



“Our theme for this year’s Governor’s Conference is ‘Think Like a Visitor, Act Like a Host,’ and there is no one better than Dennis Snow to set the tone on this important topic,” says NH Travel Council President Jan Barker. “It’s always important to conduct business with our visitors in mind, and when economic conditions are especially competitive, like now, it’s one of the ways we can distinguish ourselves without incurring added costs. His talk is reason enough to come to the Conference, and it’s just one part of the two day program.”

The conference curriculum includes a variety of learning formats, including keynote lectures by national experts such as Snow, informational programs presented by regional leaders and roundtable sessions where businesses can share successes and trails. There also is a selection of highly focused workshops where attendees learn specific skills that they can apply immediately to their operations and marketing, and teach to co-workers.

Among the events offered in conjunction with the Conference are a Farm/Sea-to-Restaurant dinner that highlights New Hampshire’s rich variety of locally sourced food, a multi-venue “Restaurant Week” promotion and an opportunity to visit “tourism in action” at various venues throughout the city.

Registration is now open for the Governor’s Conference on Tourism, at the Council’s website, www.nhtravelcouncil.com.