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**NH Tourism Officials Looking Forward to Robust Travel This Fourth of July**

*More than one million visitors are forecast to spend in excess of \$155 million over the Fourth of July period*

**Concord, NH** – The New Hampshire Division of Travel and Tourism Development (DTTD) estimate more than one million out-of-state visitors expected to spend in excess of \$155 million over the Fourth of July holiday period. Spanning nine days from Friday, June 29, to Sunday, July 8, the Fourth of July period officially kicks off New Hampshire’s busiest travel season. Overall, DTTD is expecting a record-breaking 2018 summer travel season drawing more than 3.4 million visitors who will spend \$1.8 billion.

“The Fourth of July is a critical time for businesses and attractions throughout New Hampshire that draw visitors to experience outdoor adventures such as kayaking, biking, ATVing, and camping that are so popular during the summer months, as well as the state’s tax-free shopping,” said DTTD Director Victoria Cimino. “We’re looking forward to welcoming visitors from throughout the Northeast and beyond.”

The majority of people visiting the state during this holiday period will travel from New England and the Middle Atlantic states. Outdoor recreation, patriotic events and visiting friends and relatives are popular activities during the Fourth of July period.

A sampling of events happening over the holiday week includes:

- [Lobsterfest Aboard the M/S Mount Washington](#) in Weirs Beach (or on Lake Winnepesaukee)
- [Enjoy an American Celebration in North Conway](#)
- [Prescott Park Arts Festival in Portsmouth](#)
- [Independence Commemoration in Charlestown](#)
- [Clydesdale Camera Day](#)
- [Independence Day Family Carnival at Waterville Valley](#)

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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