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FOR IMMEDIATE RELEASE:

7.8 Million Visitors Expected to Spend \$1.09 Billion This Fall

Concord, NH – Favorable economic conditions combined with lower gas prices this year than last year could mean a record fall season in New Hampshire. Visitors in large numbers from around the world are expected to come and enjoy the bright colors of fall over the next few months, according to state tourism officials.

“We are anticipating about 7.8 million people to come here between now and the end of November and that would be about 2 percent higher than last year” said Lori Harnois, director of the Division of Travel and Tourism. “More than spending time, these visitors will spend over a \$1 billion, which is up by about 3 percent over last year.”

The Institute for New Hampshire Studies compiled the numbers, which are based on factors that include spending patterns, gas prices, weather and the previous year’s activity.

Harnois added, “The season’s first official foliage report comes out today and we’re already getting great leaf-peeping photos on our social media, website and foliage tracker app, now in its second year.”

Fall has the largest number of visitors from outside of New England and the largest number of out-of-state visitors on group tours. Most of the visitors for the three fall months of September, October and November will be from New England, the Middle Atlantic States and Canada.

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 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.