



PRESS RELEASE

For Immediate Release

New Hampshire Tourism Officials Project Another Strong Fall Season

4.3 million visitors, \$2 billion in travel spending expected

Concord, N.H. – (September 20, 2022) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) expects the state’s tourism growth to continue into Fall 2022, with a projected 4.3 million visitors and spending exceeding \$2 billion.

This year’s projected visitation will continue a multi-year growth period for New Hampshire, where Fall 2021 tourism resulted in a 39% increase in year-over-year visitation. Like many other domestic destinations that have experienced rapid increases in visitation, the NH DTTD expects Fall 2022 growth to slow as the leisure industry continues to normalize.

“New Hampshire is the premier travel destination in the Northeast all year round, but the vibrant colors of our tremendous foliage truly set us apart during the fall travel season drawing millions of people to all corners of the granite state,” said Taylor Caswell, commissioner of the NH Department of Business and Economic Affairs. “The fall travel season is an incredible economic driver for our state, and we are constantly working to maximize and expand visitation for the benefit of our partners and the people of New Hampshire.”

The primary factors that contributed to last year’s strong performance included a combination of pent-up travel demand, drivable outdoor leisure activities statewide, and early targeted marketing efforts. While those factors from 2021 remain relevant, the considerations of unpredictable economic factors like inflation and higher gas prices, will likely contribute to more modest growth this season.

“We continue to strategically capture market share among our target audiences, promoting the state as a must-visit fall location” said Harnois. “With the abundance of natural beauty across all regions, we expect interest in New Hampshire’s beautiful fall scenery and outdoor activity to continue with both new and returning travelers.”

Although travel continues its return to normalcy, visitors to New Hampshire are encouraged to commit to the “Granite State Promise,” and to practice Leave No Trace, both are efforts to remind residents and visitors alike to be responsible travelers, to plan ahead, be patient, and be respectful of each other to ensure a safe and more enjoyable trip.

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

Link to video clips from press conference:

<https://www.dropbox.com/sh/2c7t5gk61ub9700/AACRaCge7u7XI106wNWGMab6a?dl=0>

- Taylor Caswell, Commissioner NH Department of Business and Economic Affairs
- Lori Harnois, Director NH Travel and Tourism
- Charyl Reardon, White Mountain Attractions

Images from press conference included in dropbox link above.

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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.

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