyn Bouchard Marketing Assistant</p> |  <p>Grant Klene Digital & Graphics Manager</p> |
| |  <p>Jonathan Noury-Elliard Hospitality/ Tourism Business Specialist</p> | |

Division of Travel and Tourism

DTTD Programs

- ▶ State's Marketing and Advertising Efforts
- ▶ Public Relations
- ▶ Travel and Tourism Research
- ▶ Domestic and International Trade Relations
- ▶ Joint Promotional Program



Target Markets

- **Core Markets:**

- NH, MA, ME, CT, RI, NY

- **Road Trip Markets:**

- Eastern PA and NJ

- **International:**

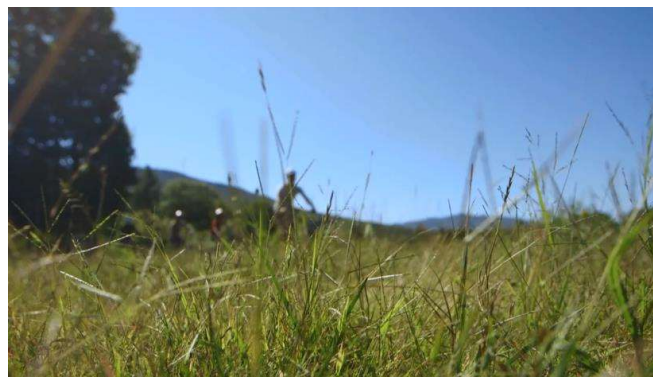
- Montreal and Quebec City Quebec





Summer 2023 Campaign

Activities Social Videos



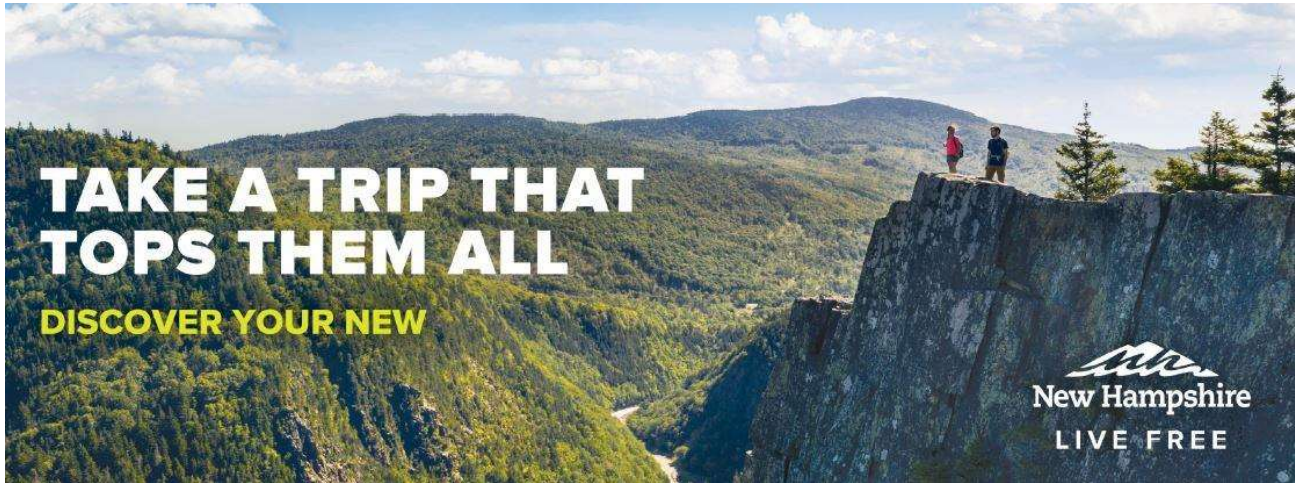
OOH Summer Creative



**5 MILLION-STAR
ACCOMMODATIONS**


DISCOVER YOUR NEW


New Hampshire
LIVE FREE



**TAKE A TRIP THAT
TOPS THEM ALL**

DISCOVER YOUR NEW


New Hampshire
LIVE FREE



**A ONE WAY TICKET
TO ADVENTURE**

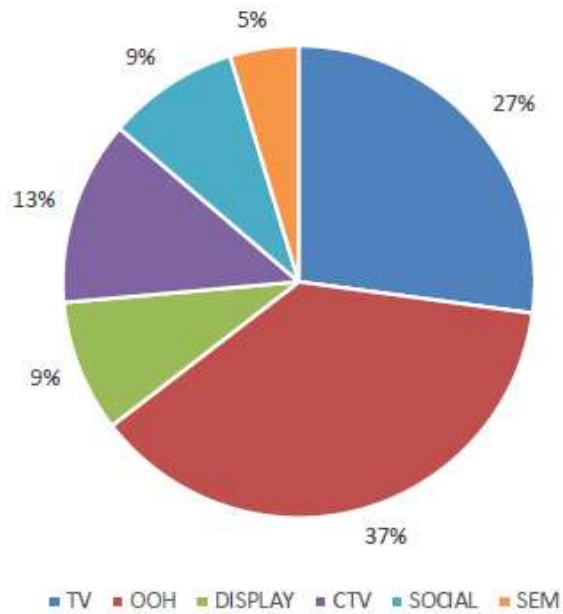
DISCOVER YOUR NEW


New Hampshire
LIVE FREE

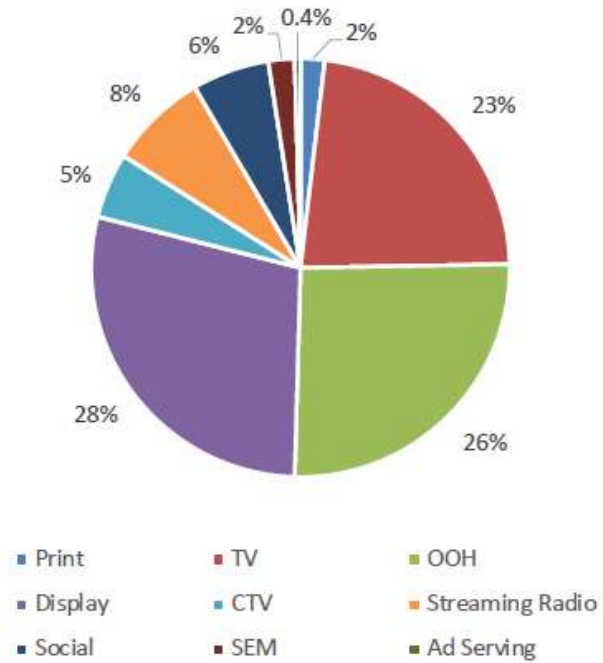


Media Tactics

MARCH APRIL BREAKOUT



MAY JUNE BREAKOUT



Return on Investment FY22

- Visitation: 9.9 Million
- Total Spending: \$4.9 Billion
- ROI: \$16

Great North Woods

- Visitation: 501,000
- Total Spending: \$99.2 Million

[Economic Impact Studies](#) on the Industry Members Section of Visitnh.gov

Public Relations



FamilyVacationist > Destinations > 10 Best New England Fall Foliage Vacations for Families

10 Best New England Fall Foliage Vacations for Families

These picturesque New England towns are tailor-made for fall getaways.

- 7 Best Jamaica Couples Resor...
- 10 Best Hotels for Festive...
- 7 Best U.S. Islands for Fa...
- 10 Best RV Road Trip Vacations f...



