



Contact: Samantha Kenney Maltais
Title: Northern NH Branding Project Manager
Address: 1 Middle Street, Suite 201
Lancaster, NH 03584
Phone: (603) 788-2700 ext. 40
E-mail: Samantha@ncic.org

FOR IMMEDIATE RELEASE

NORTHERN NH BRANDING ANNOUNCES INFORMATION FOR SITE LAUNCH

Coos County, N.H. – On November 9, Northern N.H. will occupy a “grander” piece of the World Wide Web. The county’s first comprehensive tourism website, under the new brand of “Grand Resorts, Grand Adventure” will be released to the public.

The new site, designed by Silvertch of Manchester, NH, will feature a “Pick Your Season, Pick Your Passion” option for the visitor as well as search options for what to do, where to stay, and where to eat.

“Since 94% of the United States population has access to the internet and 85% use it as a resource to plan their vacations, it was important that Northern N.H. had a presence on the web,” said Samantha Kenney Maltais, the Northern N.H. Branding Project Manager. “It was crucial to brand ourselves as a world-class tourism destination and to bring the visitor in.”

In addition to the general topics available on a tourism site, there will be an industry members section, a press room for the media, itineraries for visitors, a list of the eight Grand Adventures noted to date, and a list of dining establishments, retail shops, and entertainment businesses that have been certified as the “Best of NH Grand.” These are the businesses that really “raise the bar” and are known for their excellent product, customer service, and curb appeal.

“The Grand Adventures are the attractions that are going to get people to make the drive to the area, but what we really need now are business listings,” said Kenney Maltais. “Visitors tend to spend a majority of their money (80%) in what are called “diversionary activities. These are restaurants, retail shops, and businesses that may not be on the Best Of list, but are definitely worth a visit during our tourists stay in New Hampshire.”

Kenney Maltais explained that because the NH Grand site will be hosted on the same server as the State of N.H.’s official tourism site, VisitNH.gov, NH Grand is able to use the listings that the State has accrued to date. When the Northern NH site launches on November 9th, it will automatically list all of the businesses in the county that are signed up through the State’s website.

”There are a significant number of businesses that have not taken advantage of listing their business on the VisitNH.gov website. We hope to attract as many businesses as possible to this listing to increase their visibility to potential customers,” said Kenney Maltais.

According to Stacey Bell from the State Department of Travel and Tourism, a business first must check to see if it has a listing. They may do this by e-mailing Stacey at Stacey.bell@dred.state.nh.us. If a business has never asked for a listing in the past, it must send an e-mail to data@milesmedia.com, the data company contracted through the State, with their business name and address. A representative at Miles Media will respond with a log-in name and password. The business is then able to go to the Visitnh.gov site to edit their contact information and write a description.

“It is important that businesses take advantage of this listing program,” said Kenney Maltais. “Not only does the State use the online listing for the web, but the NH Guidebook listings also come from this resource.”

To nominate a “Grand Adventure” or a “Certified Best of New Hampshire Grand” business, please contact Samantha Maltais at (603) 788-2700. She can also be reached by e-mail at Samantha@ncic.org. To receive frequent updates about the NH Grand Branding Project, please become a fan of NHGrand on Facebook.