



**NEWS RELEASE**  
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## **American Bus Association Names the Annual League of NH Craftsmen's Fair One of North America's 100 Best Events for 2014**

### ***Event is a Ticket to Fun and to Critical Group Tourism Dollars***

(Concord, NH) – The American Bus Association (ABA) announced today that the Annual League of NH Craftsmen's Fair, which runs from August 2-10, 2014 at the Mount Sunapee Resort in Newbury, NH, has been designated as one of the Top 100 Events in North America for 2014 by an experienced expert tourism industry selection committee. Inclusion in the Top 100 list, published as a supplement to the September/October issue of *Destinations* magazine, indicates that the Annual Craftsmen's Fair offers excellent entertainment value to both tour groups and individual travelers from around the world, according to ABA.



With the release of the American Bus Association's 2014 Top 100 Events in North America, ABA celebrates 32 years of the program. What began as a way for motorcoach operators to incorporate new product into their itineraries has grown to one of the most sought-after lists by travel professionals, motorcoach operators and the general public. "The attractiveness of the Annual Craftsmen's Fair as a don't-miss entertainment value is only part of why its selection this year is such a distinction for the League of NH Craftsmen," said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that the Annual Craftsmen's Fair has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives the Annual Craftsmen's Fair an important boost in visibility among professional tour planners."

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According to studies completed by researchers at The George Washington University and Dunham and Associates, one overnight visit by a motorcoach group can leave from US \$5,000 to more than US \$11,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes. "Motorcoach groups spend more and stay longer," Pantuso said. "That's why the Annual Craftsmen's Fair is truly a local economic asset. There is no better way to jump-start tourism than to attract motorcoach groups to a great event and convince them to extend their stay."

ABA's 2014 Top 100 Events Selection Committee selected the Annual Craftsmen's Fair from hundreds of event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria. The Top 100 Events list is available online at <http://www.buses.org/News-Publications/Top-100>.

### **About the League of NH Craftsmen**

The League of NH Craftsmen is a non-profit, craft education organization. Its mission is to encourage, nurture and promote the creation, use and preservation of fine contemporary and traditional craft through the inspiration and education of artists and the broader community. The League represents the *signature of excellence* in fine craft, through the work of its juried members, and its rigorous standards for self expression, vision, and quality craftsmanship. The League of NH Craftsmen is supported in part by a grant from the New Hampshire State Council on the Arts and the National Endowment for the Arts.



For more information about the Annual Craftsmen's Fair, or the League of NH Craftsmen, call 603-224-3375, email [nhleague@nhcrafts.org](mailto:nhleague@nhcrafts.org), or visit the League's website at [www.nhcrafts.org](http://www.nhcrafts.org).

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