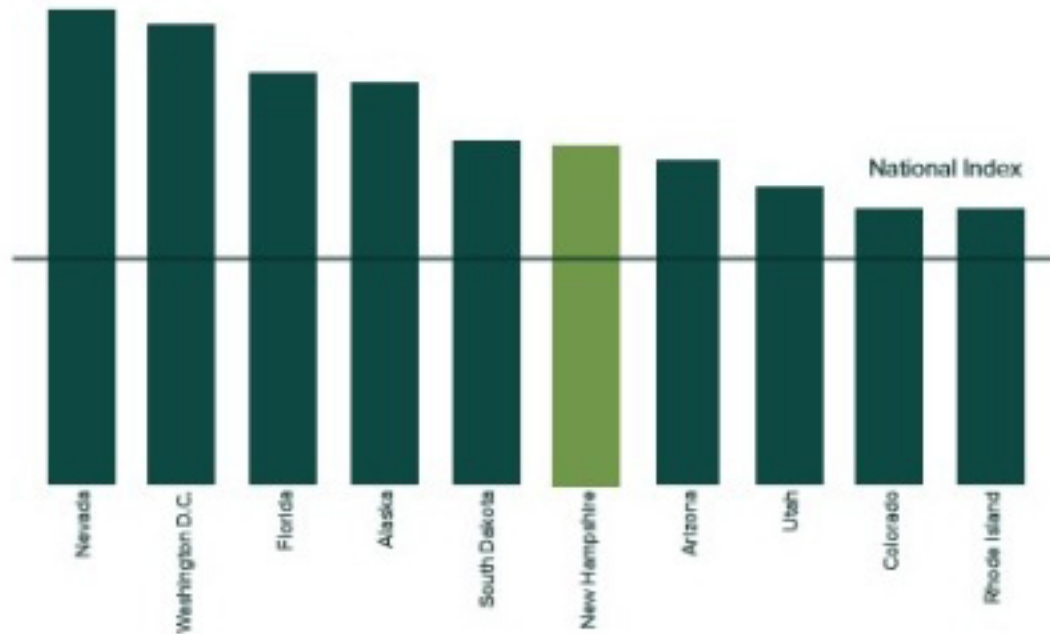


ECONOMIC IMPACT OF TOURISM

NH RESIDENT SUPPORT

NH RANKS #1 IN THE NORTHEAST AND 6TH NATIONALLY FOR RESIDENT SENTIMENT IN SUPPORT OF TOURISM



75%

believe tourism benefits their local community

72%

agree that tourism enhances NH's identity

\$7.5 Billion

TOTAL VISITOR SPENDING

\$58.3 Million

TAX REVENUE PAID BY TOURISTS

14.6 Million

VISITORS

\$15 IN REVENUE FOR EVERY \$1 INVESTED