



New Hampshire Launches Statewide Marketing Campaign

Residents Encouraged to Support Local Restaurants, Lodging Properties, and Retailers

CONCORD, N.H. (January 29, 2021) – New Hampshire’s Governor along with economic development and tourism officials are launching a statewide marketing campaign in an effort to boost the state’s local businesses as they navigate through the devastating economic toll of the COVID-19 pandemic. Entitled “Support Local: Go the Extra Mile,” the integrated campaign launched this month and will run through March via advertisements on billboards, television spots, and social media.

The campaign stresses the importance of shopping, dining, and staying locally and encourages residents to patronize small businesses. A dedicated website with comprehensive listings of New Hampshire businesses as well as other resources will be available upon the launch.

“Now, more than ever, our small businesses need our support,” said Governor Chris Sununu. “We’re calling on New Hampshire residents to support their community, and other communities around the state in this effort. So many restaurants and retailers have gone above and beyond to stay open, and now it’s time for us to do what we can to support them.”

With no sales tax and seven [distinct regions in the state](#) that are all easily accessible, residents and visitors can take advantage of the variety within proximity found in New Hampshire.

“We are fortunate to live in a state that has a diverse collection of independent businesses from world-class restaurants, boutiques and inns, to breweries and service providers,” said Commissioner Taylor Caswell of the Department of Business and Economic Affairs. “The New Hampshire way is to support our neighbors. In this case, these neighbors are local business owners, and they need our help now more than ever. When you can help support them by eating, shopping and staying locally.”

“Because we don’t have a sales tax, retail sales in our state are so much more important and so much larger per capita than in other states,” said Nancy Kyle, president and CEO of the New Hampshire Retail Association. “These places have made a commitment to our communities, they are brick and mortar, they’re contributing to your Little League team, and they’re there for you. And it’s time for us to be there for them.”

According to Mike Somers, president/CEO of the New Hampshire Lodging & Restaurant Association, the “Support Local; Go the Extra Mile” initiative comes at a crucial time for the industry.

“While the resiliency, resourcefulness, and fierce determination of our industry has been on full display during these challenging times, we need the support of everyone in the state right now,” said Somers. “The people of New Hampshire are hard-working, generous and caring, and we need that spirit more than ever so we can continue to offer the great dining, lodging and services they’ve come to love and depend on.”

For more information, visit SupportLocal603.com. Examples of the “Support Local: Go the Extra Mile” creative can be found [here](#).

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ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

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