

YOUR MEMBER BENEFITS WITH WHITE MOUNTAINS ATTRACTIONS



VISITWHITEMOUNTAINS.COM ONLINE LISTING

Your business listing with photo connects you with close to 1 million website visitors annually. VisitWhiteMountains.com is responsive, meaning it adapts to all screen sizes: desktop, laptop, tablet, and smartphone, so your business will be easily seen by those planning a trip and those who are already in-destination. (Additional Digital Advertising opportunities available, see page 3).



WHITE MOUNTAINS TRAVEL GUIDE AND MAP & GUIDE LISTING

Your membership includes a free listing in the White Mountains Travel Guide and the White Mountains Map & Guide. With a circulation of over 500,000, these guides are mailed to nearly 20,000 inquiries and distributed throughout the White Mountains to over 250 locations, as well as to the NH State Welcome Centers, and up and down the Northeast corridor. (Reserve a full-color Travel Guide ad for more visibility).



WHITE MOUNTAINS VISITOR CENTER

Our visitor center sees upwards of 100,000 domestic and international visitors annually. We boast a friendly and knowledgeable front desk staff, gift shop, member and regional brochures, informational displays, and the White Mountain National Forest Interpretive Center. As a member you may display your brochure or rack card in our visitor center brochure room.



DISCOUNTED BROCHURE DISTRIBUTION TO NH STATE WELCOME CENTERS

We are one of only two brochure distributors approved to distribute to the NH State Welcome Centers. Members of White Mountains Attractions receive a discount on this service.



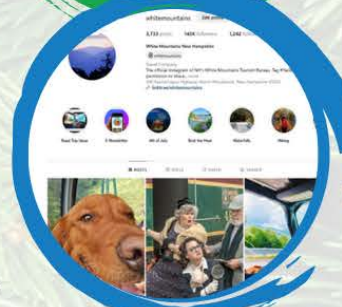
DIRECT SALES REPRESENTATION AT GLOBAL TRAVEL & TRADE SHOWS

Our staff attends Consumer and Group Travel shows along the East Coast and internationally to promote the White Mountains to international and domestic travelers. Shows include The Big E Expo, Montreal Outdoor Travel Show, American Bus Association, Travel & Adventure Shows, the NH Camping & RV Show, and the Discover New England Summit (just to name a few).



MARKETING AND COMMUNICATIONS

Thanks to the strong support from our Board of Directors, comprised of the area's 17 Major Attractions, \$1 million per year is spent on advertising. This includes investments in digital, broadcast, and print that builds consumer awareness. Our communications team promotes the White Mountains community to over 300,000 social media followers across multiple platforms including Facebook, Instagram, X, and TikTok. Our Trip Ideas blog, Itineraries, and e-newsletters showcases our members with engaging digital content.



ATTRACTIONS PASSBOOK

As a member, your business will receive a complimentary passbook to visit our 17 Major Attractions. This is an invaluable way for your staff to educate themselves on what our Attractions offer and in turn, share that knowledge with your guests. (Additional passbooks are available for purchase. Contact us to find out how.)

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