Autumn in New England is a spectacular time to get outdoors and enjoy the colorful quilt of leaves that blanket the region. As temperatures drop and days get shorter, families on New England fall foliage vacations can expect weather tailor-made for fresh-air activities like hiking, apple picking, and old-fashioned hayrides. And the crisp fall nights are just right for warming up by a bonfire, telling [spooky Halloween stories](#), and gazing at the stary night sky.



The Boston Globe



11. Great North Woods, New Hampshire



PHOTO: PICTURELAKE/GETTY IMAGES

Packed with serene and rugged wilderness, New Hampshire's Great North Woods lies just north of the White Mountains and just south of Quebec. Access the region on a road trip from Canada or southern New Hampshire. The Great North Woods is home to animals like moose, deer, bald eagles, and other rare birds. Activities include kayaking, canoeing, paddle boarding, hiking in Weeks State Park, and overnighting at cabins like the [Tall Timber Lodge](#) in Pittsburg, the northernmost town in New Hampshire.

Public Relations



New Hampshire **Hot Tips**
From New Hampshire Tourism

Hot Tip: What's New for 2024!

What's new with you? Are you opening a new lodging property or restaurant? Offering a new event, festival, or program? Has your business undergone any renovations, additions, or seasonal updates? Or do you have a special deal or offering for visitors? Maybe you're marking a milestone anniversary. If so, please share your news with us! This information will be used to pitch lifestyle media, including Travel + Leisure, Town & Country, Conde Nast Traveler and Afar, and others.

Information Requested:

- New openings
- Attraction updates, hotel offerings, renovations to your business
- New events, festivals, awards or accolades
- Business/Company
- Website
- Horizontal, high-resolution images with photo credit (if available)

Deadline is Friday, November 3, 2023 at 12:00pm. Send information to Kris.M.Neilsen@livefree.nh.gov with "What's New for 2024" in your subject line.

