



Prepared for New Hampshire  
Division of Travel & Tourism  
Development

<https://www.visitnh.gov/foilage-tracker>

## Outdoor recreation boosts states' GDP

The outdoor recreation sector grew by 3.9 percent in 2017, faster than the 2.4 percent growth of the overall U.S. economy.

This is good news for states with an abundance of outdoor recreation, which is appealing to both younger travelers focused on experiences and older Americans looking for warm weather and natural beauty.

The five largest "conventional" outdoor activities are: boating/fishing, RVing, motorcycling/ATVing, hunting/shooting/trapping, and equestrian sports.

The relative size of the outdoor recreation economy in New Hampshire grew 3.3 percent.

(2017 is the most recent year of data for this report.)

**Source:** Bureau of Economic Analysis, Travel Smart News



Getty Images

Cars line up in Canada to pass through customs on their way to the United States.

## Canadian visits to the U.S. are down

Canadian visitation to the United States declined steadily for five straight months through May 2019, according to data from Statistics Canada and the U.S. Department of Commerce.

For May of 2019, U.S. visitation from Canada dropped 5.7% from a year earlier. This was despite a relatively unchanged exchange rate (from 0.777 in 2018 to 0.744 in 2019).

XBorder Canada fielded surveys in late March and early April that asked Canadians about their U.S. travel in the past 12 months.

Half (50%) of those who had not visited the U.S. cited cost was too high. Among those respondents, 27% did not travel at all, while 73% did travel:

- 88% within Canada
- 13% to Mexico or the Caribbean
- 7% to Europe
- 6% to India/Asia

Also a factor could be the Canadian economy, which was experiencing some dips at the end of 2018 and early 2019, although it has since improved.

Respondents were asked which of eight reasons had a major impact on their decision to avoid the U.S.:

- 50%, Money/cost
- 30%, Political situation in the U.S.
- 29%, Exchange rate
- 20%, Not interested/No need
- 18%, No time
- 18%, Hassles at the border
- 12%, Crime/safety
- 10%, Cost of travel healthcare insurance.

"Hassles at the border" might be a reference to the new marijuana laws in Canada that legalized it for both recreational and medicinal purposes.

**Source:** XBorder Canada

## Tourism employees are enlisted in effort to thwart human trafficking

Human trafficking can happen anywhere, including at rest areas, hotels and restaurants, and tourism-related organizations are training their workers to spot the warning signs.

In North Carolina, employees with The Heart of North Carolina Visitors Bureau and the I-73/I-74 Visitor Centers recently completed training. Jay Flowers, a retired member of law enforcement, is one of the employees who went through the training. “The material and the literature that was handed out was really good, eye-opening, what to be alert for,” Flowers said.

The curriculum was developed by Businesses Ending Slavery and Trafficking (BEST).

In Indiana, hospitality employees have received training from Indiana Youth Services and the local FBI human trafficking team. And members of the Indiana Tourism Association received information on how to connect DMOs with human trafficking resources.

Key to identifying suspected trafficking is awareness of multiple “red flags” of behavior. Front desk personnel can watch for:

- No or few personal possessions carried in small plastic bags.

- No freedom of movement or constantly being monitored.
- Averts eyes or does not make eye contact.
- Appears with a significantly older “boyfriend” or in the company of older men.
- Group of girls traveling with an older man.
- Demeanor is fearful, anxious, depressed, submissive, tense or nervous.

For more information, contact local law enforcement departments.

**Sources:** myfox8.com, Hamilton County Tourism

## Hawaii DMO creates campaign aimed at behavior

With tourists increasingly lured to Hawaii by beachside Instagram selfies and Facebook stories depicting a tropical island paradise, the Hawaii Visitors and Convention Bureau is using the tools for a campaign aimed not at luring visitors to Hawaii but letting them know how to behave once they’re here.

The bureau, which mainly markets Hawaii as a destination, has launched a campaign sending public service announcements to the Facebook and Instagram pages of visitors, videos tailored for each island with attractive narrators explaining local customs and issues tourists simply might never consider.

Protecting reefs, safety on the water and trails, understanding Native Hawaiian culture: they’re all covered in the 30- and 60-second spots made by Honolulu’s NMG Network.

Jay Talwar, the HVCB’s senior vice

president of marketing, said it’s not a matter of managing tourists – “‘manage’ suggests a hierarchy,” he says – but instead sharing local values.

“We believe if we share our values that shape our behavior, most people then, as visitors, will exhibit that same behavior,” he said. “Once we give them the ‘why’ they generally are good people and they will follow in line.”

That’s potentially good news for a state that’s trying to manage a mass of tourists that’s testing the limits of Hawaii’s celebrated aloha spirit.

The public still believes that tourism brings more benefits than liabilities, according to a 2018 Hawaii Tourism Authority survey. But two-thirds of Hawaii residents surveyed also agreed with the statement: “This island is being run for tourists at the expense of local people.”



Local governments are responding to pressure from residents with measures like tough restrictions on short-term vacation rentals. The latest, an Oahu law that went into effect in August, could cause a 4% drop in Oahu tourism, measured as visitor days, University of Hawaii economists have predicted. Based on Hawaii Tourism Authority data, that could reduce visitor expenditures by \$30 million per month.

**Source:** Honolulu Civil Beat