



PRESS RELEASE

For Immediate Release

**New Hampshire Tourism Director Nominated as Finalist
for State Tourism Director of the Year**

Concord, N.H. – (Aug. 28, 2023) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) proudly announces New Hampshire Travel and Tourism Director, Lori Harnois was a finalist for the State Tourism Director of the Year Award. The award recognizes a tourism director that has demonstrated leadership in influencing the improvement of a state’s travel and tourism profile.

Harnois was nominated by other state tourism directors and was presented as one of three finalists for the award.

“Under Lori’s stewardship, the state’s tourism industry continues to thrive and grow,” said Department of Business and Economic Affairs Commissioner Taylor Caswell. “New Hampshire is fortunate to have Lori’s leadership and we couldn’t be prouder to have her nominated for this prestigious award.”

This is Harnois’ second term serving as New Hampshire’s Tourism Director, appointed by Governor Sununu in January of 2020. In her current role, she oversees all the state’s communication and marketing efforts, including tourism, economic development, housing, workforce, and broadband expansion efforts. She also oversees the strategic direction of the DTTD, including all promotional campaigns. She develops strategies to support business and workforce recruitment, using marketing and branding created for tourism to drive workforce development and strengthen the state’s growing economy. As a result of these efforts, New Hampshire has seen population growth in all ten counties and has the highest net migration rate of all New England.

“It’s truly humbling to have been nominated for this distinction,” said Harnois. “It is an honor to represent New Hampshire and lead the work that is helping to grow our state’s economy.”

The winner of the State Tourism Director of the Year was announced at the U.S. Travel Association’s 2023 Educational Seminar for Tourism Organizations (ESTO) Conference last week in Savannah, Georgia.

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ABOUT THE NH DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Business and Economic Affairs, 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. Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow the #LiveFreeNH tag to see what other people are saying about New Hampshire.