



PRESS RELEASE

For Immediate Release

May 15, 2023

NH Tourism Officials Projecting 4.3 Million Travelers to Visit This Summer

Summer travel spending expected to reach \$2.35 billion

Concord - (May 15, 2023) – The Department of Business and Economic Affairs, [Division of Travel and Tourism](#) (DTTD) is anticipating an estimated 4.3 million people will visit New Hampshire this summer with spending by those visitors expected to reach \$2.35 billion. The numbers represent a 4.8% increase in visitation and a 6.5% increase in spending. DTTD unveiled its summer marketing campaign, along with forecast for visitation, during the NH Tourism Summit at the Bank of New Hampshire Stage in Concord.

“We have seen record spending in New Hampshire the last two summers, despite having to deal with the COVID pandemic,” said BEA Commissioner Taylor Caswell. “While inflation and the potential for a recession continue to pose threats, data shows there continues to be a pent-up demand for travel, and we expect to experience higher levels of visitation this summer resulting in even stronger levels of spending.”

New Hampshire’s summer campaign platform will continue to be “Discover Your New,” as well as deploying road trip messaging. The state will continue to market in its core markets of New England and New York; road trip markets of Eastern PA and New Jersey; and Montreal and Quebec City in Canada. The campaign launched in the road trip and Canadian markets in mid-March and in the core markets on May 1.

“With record visitation anticipated again this summer, one of the elements we’re focusing on is the visitor experience,” said NH Travel and Tourism Director Lori Harnois. “We believe we should all be working together regarding recreating responsibly. We encourage visitors and residents to become familiar with [New Hampshire’s Leave No Trace](#) initiative and help preserve the state’s natural resources for future generations.”

For more information on Leave No Trace and for summer travel inspiration visit www.visitnh.gov.

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.

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 New Hampshire.

MEDIA CONTACT:

Kris Neilsen
Communications Manager, NH Division of Travel and Tourism Development
Kris.M.Neilsen@livefree.nh.gov

###