Industry Member Login 
Update your listing, add events, post packages & more

CHECK US OUT ON:



Don't Miss Out:

[Sign Up](#) For E-Newsletters in the Industry Members section of Visitnh.gov



**LEAVE
NO TRACE**



New Hampshire

LIVE FREE

NHLeaveNoTrace.com



NH Visitor's Guide



Great North Woods

REGIONAL OVERVIEW

GREAT NORTH WOODS

Table Rock, Divville Notch

New Hampshire's Great North Woods is an adventurer's paradise. An oasis of lush forests and pristine lakes, ponds, and rivers distinguish the land, posing the opportunity for endless discovery. The region is known for its vast network of off-roading trails, which extend over 1,000 miles and exist as the largest interconnected trail system in the Northeast.

3 Quick Facts

- Major Towns:** Pittsburg, Colebrook, Berlin
- Gateway to:** Quebec, Vermont, Maine
- The town of Pittsburg is the largest township in New England

NH Fan Favorites

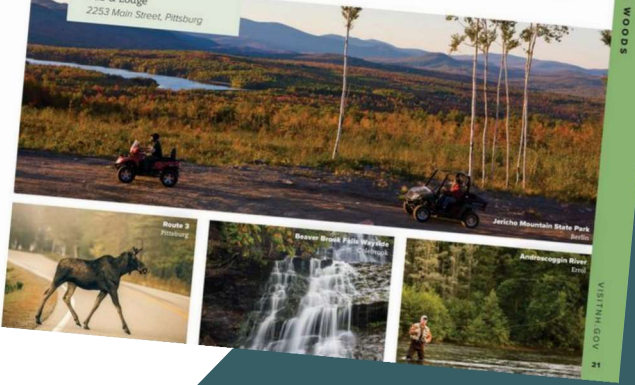
- Favorite Hike:** Table Rock, Divville Notch
- Budget-Friendly Activity:** Canoe/Kayak Rentals at Lake Francis State Park
- Favorite Hidden Gem:** Weeks State Park, Lancaster
- Favorite Spot to See Wildlife:** Moose Alley, Route 3

Weeks State Park

Into the Wild Road Trip Itinerary

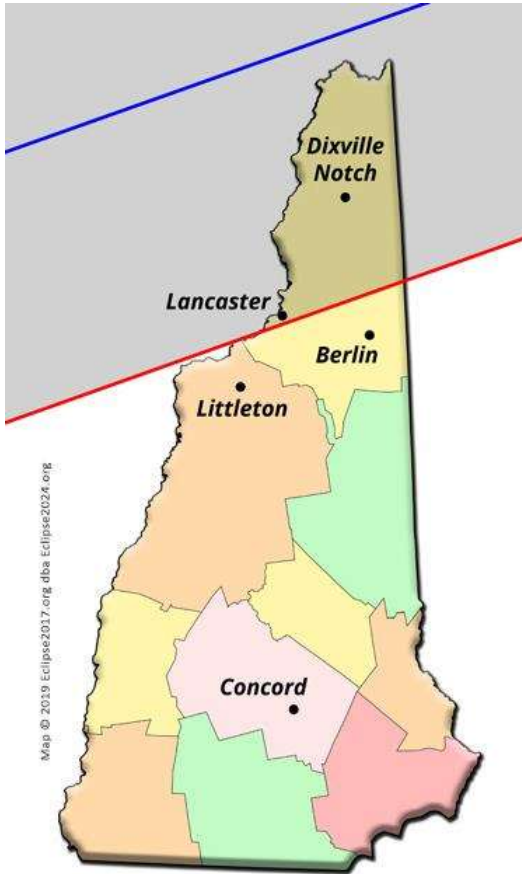
- 1 Gorham Moose Tours**
69 Main Street, Gorham
Embark on a guided moose tour, where local tour guides boasting a 97% success rate can practically guarantee a moose sighting for you!
- 2 Pontoon Wildlife Tour**
29 Upton Road, Erol
Let a local guide from Northern Waters Outfitters show you around the tranquil waters of Lake Umbagog, a National Wildlife Refuge.
- 3 Beaver Brook Falls Wayside**
432 Route 145, Colebrook
Visit one of New Hampshire's most majestic waterfalls at Beaver Brook Falls in Colebrook. Pack a picnic and enjoy the park's wide-open space in any season!
- 4 Fly Fishing Experience**
45 Stewart Young Road, Pittsburg
Enjoy a guided fly fishing outing in one of the Great North Wood's many lakes, rivers, and ponds with a certified outfitter from Lopstick.
- 5 Rent an ATV with Bear Rock Adventures**
2638 North Main Street, Pittsburg
Experience the expansive off-roading trail network where you'll get up close and personal with the region's lush forests and native wildlife.

