

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
Flickr: VisitNH

FOR IMMEDIATE RELEASE:

15.9 Million Visitors Expected in New Hampshire This Summer
Visitor spending estimated at \$2.07 Billion

Concord NH, June 22, 2015 –New Hampshire’s summer season is expected to set records, as state tourism officials anticipate an increase in visitors and visitor spending. According to the Institute for New Hampshire studies report, more than 15.9 million people will visit from out-of-state during the summer season, 3 percent more than last summer. These visitors are anticipated to spend about \$2.07 billion, up 3 percent from a year ago.

“Millions of visitors are attracted to New Hampshire every year by the Granite State’s unmatched natural beauty, exciting recreational activities, rich history, vibrant culture and tax-free shopping, making travel and tourism our state’s second largest industry,” said Governor Maggie Hassan. “As we enter our busiest season, I am proud to welcome visitors from around the world to the Granite State, and I encourage them all to take advantage of the helpful resources offered by VisitNH.gov as they ‘Live Free and Visit.’”

New Hampshire’s summer months of June, July and August have the largest number of people visiting the state of any three-month travel season, accounting for more than 40 percent of all visitors and visitor spending on an annual basis.

Most visitors to New Hampshire this summer will be from New England, the Middle Atlantic States, and eastern Canada. The number of people visiting from Europe is expected to increase by about 3 percent over summer 2014, with UK, French and German travel to New Hampshire expected to improve.

VisitNH.gov has a new look for summer. The Vacation Inspiration website has tips and suggestions on how to get the most out of summer. Some of the highlights include unique garden tours, unexpected concert venues, kid-friendly hikes, top amusements and natural attractions and much more. Stay connected with New Hampshire tourism on Facebook, Twitter, Instagram, Pinterest and YouTube and be sure to follow the #livefreenh hashtag to see what other people are saying about summer in New Hampshire.

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.