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## TENTH NEW HAMPSHIRE GRAND ADVENTURE APPROVED

Coos County, N.H. – At a monthly meeting on December 21, the Brand Leadership Team of the NH Grand marketing project voted to name dog sledding as the tenth “Grand Adventure.” Dog sledding now joins the nine previous Grand Adventures named in August such as the Snowmobile Highway from Jefferson to Pittsburg; Bretton Woods Canopy Tour and the Northern Forest Canoe Trail.

“We are pleased to increase the number of Grand Adventures available in Coos County,” said Northern NH Project Manager, Samantha Kenney Maltais. “Eventually, we would love to see the ten Grand Adventures turn into 30. This will give our visitors a reason to come from farther destinations and to stay longer, which means more money for our small businesses.”

The criteria for a Grand Adventure were created in March of this year by international rural tourism development specialist, Roger Brooks of Destination Development, after several trips to the area and meetings in Berlin, Whitefield, Lancaster, and Colebrook. The criteria are designed to determine the activities that would be worth a 3-4 hour drive from the target market of Boston or Montreal. It was also developed to ensure the best possible experience for the visitor.

To become a Grand Adventure; businesses must meet the following criteria: have at least one national or two regional media mentions; have a 3 to 1 ratio or positive to negative commentary on consumer sites such as Trip Advisor; must be different, better, first or bigger compared to a similar business within a 3-4 hour driving radius of Boston or Montreal; be available 60 days per year; be activity-based; and if applicable, have established safety guidelines marketed in literature.

Of the businesses offering dog sledding in Northern New Hampshire, two were vetted and found to meet these criteria. Muddy Paw Sled Dog Kennel offers several locations in northern NH including the Rocks Estate in Bethlehem and the Omni Mount Washington Resort. White Mountain Sled Dog Adventures runs from the Mountain View Grand in Whitefield.

“Muddy Paw Sled Dog Kennel ([www.dogslednh.com](http://www.dogslednh.com)) is excited to offer the 10th Grand Adventure,” said Karen Tolin, Muddy Paw Kennel Manager. “This new NH Grand

Initiative is an exciting way for our guests to learn about all the amazing things a visit to our area offers.”

“Dog sledding has deep roots in North Country history, and Muddy Paw Sled Dog Kennel offers adventures that take our guests on truly authentic experiences at three exciting NH locations,” said owner Neil Beaulieu. “At all of our locations, guests are encouraged to pet the dogs, help harness a team, and even drive a sled (at musher discretion for guest and dog safety of course). We try to make dog sledding accessible to everyone and a truly once in a lifetime, hands on, interactive experience.”

“Muddy Paw Sled Dog Kennel and White Mountain Sled Dog Adventures offer great experiences for north country visitors. We recognize that there are still probably several more dog sledding businesses that have not come forward yet or submitted the paperwork to meet the criteria,” said Mrs. Kenney Maltais. “When another business comes forward that meets the guidelines, it will be added to the list of businesses offering this adventure.”

So what can businesses do to become involved in the marketing project if they don’t meet the criteria to become a Grand Adventure?

“We are about marketing the entire county, not just one economic or geographic piece of it,” said Mrs. Kenney Maltais. “Almost 80% of all visitor spending takes place in what are called, ‘diversionary activities.’ These are the retail shops, dining establishments and entertainment businesses that visitors want to go to after they are done with their activities for the day. We made a category for these types of businesses called, Best of.”

Mrs. Kenney Maltais also added that the Brand Leadership Team is looking at ways to highlight special, locally owned lodging facilities as well.

So what do you do if your business doesn’t fit in these categories?

“Every business is given an opportunity to get a free listing on the new [www.nhgrand.com](http://www.nhgrand.com) website, whether they are recognized as a Grand Adventure, Best Of, or not,” said Mrs. Kenney Maltais. “We are about elevating the economic status of the whole county, not just a certain few.”

For more information on the Northern N.H. marketing efforts, becoming a Grand Adventure, Best of, or registering your business on the website, please contact Samantha Kenney Maltais at (603) 788-2700 ext. 40 or [Samantha@ncic.org](mailto:Samantha@ncic.org).