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**New Hampshire Tourism Officials Expect \$1.25 Billion in Visitor Spending During Winter Travel Season**

*Projections announced during the Boston.com Ski & Snowboard Expo*

**Concord, NH** – The [New Hampshire Division of Travel and Tourism Development](http://www.visitnh.gov) (DTTD) expects 8.5 million people to spend an estimated \$1.25 billion in the Granite State this winter. DTTD released its winter travel forecast today during a media reception hosted by Ski NH just prior to the Boston.com Ski & Snowboard Expo. DTTD’s winter travel projections represent four-percent increases in both visitation and spending compared to last winter. During the reception, DTTD also unveiled its winter marketing campaign, which positions New Hampshire as the premier wintertime destination in the Northeast.

“Offering limitless opportunities within close proximity, New Hampshire is the leading destination for wintertime outdoor recreation in the Northeast,” said Victoria Cimino, director of the New Hampshire Division of Travel and Tourism Development. “With the Division’s strategic and nationally-recognized innovative marketing initiatives, paired with favorable economic factors, we are confident New Hampshire’s tourism-focused businesses and attractions will experience a strong winter season this year.”

The Boston.com Ski & Snowboard Expo, which runs November 9-12, puts hundreds of mountain resorts, travel & tourism companies, apparel brands, and other exhibitors from around the country at the fingertips of New Englanders to discover upcoming winter deals, purchase equipment and plan their winter getaways. Attendees of the Expo can explore the Granite State’s limitless opportunities for fun, adventure and relaxation in the New Hampshire “après ski” corner of the expo. New Hampshire’s ski resorts will share winter deals and new developments at their respective mountains while expo attendees sip hot chocolate and listen to live music.

Explore [www.visitnh.gov](http://www.visitnh.gov) for New Hampshire activity inspiration including:

- Snowmobiling – Over 7,000 miles of trails

- Ziplining
- Dog sledding – Trips ranging from introductory rides to half-day clinics
- Dining & Shopping – Tax-free shopping and unique culinary experiences
- Resorts & Spas
- Snowshoeing
- Cultural attractions

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.

#### **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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