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NH Tourism Officials Anticipating Increases in Visitation and Spending Over Labor Day Weekend

Concord, NH (August 30, 2018) – New Hampshire tourism officials are projecting an increase in visitation and spending this Labor Day Weekend. The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) is anticipating approximately 660,000 visitors will spend an estimated \$95 million over the three-day weekend, representing a 3.5 percent increase in visitors and a five percent increase in spending compared with last Labor Day Weekend. The Labor Day Weekend is typically the state’s second busiest travel weekend.

“New Hampshire has experienced a positive summer travel period and that momentum will carry through the long holiday weekend,” said Victoria Cimino, director, New Hampshire Division of Travel and Tourism Development. “Strong consumer confidence, reasonable gas prices, and a sunny weather forecast, are significant factors in this year’s Labor Day Weekend forecast.”

Labor Day weekend draws visitors to the Granite State for outdoor recreation and attractions, shopping, events, and visiting friends and family.

The following is a sampling of activities and events visitors can experience during Labor Day weekend:

- [Tax-free shopping at New Hampshire’s outlet stores and boutiques](#)
- [103rd Hopkinton Fair](#) and the [148th Lancaster Fair](#)
- [Dive into kayaking](#)
- [Embark on NH’s Wine, Cheese and Chocolate Trail](#)
- [Take a tour of the Isles of Shoals](#)
- [Take the kids hiking](#)

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 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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