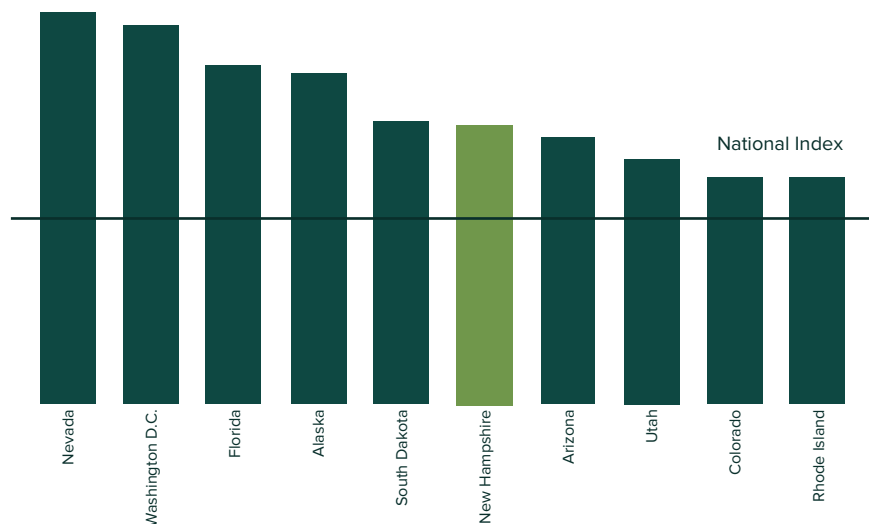


ECONOMIC IMPACT OF TOURISM

NH RESIDENT SUPPORT

NH RANKS #1 IN THE NORTHEAST AND 6TH NATIONALLY FOR RESIDENT SENTIMENT IN SUPPORT OF TOURISM



75%

believe **tourism benefits** their local community

72%

agree that tourism **enhances** NH's identity

\$7.5
Billion

TOTAL VISITOR
SPENDING

\$45.5
Million

TAX REVENUE PAID
BY TOURISTS

14.6
Million

VISITORS

\$15 IN
REVENUE
FOR
EVERY \$1
INVESTED