

FAMILY TRAVEL TO MT WASHINGTON VALLEY, NH REPORT

FAMILY TRAVEL ASSIGNMENT

DATE OF VISIT	TRAVEL PARTNERS	PREPARED BY
February 21, 2016	Mt Washington Valley Chamber of Commerce, King Pine Ski Area at Purity Spring Resort, Snowvillage Inn, Nordic Village Resort, Cranmore Mountain Resort	Jennifer Auer

OVERVIEW OF FAMILY TRAVEL ASSIGNMENT

Jennifer Auer, from Jersey Family Fun, and family visited the Mt Washington Valley, New Hampshire area from Sunday, February 21, 2016 through Friday, February 26, 2016 for the purpose of covering ski lessons, family attractions, and lodging in order to promote family travel to the Mt Washington Valley area across the Jersey Family Fun site and social media channels.

RESULTING FEATURE ARTICLES ON JERSEY FAMILY FUN

TITLE	LINK
Eat, Stay, and Play in Mt Washington Valley New Hampshire	http://www.jerseyfamilyfun.com/eat-stay-and-play-in-mt-washington-valley-new-hampshire/
Learning to Ski At King Pine at Purity Spring Resort	http://www.jerseyfamilyfun.com/learning-to-ski-at-king-pine-at-purity-spring-resort/
5 Awesome Ways to Spend a Winter Day at Cranmore Mountain	http://www.jerseyfamilyfun.com/5-awesome-ways-to-spend-a-winter-day-at-cranmore-mountain/
Purity Spring Resort – Mt Washington Valley Family Friendly Lodging	http://www.jerseyfamilyfun.com/purity-spring-resort-family-friendly-lodging-in-mt-washington-valley/
Nordic Village Resort – Mt Washington Valley Family Friendly Lodging	http://www.jerseyfamilyfun.com/nordic-village-resort-family-friendly-lodging-in-mt-washington-valley/
Mt Washington Valley Restaurants & Dining Options	http://www.jerseyfamilyfun.com/mt-washington-valley-restaurants/

SOCIAL MEDIA MENTIONS

FACEBOOK LINK	DATE	TYPE	ENGAGEMENT NOTES
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153511522385745/?type=3	3/15	Pic w/li	
https://www.facebook.com/JerseyFamilyFun/videos/10153508403940745/	3/14	Vid	282 views
https://www.facebook.com/JerseyFamilyFun/photos/a.10153459391670745.1073742342.71658875744/10153507653160745/?type=3	3/13	Pic w/li	
https://www.facebook.com/JerseyFamilyFun/videos/10153468581325745/	2/26	Vid	225 views
https://www.facebook.com/JerseyFamilyFun/videos/10153468270285745/	2/26	Vid	133 views
https://www.facebook.com/JerseyFamilyFun/videos/10153468044660745/	2/26	Vid	40 views
https://www.facebook.com/JerseyFamilyFun/videos/10153467382855745/	2/25	Vid	63 views
https://www.facebook.com/JerseyFamilyFun/photos/a.393202595744.162698.71658875744/10153466957610745/?type=3	2/25	Pic	
https://www.facebook.com/JerseyFamilyFun/videos/10153466752800745/	2/25	Vid	150 views
https://www.facebook.com/JerseyFamilyFun/videos/10153466581155745/	2/25	Vid	182 views
https://www.facebook.com/JerseyFamilyFun/videos/10153465301860745/	2/24	Vid	199 views
https://www.facebook.com/JerseyFamilyFun/videos/10153461595835745/	2/22	Vid	174 views
https://www.facebook.com/JerseyFamilyFun/videos/10153460637080745/	2/22	Vid	252 views
https://www.facebook.com/JerseyFamilyFun/videos/10153459372565745/	2/21	Vid	32 views
https://www.facebook.com/JerseyFamilyFun/videos/10153459320105745/	2/21	Vid	335 views
https://www.facebook.com/media/set/?set=a.10153459391670745.1073742342.71658875744&type=3		Alb	
https://www.facebook.com/media/set/?set=a.10153465398640745.1073742345.71658875744&type=3		Alb	
https://www.facebook.com/media/set/?set=a.10153505433615745.1073742352.71658875744&type=3		Alb	
https://www.facebook.com/media/set/?set=a.10153467440860745.1073742346.71658875744&type=3		Alb	
https://www.facebook.com/media/set/?set=a.10153465386150745.1073742344.71658875744&type=3		Alb	
https://www.facebook.com/media/set/?set=a.10153461558235745.1073742343.71658875744&type=3		Alb	

