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**FOR IMMEDIATE RELEASE:****VisitNH Launches New Foliage Tracker Encouraging Visitors to Plan their  
'Peak' Adventure**

*Visitation and spending expected to increase significantly from 2014*

**Concord NH, September 22, 2015** – Visit New Hampshire has launched a new foliage tracker aimed at helping visitors plan their 'peak' adventure. The interactive, mobile-friendly tracker offers regional reports of New Hampshire's stunning scenery, lodging and dining suggestions, points of interest around the state, and images from a network of leaf peepers.

Approximately 8.5 million people are expected to visit New Hampshire this fall to view the brilliant displays of reds, yellows and oranges, an increase of about 5 percent from last fall. Spending from these visitors is anticipated to be up 7 percent, reaching \$1.30 billion. The fall season is historically the second busiest season in New Hampshire, attracting more than 25 percent of all visitors to New Hampshire annually.

"After a successful summer season for our travel and tourism industry, I'm pleased to welcome millions more visiting the Granite State to enjoy the unmatched beauty of New Hampshire's fall foliage season," said Governor Maggie Hassan. "I invite visitors to experience the exciting recreational activities, tax-free shopping and cultural landmarks that make New Hampshire a year-round travel destination and boost our economy and create jobs. I would like to wish everyone safe and happy travels throughout our great state."

Most visitors to New Hampshire this fall will be from the New England and Mid-Atlantic markets. The state is expected to see an increase this fall in overnight visits from more distant states, including Florida, California, Illinois and Texas. Low gas prices are helping fuel the expected increase.

Favorite fall activities include viewing the foliage, outdoor recreation, visiting attractions, events, friends, and relatives, as well as shopping.

Upcoming events in New Hampshire this fall include:

- 13<sup>th</sup> Annual Schnitzelfest, Hillsborough (Sept 26)
- NASCAR Sprint Cup Series (Sept 27)
- Return of the Pumpkin People, Jackson (October)

- 139<sup>th</sup> Deerfield Fair (Oct 1 – 4)
- Milford Pumpkin Festival (Oct 9 – 11)
- Sandwich Fair (Oct 10 – 12)
- River Fire Festival, Berlin (Oct 17)
- Laconia Pumpkin Festival (Oct 24)

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](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).