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FOR IMMEDIATE RELEASE:

New Hampshire Tourism Industry Prepares for Labor Day Business Boost

On heels of successful summer, NH businesses prepare for increased visitors and spending this weekend

Concord, NH – New Hampshire tourism officials are preparing for the busiest Labor Day weekend on record – with an estimated 620,000 visitors expected to visit over the three-day holiday weekend, a 5 percent increase from Labor Day weekend last year. These visitors are expected to spend an estimated \$88 million during their stay, also a 5 percent increase from the year before.

“On behalf of all Granite Staters, I am proud to welcome visitors from around the world to visit the great State of New Hampshire to enjoy our beautiful natural resources, rich history, recreational activities and tax-free shopping,” Governor Maggie Hassan said. “From our rugged mountains, to our beautiful lakes and rivers, to the sandy beaches along our Seacoast, and all of our vibrant cities and small-town main streets in between, the Granite State offers an exciting variety of cultural events, historical landmarks and recreational activities that keep visitors returning year after year. As the second largest industry in New Hampshire, travel and tourism is integral to the health of our economy, boosting local businesses and stimulating job-creation that helps support a strong middle class. I welcome all of our visitors to New Hampshire this Labor Day weekend and wish them a safe and enjoyable visit.”

Labor Day Weekend is the second busiest travel weekend in New Hampshire. Properties across the state are reporting advance bookings for the long weekend, from travelers from all 50 states and internationally. Several properties are crediting a rise in bookings to the NH Division of Travel & Tourism Development’s (DTTD) newly created marketing efforts in key target markets.

“Our ongoing audience research indicates that more visitors are traveling to New Hampshire because of our proximity and convenience,” said Victoria Cimino, director of the NH Division of Travel and Tourism Development ([DTTD](#)). “The motivation of these trips varies from escaping the big-city stress to being adventuresome and taking advantage of the outdoors. Feedback received from industry partners affirms these patterns and encourages us to continue to promote the various vacation possibilities New Hampshire has to offer.”

DTTD has undertaken a data-driven approach to identify potential visitors from key metro areas, such as New York, and directed cutting-edge marketing, advertising and communications efforts to attract visitors from these regions. This strategy, combined with a targeted program focused on attracting group tours has proven fruitful for attractions like the [Polar Caves](#) in Rumney according to Director of Operations Rob Arey, who observed a significant increase in bus tours coming directly from New York.

Bill Webb, owner of the [Inn on Golden Pond](#) in Holderness, noted a 20-25 percent increase in advance reservations for this coming Labor Day, compared to last year. “This summer has been incredibly busy. People are definitely coming from farther away and staying for longer, three to four nights instead of one to two. We expect to be fully booked for the holiday weekend,” Webb added.

Cathy Bedor, co-owner of the [Cog Railway](#) in the White Mountains, said the Cog is on track to have its fourth straight record summer season. In fact, it is currently 10 percent ahead in revenue and riders this year to date. Bedor and her husband, who also own [Adair Country Inn & Restaurant](#) in Bethlehem, said they have been completely booked for Labor Day weekend for more than a month. She noted about 50 percent of guests are New England residents but the other half are international guests, mostly from Europe, or travelers from Austin, TX, Chicago, IL, New York, NY and other areas of the country.

“Labor Day weekend is hands-down the busiest weekend of the season for us, and we’ve seen more visitors from wider demographics throughout the year, largely due to our relationship with DTTD and coordinated marketing and media opportunities,” Bedor said. “One of the most successful initiatives has been DTTD’s help in securing media visits, which provide first-hand experiences that are then shared with thousands of readers. It’s made a huge impact in the results we’ve seen.”

One underlying driver for businesses located near colleges and universities during Labor Day weekend is freshman and returning student move-in days. Keith Wagner, General Manager of the [Hanover Inn – Dartmouth](#), said close to 100 percent of his reservations for the holiday weekend are from families of students moving into their dorms, and reservation requests start coming in as soon as move-in day is announced.

Other locations, including the Cog Railway and Polar Caves, have encountered multiple instances of parents moving their college-age children into Boston-area schools and traveling to New Hampshire to take advantage of the long weekend.

While all signs indicate high occupancy at lodging properties, there are still many opportunities for travelers to plan last-minute getaways. Josh Labbe, manager of [The Hotel Portsmouth](#), says he typically sees a lot of last-minute reservations and encourages seacoast travelers to act quickly, as he expects bookings to come in rapidly in the last few days leading up to the weekend.

Visitors to the state can explore these events and activities this weekend:

- [Taste and tour New Hampshire's breweries & wineries](#)
- [146th Annual Lancaster Fair](#)
- [27th Annual Labor Day Weekend Craft Fair at the Bay in Alton](#)
- [Tax-Free Shopping for NH-Made products or unbeatable deals at outlet stores](#)
- [Fireworks at Hampton Beach](#)
- [Act One Presents the Spitfire Grill in Portsmouth](#)
- [Camping at 20 New Hampshire State Parks](#)

For New Hampshire vacation inspiration, visit www.visitnh.gov. 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 the long holiday weekend 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 Resources and Economic Development, 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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