INSTAGRAM LINK	DATE	TYPE	ENGAGEMENT NOTES
https://www.instagram.com/p/BC6jr35hRwA/	3/13/16	Picture	18 likes
https://www.instagram.com/p/BC6K1LCBR9b/	3/13/16	Picture	24 likes
https://www.instagram.com/p/BCRQm-phR2H/	Early March	Video	17 likes
https://www.instagram.com/p/BCQkrI9BRxV/	Early March	Video	29 likes
https://www.instagram.com/p/BCQRBmqhR4Q/	2/26/16	Picture	16 likes
https://www.instagram.com/p/BCOtIOShRyi/	2/25/16	Picture	18 likes
https://www.instagram.com/p/BCOnTPnhR5y/	2/25/16	Picture	20 likes
https://www.instagram.com/p/BCOgoUiBR D/	2/25/16	Picture	25 likes
https://www.instagram.com/p/BCOQx3NBRwm/	2/25/16	Picture	22 likes
https://www.instagram.com/p/BCONZqPBR6M/	2/25/16	Picture	14 likes
https://www.instagram.com/p/BCOFKteBR5F/	2/25/16	Picture	13 likes
https://www.instagram.com/p/BCN3M40hR90/	2/24/16	Picture	22 likes
https://www.instagram.com/p/BCNxAlGBRxa/	2/24/16	Picture	12 likes
https://www.instagram.com/p/BCMJBd-hR1p/	2/24/16	Picture	17 likes
https://www.instagram.com/p/BCMJBd-hR1p/	2/24/16	Picture	10 likes
https://www.instagram.com/p/BCLw3snhR7c/	2/23/16	Picture	21 likes
https://www.instagram.com/p/BCLvIHdBR3i/	2/23/16	Picture	8 likes
https://www.instagram.com/p/BCLdiLEhR1V/	2/23/16	Picture	9 likes
https://www.instagram.com/p/BCLWyr5hR4K/	2/23/16	Picture	19 likes
https://www.instagram.com/p/BCK TUchR62/	2/23/16	Picture	14 likes
https://www.instagram.com/p/BCIq9UohR4U/	2/22/16	Picture	20 likes

https://www.instagram.com/p/BCIqeDpBR3k/	2/22/16	Pict ure	13 likes
https://www.instagram.com/p/BCIgN10BR3V/	2/23/16	Pict ure	10 likes
https://www.instagram.com/p/BCJZ3LdhR9q/	2/23/16	Pict ure	6 likes
https://www.instagram.com/p/BCITL1thRy/	2/23/16	Pict ure	14 likes
https://www.instagram.com/p/BCIyRHGhR15/	2/23/16	Pict ure	25 likes
https://www.instagram.com/p/BCIxMJ3BRzH/	2/23/16	Pict ure	24 likes
https://www.instagram.com/p/BCEoz45hR9W/	2/21/16	Pict ure	23 likes
https://www.instagram.com/p/BCEpkPrBR-5/	2/21/16	Vide o	18 likes
https://www.instagram.com/p/BCFtPpthRwg/	2/22/16	Pict ure	20 likes
https://www.instagram.com/p/BCGLuUFhR S/	2/22/16	Pict ure	14 likes
https://www.instagram.com/p/BCGN5wZBRz1/	2/22/16	Vide o	9 likes
https://www.instagram.com/p/BCGRxWVBR6/	2/22/16	Pict ure	11 likes
https://www.instagram.com/p/BCGWRx1hR0-/	2/22/16	Pict ure	11 likes
https://www.instagram.com/p/BCGiYIXBR-R/	2/22/16	Pict ure	25 likes
https://www.instagram.com/p/BCHVwWkhR5k/	2/22/16	Pict ure	17 likes
https://www.instagram.com/p/BCEonSIBR8-/?taken-by=jerseyfamilyfun	2/21/16	Pict ure	22 likes
TWITTER LINK	DATE	TYPE	ENGAGE MENT NOTES
https://twitter.com/jerseyfamilyfun/status/709826266078310400	3/15/16	Pic w/li nk	309 impress ions
https://twitter.com/JenniferAuer/status/709747382880178177	3/15/16	Pic w/li nk	
https://twitter.com/JenniferAuer/status/709231385542836225	3/13/16	Ret weet	
https://twitter.com/jerseyfamilyfun/status/709209482572730369	3/13/16	Vide o	568 impress ions

