



**FOR IMMEDIATE RELEASE:**

**CONTACT:**

Kris Neilsen, Communications Manager  
NH Division of Travel and Tourism Development  
**Phone:** (603) 271-2665 **Cell:** (603) 545-4840  
**URL:** [www.visitnh.gov](http://www.visitnh.gov)

**Email:** [Kris.Neilsen@livefree.nh.gov](mailto:Kris.Neilsen@livefree.nh.gov)  
**Twitter:** VisitNH  
**Facebook:** VisitNH  
**Instagram:** VisitNH

**September 24, 2018**

**NH Division of Travel and Tourism Development Expecting All-time Highs for Visitation and Spending This Fall**

*DTTD unveils new blog, fall marketing campaign and fall tourism projections during special event at Brookdale Fruit Farm*

**Hollis, NH** – On the heels of a robust summer travel season, the Granite State is readying for what New Hampshire tourism officials expect to be a record-breaking fall season. The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) is projecting 3 million out-of-state, overnight visitors will spend \$1.4 billion in New Hampshire this fall, marking a 4.5-percent increase for visitors and a 5-percent increase for spending. DTTD announced fall travel projections during a special event at Brookdale Fruit Farm in Hollis.

“As the second-largest travel season in New Hampshire, representing about 25-percent of New Hampshire’s total annual visitation, the fall season plays a critical economic role in driving spending that supports a variety of businesses statewide,” said Taylor Caswell, commissioner of the New Hampshire Department of Business and Economic Affairs. “New Hampshire’s four-percent increase in market share in Boston, and a 17-percent increase in the New York designated market area, reinforces the Granite State’s appeal as a travel destination.”

DTTD has launched a new blog on [visitnh.gov](http://visitnh.gov) featuring custom content three times a week that highlights things to see and do and the interesting people that call the state home. Examples include the [beauty of the Swift River](#), [fall-themed family activities](#) and [a 10-stop, two-day road trip](#).

During the event today at Brookdale Fruit Farm, DTTD unveiled its fall marketing campaign, which features fall activities, including hiking, foliage viewing, agritourism, dining, and

shopping. This fall, DTTD aims to support and drive visitation through targeted digital and social media channels, as well as traditional channels, aimed at audiences throughout New England and New York, and markets in Toronto and Montreal.

“The Division is tireless in its efforts to reinforce that the Granite State is the Northeast’s premier travel destination,” said Victoria Cimino, director of the New Hampshire Division of Travel and Tourism Development. “The new blog on [visitnh.gov](http://visitnh.gov) is a perfect example of that continuous evolution, offering fresh, new content from authentic, New Hampshire insiders.”

Scenic drives and outdoor recreation are among the most popular activities during the fall season, while visiting attractions, college homecomings, fairs and festivals, shopping, and visits to friends and relatives remain favorite fall activities. The Granite State’s fall season draws the largest percentage of visitors from outside New England.

In addition to foliage viewing, New Hampshire offers an array of fall activities, events and destinations, including:

- [Apple Picking](#)
- [Deerfield Fair](#)
- [Sandwich Fair](#)
- [Annual Apple Harvest Day](#)
- [Riverfire](#)
- [Scenic Foliage Drives](#)
- [Unique Ways to Experience NH’s foliage](#)
- [New Hampshire Film Festival](#)

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 fall 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).

###