

CONTACT:

Kris Neilsen, Communications Manager
NH Division of Travel and Tourism Development
Phone: (603) 271-2665 **Cell:** (603) 545-4840
URL: www.visitnh.gov

Email: kris.neilsen@dred.nh.gov
Twitter: VisitNH
Facebook: VisitNH / WeddingNH
Instagram: VisitNH

FOR IMMEDIATE RELEASE:

Positive Columbus Day Holiday Forecast Predicted for NH Tourism Industry
660,000 Visitors Expected to Spend \$97 Million In New Hampshire This Holiday Weekend

Concord NH, October 6, 2015 – An estimated 660,000 visitors are expected to come to New Hampshire to view the fall foliage over the Columbus Day period, 2.5 percent more than during 2014. Spending by those visitors is projected to exceed \$97 million, up approximately three percent from last year.

“As Columbus Day Weekend approaches, New Hampshire’s travel and tourism industry continues to thrive, creating jobs, expanding middle class opportunity and expanding our economy,” said Governor Maggie Hassan. “On behalf of Granite Staters everywhere, I am pleased to welcome the hundreds of thousands of out-of-state visitors this Columbus Day Weekend to enjoy our breathtaking natural beauty, cultural and historical landmarks and tax-free shopping.”

People come from all over the country and the world to see New Hampshire’s spectacular fall scenery. Scenic drives and outdoor recreation are two of the most important activities during the Columbus Day Weekend. Visiting farm stands, festivals, agricultural fairs, attractions, and friends and relatives are also important Columbus Day visitor activities. Shopping is also a popular activity during vacation trips to the state.

Visitors can plan their *New Hampshire Fall Adventure* with help from VisitNH.gov. The Vacation Inspiration website has a guide to help get the most out of fall, including scenic drives, places to pick your own, a go-to guide for antiquing, and much more. Visitors are encouraged to share their New Hampshire fall foliage images with New Hampshire tourism on Facebook, Twitter, and Instagram, by using #nhfoliage.

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 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.