- Stop 1** I.L.L. Cote Convenience & Outlet Store
7 Main Street, Erol
- Stop 2** Eat! Black Bear Tavern
151 Main Street, Colebrook
- Stop 3** Stay! The Buck Rub Pub & Lodge
2253 Main Street, Pittsburg



Great North American Solar Eclipse

Save the Date: April 8, 2024



Industry Member Resources

- [Industry Members Section](#) of VisitNH.gov
 - Create new account/login to your account
 - Post Events & Packages



TALL TIMBER LODGE

Lodging Details

609 Beach Rd., Pittsburg, NH 03592

[DIRECTIONS](#) [CALL](#) [EMAIL](#) [WEBSITE](#)



Tall Timber Lodge is located on the shore of Back Lake deep in the Great North Woods region of New Hampshire. Hike, bike, ATV, hunt, swim, kayak, snowmobile, snowshoe and wildlife watching on Moose Alley or just plain relaxing. We offer professional fly fishing & bird hunting guides, boat rentals and snowmobile rentals. Tall Timber has a variety of rental cabins available from luxury lakefront homes, cozy lodge nooks and comfortable cabins right on the Lake to modern and luxurious cabins set back in the woods, many with gas fireplaces and whirlpool tubs. Most rental cabins have well-equipped kitchens allowing guests to prepare their own meals. Enjoy fantastic dining at our award winning restaurant The

SEASONAL TRIPS | THINGS TO DO | PLACES TO STAY | DISCOVER YOUR NEW

Home | About Us | Events & Experiences | Search | Pumpkin Ravioli Cooking Techniques Class at Labelle Winery Amherst

LOGIN TO YOUR ACCOUNT

CREATE A NEW ACCOUNT

INDUSTRY RESOURCES

WORK TOGETHER

IN THE NEWS

ABOUT US

Event Details

10/25/2023 | 6:00 PM

245 NH 401
Amherst, NH 03031

[DIRECTIONS](#) [CALL](#) [EMAIL](#) [WEBSITE](#)

ABOUT US | IN THE NEWS | INDUSTRY RESOURCES | WORK TOGETHER

NH INDUSTRY MEMBERS

Find out what the Division of Travel and Tourism Development is doing to promote New Hampshire, receive trends in the visitor industry, marketing opportunities, research and events. Login to your account below to manage your visitnh.gov website listing and post events and packages or use the "Create a New Account" button to request a new listing for your property.

Industry Members Resources

LOGIN TO YOUR ACCOUNT

CREATE A NEW ACCOUNT

INDUSTRY RESOURCES

WORK TOGETHER

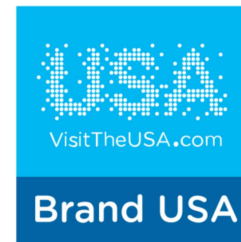
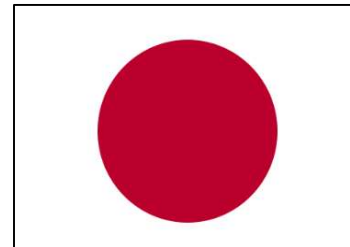
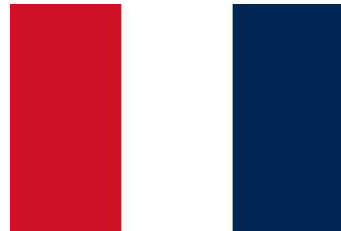
IN THE NEWS

ABOUT US

SIGN UP FOR INDUSTRY E-NEWSLETTERS

Industry Member Programs

- Domestic and International Travel Trade



Industry Member Resources

Office of Broadband Initiatives

Office of Outdoor Recreation Industry
Development

Invest NH

Office of Workforce Opportunities

Apex Accelerator

Joint Promotional Program

JPP – Joint Promotional Program is a 50% match grant program established to invest in tourism promotional initiatives.

Who is Eligible:

- ▶ Any organization that has been in existence for at least 3 years prior to applying.
- ▶ Must be registered and in good standing with NH Secretary of State
- ▶ Formed for the purpose of promoting travel and tourism to NH
- ▶ Examples: chambers of commerce, regional associations, statewide organizations

[More about eligibility, resources and guidelines](#) available in the Industry Members Section of Visitnh.gov

[Online Grant Application](#)

Q & A

Up Next: The Total Solar Eclipse!



New Hampshire

TOTAL SOLAR ECLIPSE

APRIL 8, 2024

2017 Solar Eclipse Research



Statewide Coordination



What's Next

How is the planning?

What are the concerns/challenges?

What are the opportunities?

What resources are needed?

How can we support?

NHSolarEclipse.com – Visitor Resource