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**FOR IMMEDIATE RELEASE:**

**NH Division of Travel & Tourism Development Expects Robust Summer Travel Season**

*NH tourism officials predict 17 million visitors and \$2.25 billion in visitor spending this summer, including more than 1 million visitors during Fourth of July period*

**Concord, NH** – The New Hampshire Division of Travel and Tourism Development (DTTD) is expecting major increases in summer visitors and spending this year compared to summer 2016. State tourism officials project New Hampshire will play host to 17 million visitors who will spend \$2.25 billion throughout the summer, representing a four-percent increase in both visitation and spending. Marking the beginning of New Hampshire’s busiest travel season, the Fourth of July period is expected to draw nearly one million out-of-state travelers and generate more than \$150 million in spending from June 30 to July 4.

DTTD unveiled its summer marketing campaign earlier this spring, showcasing the “limitless” activities, destinations and events offered throughout New Hampshire this summer.

“New Hampshire welcomes millions of visitors each year, generating billions of dollars in annual spending,” said Jeff Rose, commissioner of the Department of Resources and Economic Development. “The summer travel season represents more than 40-percent of annual visitation and spending.”

DTTD is anticipating increased overnight visits, extended weekend and day trips compared to last summer. DTTD research partners cited a number of economic indicators suggesting a successful summer tourism season, including a 10-year low in the unemployment rate and growth in U.S. travel volume.

Similarly, DTTD is expecting increases in occupancy rates at resorts, hotels, motels, bed and breakfast establishments and campgrounds over the Fourth of July period compared to recent

years. During the Fourth of July period, Granite State visitors will travel from New England and Middle Atlantic states.

New Hampshire visitors can choose from dozens of events, activities and attractions over the Fourth of July weekend and throughout the summer, including:

- [27<sup>th</sup> American Independence Festival](#)
- [Camping at 20 New Hampshire State Parks](#)
- [Fireworks Cruise of Lake Winnepesaukee](#)
- [25<sup>th</sup> Annual Lincoln Summer Craft Festival](#)
- [5<sup>th</sup> Annual Gate City Brewfest & Wing Competition](#)
- [8<sup>th</sup> Jericho ATV Festival](#)

For help planning your New Hampshire vacation go to [VisitNH.gov](http://VisitNH.gov) for a trip inspiration generator which provides guidance planning a limitless summer vacation. 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 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](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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