



PRESS RELEASE

For Immediate Release

New Hampshire Tourism Reports Strong Labor Day Weekend

Concord, N.H. – (Sept. 8, 2022) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) reports strong numbers coming out of the Labor Day Holiday Weekend. A survey of industry members shows many businesses indicating being close to full capacity or sold out.

The Inn at East Hill Farm in Troy reported this a busier holiday weekend compared with last year. “We were sold out for the weekend and were busier during the week leading up to the Labor Day Holiday,” said Sheri St. Laurent, owner of the Inn at East Hill Farm. “Overall it’s been a very busy summer season.”

The White Mountain Hotel & Resort in North Conway reported being just shy of selling out all three nights of the long weekend, and in general all activities at the hotel were busy, including golf and dining.

The Shamrock Motel in Thornton has been sold out for weeks, according to owner Byron O’Donnell. “This was a great way to end a really strong summer. We’re looking forward to a great fall and pre-bookings for fall already look extremely positive,” said O’Donnell.

Riverwalk Resort at Loon Mountain reported strong sales. General Manager Renee Blood reported Friday started off slow but ramped up on Saturday through the remainder of the weekend and the resort finished significantly ahead of last year’s revenue numbers, which were also very strong.

Despite a few last-minute cancellations for Friday night, Danforth Bay Campground and RV Resort in Freedom reported a very busy weekend and full campground.

“Many businesses in our region reported very solid numbers in comparison to 2019 and 2021,” said Charyl Reardon, President of White Mountains Attractions Association. “Monday’s rain was not ideal for attractions, causing early or complete closures, but guests on Saturday and Sunday made up for Monday. Heading into fall, many businesses are finding fall reservations even or slightly ahead of last year. We’re expecting another strong foliage season in the White Mountains.”

“If Monday wasn’t a washout, we could have broken records,” stated Rob Arey, Marketing Director of the Mount Washington Cog Railway. “Friday through Sunday were incredibly busy,

wrapping up what has been a strong summer. We anticipate this year's revenue will surpass that of last year." According to Arey, a key demographic this summer, was the return of visitors from Canada. "We're looking forward to catching our breath and building steam for fall where many trains are already selling out," said Arey.

Cotton Restaurant and the Chophouse in Manchester reported both Friday and Saturday as sold out. The Crown, also in Manchester was near capacity. All three restaurants are closed Sundays and Mondays.

The Seacoast experienced significant visitor traffic over the weekend. According to Ben VanCamp, President of the Chamber Collaborative of Greater Portsmouth, numerous restaurants reported being at capacity as did lodging properties. Retail businesses experienced slow sales on Monday due to the rain.

Labor Day historically marks the transition from summer to fall, the New Hampshire Division of Travel and Tourism invites visitors to explore visitnh.gov for fall trip inspiration with activities, road trip itineraries, and accommodations.

For more information, visit www.visitnh.gov.

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ABOUT THE NH 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 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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