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FOR IMMEDIATE RELEASE:**SPRING TRAVEL IN NEW HAMPSHIRE EXPECTED TO BE SWEET!**

6.9 Million Visitors to New Hampshire Predicted to Spend \$777 Million

Concord, New Hampshire, March 11th, 2011 – Tourism officials announced today that the outlook for spring travel in New Hampshire this year is very positive. According to a report by the Institute for NH Studies (INHS), about 6.9 million visitors are anticipated, up by three percent from a year ago. Total visitor spending is projected to grow by about six percent above the level for the spring months of 2010, increasing to about \$777 million.

“Spring skiing, maple sugaring, sightseeing and tax-free shopping are the big draws this time of year,” said Lori Harnois, Director for the New Hampshire Division of Travel and Tourism Development (DTTD). “The change of season brings warmer temperatures and along with it wonderful opportunities to enjoy new activities and outdoor adventures with the whole family, including visiting the many maple sugar houses now in full swing.”

Spring (March, April and May) is the third busiest season for the state in terms of the number of travelers. Spring visitors usually spend time and money at restaurants, retail stores, lodging establishments and recreational facilities, including ski areas.

According to the report, spring skiing is projected to be better than last year, assuming better snow conditions. Business travel also should be higher, as will long “relaxation” weekend getaways. Day trip visits to beaches and special events and for scenic drives should be higher this spring than they were during the spring of 2010. Accommodations are likely to see an increase of four percent in occupancy rates. Retail stores are likely to see a six percent increase in sales to travelers.

Most spring visitors to New Hampshire come from New England and the Middle Atlantic states of New York and New Jersey. The number of visitors from eastern Canada should be slightly higher than for last spring. Historically, spring is the second most popular season for Canadians to visit New Hampshire. Those Canadians who do come will be here primarily for recreation, especially skiing or an early visit to an ocean beach. The number of visitors from Europe should be slightly lower than for last spring.

The award-winning state tourism website (www.visitnh.gov) has launched its spring look, including new photography and links to spring skiing and maple sugar season. Visitors to the site can look at e-book versions of both the NH State Parks Guide and the Visitors Guide. The online New Hampshire Visitors Guide now has the option for visitors to create their own personalized Visitors Guide as a PDF document that is customized based on their interests and travel plans. This simple, easy-to-use tool includes regional overviews and lodging and attraction listings. Check out the www.visitnh.gov page for suggested itineraries, events, and lodging and attraction offers.

“With almost 30,000 fans and followers of VisitNH, it’s time for visitors to get social with New Hampshire tourism!” said Tai Freligh, Communications Manager for the New Hampshire Division of Travel and Tourism Development. “We just surpassed 25,000 fans of the Facebook page and to celebrate, we are offering a gift bag of New Hampshire goodies to one randomly selected fan who enters between now and March 31st. More details and an entry form are on our Facebook page!”

Check out NH DTTD on [Twitter](#), [Facebook](#), [Flickr](#) and [YouTube](#) for news, information, photos, videos and other great information about New Hampshire. Visitors can take advantage of the exclusive VisitNH Fan Benefit- offers from state tourism properties and attractions by ‘liking’ VisitNH on Facebook or ‘following’ VisitNH on Twitter.

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.

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