



**PRESS RELEASE**

**For Immediate Release**

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**NH Tourism Officials Forecasting Robust Winter**

*Visitation Numbers Expected to Rebound to Pre-Pandemic Levels*

**Concord, N.H. - (December 18, 2021)** – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) is projecting a strong winter season with more than three million visitors expected to travel to the state, spending approximately \$1.2 billion. DTTD announced the travel forecast during a virtual event kicking off the winter season, hosted by [Ski New Hampshire](#).

“We’re optimistic heading into winter,” said Taylor Caswell, commissioner of the New Hampshire Department of Business and Economic Affairs. “We know the outdoor recreation assets in New Hampshire like our ski resorts and winter trail networks are among the largest drivers of our state’s economy. They bring tourists to spend a weekend but also increasingly more new residents seeking to restore their work/life balance.”

DTTD will launch its winter advertising campaign in January in its core New England markets. With the US – Canada land border open again to non-essential travel; the state has returned to marketing in the Quebec and Ontario provinces. The winter campaign highlights skiing, snowboarding, snowmobiling and snowshoeing as well as various off-slope activities, such as shopping, dining and lodging. Similar to summer and fall, this winter New Hampshire will continue to target distant drive markets – states within a 600-mile radius of New Hampshire.

“We’re looking forward to welcoming visitors to enjoy our state during winter,” said NH Travel and Tourism Director Lori Harnois. “As we enter a second winter season amid an ongoing pandemic, we continue education efforts around preparing for your trip before you leave home, and about the importance of being kind and understanding to each other. Both are elements of our [Granite State Promise](#) and [Leave No Trace](#) initiatives that promote sustainable tourism.”

Explore [www.visitnh.gov](http://www.visitnh.gov) for New Hampshire [winter road trip](#) inspiration.

Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow #LiveFreeNH to see what other people are saying about winter in New Hampshire.

#### **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](http://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](http://www.visitnh.gov).