



SPECIAL ANNOUNCEMENT!



SALES BEGIN FOR TOURISM PUBLICATIONS AND WEB SITE

The New Hampshire Division of Travel & Tourism Development (DTTD) is pleased to announce that sales have begun for the 2008 Visitors Guide in addition to two new visitor publications. This set of user-friendly visitor publications will provide actionable content and photography promoting the state's variety of activities and visitor experiences. The new suite of products will include the Official 2008 New Hampshire Visitors Guide, as well as two new pieces, the In-State Visitors Handbook and the New Hampshire State Parks Guide.

This year's Visitors Guide will highlight genuine experiences and local gems, and differentiate New Hampshire from its neighboring states by uncovering what visitors - many of whom are within our drive market - are looking for or may not know about the Granite State.

The In-State Visitors Handbook will offer authentic content - giving play to some lesser-known New Hampshire places - to reinforce the state firmly in consumers' minds. The book will act as a handy travel companion for visitors as they move within the state, showcasing its authentic character. Road trips will detail local and regional writers' first-person experiences and will be paired with advertising that provides mini profiles about unique New Hampshire-owned and operated businesses. These ads will create an interesting read for visitors, but offer advertisers a truly unique way to tell their stories. A themed section will be broken down by specific niche subject matter and will be complemented by formatted ads open to any tourism-related business.

The digest-size New Hampshire State Parks Guide will be a highly functional publication that, through content and design, will promote our state-owned historic sites and the unique attributes and amenities of state parks to outdoor enthusiasts.

In addition to print publications, the newly re-designed visitnh.gov website brings out the vibrant beauty of New Hampshire. Inspiring scenes of the state's magnificent landscape are coupled with easy-to-use planning tools that help visitors plan their ideal trip.

John Vitolo, New Hampshire-based destination specialist for publisher Miles Media, will meet with businesses around the state to develop unique advertising programs suited to individual needs. Vitolo most recently served as associate publisher for New Hampshire-based Yankee Magazine and has 15 years of advertising experience including positions at Conde Nast Traveler, Bon Appetit, and Good Housekeeping. Those interested in more information should contact Vitolo directly at john.vitolo@milesmedia.com or call 603-432-2662.

New Hampshire businesses interested in prime positions in the Official 2008 New Hampshire Visitors Guide and the In-State Visitors Handbook are encouraged to contact John Vitolo by Friday, September 14, as these placements are typically over-subscribed.