

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 11 NH Welcome Centers, and up and down the Northeast corridor. (Reserve a full-color ad in our Travel Guide 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, a gift shop, member and regional brochures, informational displays, and the White Mountain National Forest Interpretive Center. One of your member benefits is a space for your brochure or rack card.



DISCOUNTED BROCHURE DISTRIBUTION TO NH STATE WELCOME CENTERS

We are one of only two brochure distributors approved to distribute to the 11 NH State Welcome Centers. As a member of White Mountains Attractions, you 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 Major Attractions, we are spending \$1 million per year on advertising. This includes investments in digital, broadcast, print, and brochure distribution that builds consumer awareness. Our communications team promotes the White Mountains community across multiple platforms. We have over 300,000 social media followers on Facebook, Instagram, X (Twitter), TikTok, and Pinterest. Our Trip Ideas blog, Itineraries, and e-newsletters give visitors and locals an insider's perspective on what's happening in the White Mountains. Our team showcases our members with engaging digital content that highlights the White Mountains experience. (Ask us about sponsorship opportunities across our digital channels!)



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