



PRESS RELEASE

New Hampshire Residents & Tourism Industry Members Invited to Participate in Surveys

Concord, N.H. – (March 16, 2023) – New Hampshire residents are being asked to participate in an online survey aimed at helping inform the future of tourism in the state. Tourism is the state’s second largest industry and a vital economic engine. The survey is one part of the research being gathered to help in the development of a five-year statewide tourism strategy, and an aligned implementation plan.

The [Division of Travel and Tourism Development](#)’s (DTTD) is collaborating with [Jones Lang Lasalle Americas](#) (JLL), a national leader in destination strategies, on the tourism development strategy.

The survey should take about 15-20 minutes. Questions include how residents’ view New Hampshire, perceptions of people traveling to the state, views on tourism and also how the state is marketed outside of New Hampshire.

As part of the information gathering process, members of the state’s tourism industry are also being asked to participate in a stakeholder survey. That survey asks questions such as: what are the state’s strengths as a destination? What are its weaknesses? What are opportunities to improve the state’s tourism and hospitality industry?

Survey responses are confidential. The resident survey and the industry stakeholder survey can be accessed here on visitnh.gov.

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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 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.