

News

Travel and Tourism on FaceBook

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The New Hampshire Division of Travel and Tourism Development (DTTD) launched a Facebook Fan Page.

"We are always looking for cost effective and creative ways to promote all that New Hampshire has to offer," said Tai Freligh, communications manager for DTTD. "Social media tools like Facebook and Twitter are additional ways to communicate with our visitors and industry members. With millions of people becoming fans of Facebook pages each day, it made perfect sense to extend our reach into this area."

The VisitNH page features seasonal videos, celebrity and fan photos from the current summer promotion, "The NH Dream Vacation Scavenger Hunt," unique events and more. The page also offers fans a personal connection, enabling them to interact with the state, upload their NH photos and videos and find information specific to their interests.

"Social media is a key component of Travel & Tourism's integrated marketing and communications strategy, utilizing traditional and new media channels to attract visitors to the state," said E.J. Powers of Montagne Communications, the firm now handling public relations initiatives for DTTD.

In addition to its social media initiatives, the DTTD has announced several upgrades to its Web site, www.visitnh.gov. Some of the improvements include: Visitors with web-enabled cell phones can access web pages designed specifically for on-the-go travelers, including searchable lodging and restaurant listings and an events calendar; Expanded itineraries, including three new motorcycle routes; and the Home Page now offers links to Twitter, Flickr and Facebook for those visitors wishing to document their trip with tweets, videos and photo uploads.

"As more and more travelers use the Internet to research and plan their vacations, our goal is to continuously add upgrades and new travel tools," said Alice DeSouza, director of the NH Division of Travel and Tourism Development. "Making our site even more convenient to use, whether you're traveling to New Hampshire or within New Hampshire, is an ongoing journey – just like the adventure of discovering all there is to do in New Hampshire."

According to recent research by the Travel Industry Association, six out of 10 tourists plan to comparison shop for prices and rates specifically on the Internet.

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