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**FOR IMMEDIATE RELEASE:****Memorial Day Weekend a Busy One in New Hampshire!**

*540,000 Visitors Expected to Spend \$86 Million Over Long Weekend*

**Concord NH, May 23<sup>rd</sup>, 2012** – With summer-like temperatures forecasted for the holiday weekend, the unofficial start to New Hampshire’s summer season is expected to be a busy one, as state tourism officials anticipate more visitors than last year, who will spend more money.

According to a report by the Institute for New Hampshire Studies, about 540,000 visitors will come from out-of-state during this upcoming Memorial Day weekend, about 2 percent higher than last year. These visitors are anticipated to spend about \$86 million, up by 5 percent from a year ago.

“New Hampshire is absolutely beautiful in late spring and early summer,” said Lori Harnois, Director of the New Hampshire Division of Travel and Tourism. “The flowers are blooming and our many lakes, beaches and mountains are ready to be explored.”

Most of the visitors for Memorial Day weekend, the fourth busiest holiday of the year, will be from New England and New York. The number of visitors from Canada will also very likely be higher than last year.

**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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