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**FOR IMMEDIATE RELEASE:****Busy July 4 Weekend Kicks Off Summer in New Hampshire!**

*850,000 Visitors Expected to Spend \$125 Million Over Long Weekend*

**Concord NH, 2012** – With the fourth of July falling midweek this year, state tourism officials expect the holiday to be a long and busy one. Visitation and spending are forecasted to be up this year over last year.

According to a report by the Institute for New Hampshire Studies, about 850,000 visitors will come from out-of-state during the six-day period between June 29 and July 4 and are anticipated to spend about \$125 million.

“The Fourth of July weekend kicks off the busiest part of the summer season for New Hampshire,” said Lori Harnois, Director of the New Hampshire Division of Travel and Tourism. “We were teased with great weather back in March and now we are ready to officially start our summer season!”

Most of the visitors will be from New England and the Middle Atlantic States. Canadians are anticipated to be visiting New Hampshire at higher levels than last year due to falling gas prices, tax-free shopping and new higher duty-free limits on purchases made in the United States.

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, 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).

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