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**NH Division of Travel & Tourism Development Predicting Record-breaking Summer Travel Season**

*DTTD expects more than three million visitors and \$1.8 billion in visitor spending this summer, including more than 650,000 visitors over Memorial Day Weekend*

**Concord, NH** – The New Hampshire Division of Travel and Tourism Development (DTTD) is expecting a record-breaking 2018 summer travel season with all-time highs for visitation and visitor spending. During the M/S Mount Washington’s traditional Shakedown Cruise, Governor Chris Sununu joined with state tourism officials to announce New Hampshire is projected to host a record 3.4 million visitors who will spend a record \$1.8 billion this summer.

“There is no better place to be in the summer than right here in New Hampshire,” said Governor Chris Sununu. “From hiking the White Mountains to cruising around Lake Winnepesaukee or visiting Hampton Beach, there are endless opportunities to explore our beautiful state.”

Marking the unofficial kick-off to New Hampshire’s most popular travel season, Memorial Day Weekend is expected to draw 650,000 out-of-state travelers and generate more than \$120 million in spending from Friday, May 25, through Monday, May 28.

“Travelers spend billions of dollars each year in New Hampshire, at our restaurants, our tax-free retail destinations and our tremendous hotels, inns and bed and breakfasts,” said Taylor Caswell, commissioner of the New Hampshire Department of Business and Economic Affairs. “I’m pleased to share that the Division of Travel and Tourism Development is expecting another record-breaking summer season.”

During the kickoff event, DTTD unveiled its Live Free summer marketing campaign. The campaign calls out the variety of activities available within close proximity, embracing the diverse backdrops and experiences that separate New Hampshire from its competitive set.

DTTD will focus its summer campaign on new markets in New England, including Hartford, Connecticut, Portland, Maine, Providence, Rhode Island and Burlington, Vermont, along with focusing on its traditional markets including, Boston, New York, Montréal, and Toronto.

New Hampshire visitors can choose from dozens of events, activities and attractions over the Memorial Day weekend and throughout the summer, including:

- [2<sup>nd</sup> Annual Dixville Notch Music, Arts & Crafts Festival](#)
- [29<sup>th</sup> Annual Chowderfest & Brews](#)
- [Take the kids hiking in scenic New Hampshire](#)
- [Cruise New Hampshire's lakes and Seacoast](#)
- [27<sup>th</sup> Annual North Country Moose Festival](#)
- [League of NH Craftsmen's 85<sup>th</sup> Annual Craftsmen's Fair](#)
- [Explore the outdoors by zipline](#)
- [9<sup>th</sup> Annual Jericho ATV Festival](#)

“We’re looking forward to getting back out on the big lake and for a successful cruising season,” said Captain Jim Morash, General Manager of Mount Washington Cruises. The official 2018 daily cruising season for the M/S Mount Washington, and her sister vessels, run from May 19, through October 28, offering daily cruises from its summer port of Weirs Beach while servicing the ports of Alton Bay, Center Harbor, Meredith and Wolfeboro.

Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow the #livefreeNH tag 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 Business and Economic Affairs, 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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