https://twitter.com/Jerseyfamilyfun/status/709208676838596608	3/13/16	Video	274 impressions
https://twitter.com/Jerseyfamilyfun/status/703377598043258880	2/26/16	Video	162 impressions
https://twitter.com/Jerseyfamilyfun/status/703281954247069696	2/26/16	Video	459 impressions
https://twitter.com/JenniferAuer/status/703238650449043456	2/26/16	Picture	
https://twitter.com/Jerseyfamilyfun/status/703017764466913281	2/25/16	Picture	
https://twitter.com/JenniferAuer/status/702353338428497920	2/23/16	Retweet	
https://twitter.com/JenniferAuer/status/702353138750263297	2/23/16	Retweet	
https://twitter.com/JenniferAuer/status/702352321221672960	2/23/16	Retweet	
https://twitter.com/Jerseyfamilyfun/status/702308919281061888	2/23/16	Picture	270 impressions
https://twitter.com/Jerseyfamilyfun/status/702307847976165376	2/23/16	Picture	210 impressions
https://twitter.com/Jerseyfamilyfun/status/702213408117149701	2/23/16	Picture	303 impressions
https://twitter.com/JenniferAuer/status/701849955997188096	2/22/16	Text	
https://twitter.com/Jerseyfamilyfun/status/701819257806594048	2/22/16	Picture	288 impressions
https://twitter.com/Jerseyfamilyfun/status/701750993332133888	2/22/16	Picture	280 impressions
https://twitter.com/Jerseyfamilyfun/status/701608930309447680	2/21/16	Video	397 impressions
YOUTUBE LINK		Topic	ENGAGEMENT NOTES
https://www.youtube.com/watch?v=MRYG3kgEYIE		Cranmore Snowtubing	
https://www.youtube.com/watch?v=rTpUAZhDkb0		Cranmore Mt	

	Coaster
https://www.youtube.com/watch?v=-mIme-RXHk0	Cranmore Zip Line
https://www.youtube.com/watch?v=CEmPEKagqs0	Cranmore Zip Line
https://www.youtube.com/watch?v=qftC24TfGcU	Nordic Village
https://www.youtube.com/watch?v=KqFJ3Btilc0	King Pine Ski
https://www.youtube.com/watch?v=p5b7nG54p8g	Purity Spring
https://www.youtube.com/watch?v=RGKHVwFgZvI	Purity Spring
PINTEREST LINK	DATE TYPE ENGAGEMENT NOTES
<i>Still to be posted.</i>	

UPCOMING COVERAGE

The Mt Washington Valley accommodations and restaurant articles will be featured in the Jersey Family Fun spring tourism guide and promoted across our social media channels. All articles related to travel to Mt Washington Valley will be shared in the 2016/2017 winter tourism guide and across the Jersey Family Fun social media channels during the winter. Ski lessons at King Pine Ski Area will be promoted next winter as our Learn to Ski series resumes.

All articles from our family travel to Mt Washington Valley series are viewable from the Jersey Family Fun navigation bar under Family Travel, Family Travel to the Northeast, and Family Travel to New Hampshire as well as the tag family travel to Mt Washington Valley.

ADDITIONAL OPPORTUNITES & FUTURE COVERAGE

Jersey Family Fun is open to a return visit to Mt Washington Valley, New Hampshire in the future. In the meantime, we do offer sponsored posts, email blasts, and advertising in our online tourism guides as well as our site. Please contact Jennifer Auer, jenniferauer@jerseyfamilyfun.com, (609) 445-4159 for more information.