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**FOR IMMEDIATE RELEASE:****Record Number of Travelers to Visit NH During July 4<sup>th</sup> Holiday**

**Concord NH, July 1, 2016** – Approximately 950,000 visitors are expected to visit New Hampshire during the July 4<sup>th</sup> Holiday Weekend, an increase of almost six percent from 2015. Spending by these visitors is estimated to reach in excess of \$145 million, an increase of more than three percent over last July 4<sup>th</sup> Holiday.

“On behalf of citizens across New Hampshire, I am proud to welcome thousands of visitors this July 4th weekend. The 4th of July is a time to celebrate the freedom and equality that define our great nation and to honor service members, veterans and their families for their service and sacrifice that make our way of life in America possible,” said Governor Maggie Hassan. “While visiting the Granite State, I encourage visitors to enjoy our unmatched natural beauty, exciting recreational activities, tax-free shopping, and to experience all of the cultural and historic attractions our State offers. I welcome all our visitors to New Hampshire and wish them a happy and safe July 4th weekend.”

The Fourth of July is the busiest travel period in New Hampshire, and officially kicks off the summer season. Visitors to the state during the extended eight-day holiday week will travel from New England and the Mid-Atlantic States. Resorts, hotels, motels, B&B’s and campgrounds will likely see a sizable increase in occupancy rates compared with last year.

Outdoor recreation, visiting attractions, patriotic events and visiting friends and relatives are popular activities during the Fourth of July Holiday period.

Sampling of events during the Fourth of July Holiday in New Hampshire:

- An American Celebration at Strawberry Banke, Portsmouth (July 1 – 4)
- 4<sup>th</sup> of July Weekend Craft Fair, Gilford (July 2 & 3)
- Bear Brook State Park – Discover the Power of Parks Program (July 2 & 3)
- Hobo Railroad’s Nature by Rail, Lincoln (July 2)
- Lost River Gorge Evening Lantern Tours (July 2)
- Independence Day Celebration with Fireworks, Jackson (July 2)

Visitors can find their next adventure this summer in New Hampshire with help from VisitNH.gov. The vacation inspiration website encourages visitors to “Live Free” while seeking new adventures

such as ATVing, kayaking, mountain biking, surfing and whitewater rafting. Stay connected with New Hampshire tourism on Facebook, Twitter, Instagram, Pinterest and YouTube and follow the #livefreenh to see what others are doing this 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).