



PRESS RELEASE
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NH Tourism Officials Projecting More Than 2.5 Million Overnight Travelers to Visit Granite State This Winter

NH Division of Travel and Tourism Development expects winter travel spending to top \$1.1 billion

Manchester - (November 30, 2018) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) is anticipating more than 2.5 million overnight travelers will visit New Hampshire this winter spending more than \$1.1 billion. DTTD’s winter travel projections mark approximately 3-percent increases in both visitation and spending compared to last winter. DTTD unveiled its winter marketing plan, along with the forecast, during a winter kickoff event hosted by [Ski New Hampshire](#) at McIntyre Ski Area in Manchester.

“The Division’s advertising and promotional efforts shine a spotlight on what makes New Hampshire the region’s premier travel destination,” said Victoria Cimino, director of the New Hampshire Division of Travel and Tourism Development. “In winter, the Granite State’s array of outdoor recreation opportunities—highlighted by the state’s tremendous skiing—as well as an emerging dining scene and tax-free shopping, sets the state apart from the competition.”

Ski New Hampshire, the organization that works to promote New Hampshire as the top ski destination in the region, hosted its first Ski 603 Winter Kickoff event to showcase the Granite

State's variety of options for skiing and snowboarding. More than 20 New Hampshire resorts participated in the event, which featured 14 New Hampshire breweries, distilleries and wineries.

For the 2019 winter season, DTTD will continue to focus on markets in northeast Canada, New York and the New England region. DTTD's creative features skiing, family fun and snowmobiling as core winter activities, as well as après ski activities and off-slope adventures such as snowshoeing, dining and shopping.

Explore www.visitnh.gov for New Hampshire winter inspiration, including:

- [Skiing and Snowboarding](#)
- [Winter Hikes](#)
- [Holiday Festivals](#)
- [Holiday Tours](#)
- [Snowmobiling](#)
- [Dog Sledding](#)
- [Sleigh Rides](#)
- [Tax-Free Shopping](#)

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 winter in New Hampshire.



Photo Caption: The New Hampshire Division of Travel and Tourism Development (DTTD) announced winter travel projections during a winter kickoff event last night hosted by Ski New Hampshire at McIntyre Ski Area in Manchester. DTTD is projecting 2.5 million overnight travelers will spend more than \$1.1 billion in New Hampshire this winter, marking approximately 3-percent increases in both visitation and spending compared to last winter. Pictured here, from left to right, Jessyca Keeler, Executive Director, Ski New Hampshire, Taylor Caswell, Commissioner, New Hampshire Department of Business and Economic Affairs, Joyce Craig, Mayor, City of Manchester, and Victoria Cimino, Director, New Hampshire Division of Travel and Tourism Development, at McIntyre Ski Area.

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 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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