



PRESS RELEASE

For Immediate Release

New Hampshire Officials Project Tourism to Remain Strong this Fall Season

Concord, N.H. – (September 21, 2023) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) expects the upcoming fall tourism season to remain strong, with an estimated 3.5 million people expected to visit; spending by those visitors is projected to reach \$1.7 billion. The numbers represent an expected return of leisure travel to pre-pandemic trends, following several seasons of growth which was driven in part by the appeal of outdoor experiences and a pent-up demand for travel during the pandemic.

“New Hampshire’s fall foliage display is the best in the country, and as a year-round premiere destination we look forward to once again welcoming millions of visitors from all over the world,” said Taylor Caswell, commissioner of the NH Department of Business and Economic Affairs. “As our second busiest travel season, it’s a critically important time for our tourism industry and is a huge economic driver generating more than a billion dollars for the local economy.”

In addition to leaf peeping, scenic drives, and outdoor adventure, visiting local farms and orchards for pick-your-own are traditionally popular activities during the fall. Despite weather challenges earlier this year, visitors will find there are still activities available at farms around the state. “It’s more important than ever to get out and support your local farms this fall,” said NH Agriculture Commissioner Shawn Jasper. “They continue to provide a wide variety of delicious food and experiences for the whole family despite the challenges faced over the course of this growing season due to extreme weather events. For residents and tourists alike, there’s plenty to enjoy at New Hampshire farms.”

The state’s fully digital campaign has launched in its core markets of MA, CT, RI, NH, New York State, Eastern PA, and NJ, as well as Montreal and Quebec City.

Anyone traveling around the state is reminded to practice [Leave No Trace](#) which includes planning ahead, being patient, and being respectful of others to ensure a safe and enjoyable trip whether you are a visitor or resident.

For New Hampshire travel inspiration, visit www.visitnh.gov.

Access b-roll of [fall in New Hampshire here](#).

###

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.

MEDIA CONTACT:

Kris Neilsen

Communications Manager, NH Division of Travel and Tourism Development

Kris.Neilsen@livefree.nh.gov