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FOR IMMEDIATE RELEASE

NEW COUNTY-WIDE TOURISM WEBSITE LAUNCHED

Coos County, N.H. – The Northern New Hampshire Branding project was pleased to announce the launch of Coos County’s first comprehensive tourism website, www.nhgrand.com, on Friday, November 13.

“For the first time Coos County will have an all-inclusive website that will provide tourists with all the information they need to plan their vacations to Northern N.H.,” said Cathy Conway, VP of Economic Development at the Northern Community Investment Corporation, the company overseeing the project. “This is a very exciting opportunity for us.”

The website will feature “Pick your Season” and “Pick your Passion” options for the user as well as searches by type of activity, restaurant or lodging establishment and by radius. The site also features a section for industry members that will help connect northern New Hampshire businesses with marketing, advertising and educational opportunities throughout the region and the state. A virtual press room will aid in getting the information about Northern N.H. to New England and beyond.

“We have so many things here in Coos County that would impress any traveler,” said Samantha Kenney Maltais, the Northern NH Branding Project Manager. “This website will give us the tool we need to connect with the 80% of all travelers who use internet to plan that plan their vacations.”

To form a larger list of searchable businesses, N.H. Grand asks that owners register their businesses in the industry section. The listing is free and listings on the www.nhgrand.com site will automatically populate the State of N.H.’s official tourism site, www.visitnh.gov. In addition to the traffic on this new Coos website, all tourism businesses who are not currently listed on www.visitnh.gov will automatically be listed – giving exposure to the more than 2 million unique visitors who use state tourism site,” Said Alice DeSouza, Director of Travel & Tourism. ‘We are so pleased to see Coos County get the prominence it deserves in the promotion of New Hampshire.’

“This is a great opportunity for our businesses – large and small,” said Kenney Maltais. “Not only can visitors search for these businesses, but a mapping feature will also create

a route with several destination points, making it quick and easy for the visitor to reach the business' front door.”

Through collaboration with Peter Riviere at Coos Economic Development Corporation (CEDC) all www.northnh.com traffic will automatically be pointed to this new site, again, providing more exposure to all the tourism businesses listed on the site.

The www.nhgrand.com site was developed by Silvertch of Manchester, N.H. Silvertch is also the developer of sites for companies such as Life is Good and Miss America Pageant.

For more information on the Northern N.H. marketing efforts or registering your business on the website, please contact Samantha Kenney Maltais at (603) 788-2700 ext. 40 or Samantha@ncic.org.