



PRESS RELEASE

For Immediate Release

New Hampshire Tourism Reports Record Breaking Fall Season

Concord, N.H. – (May 18, 2022) – Following a record-breaking summer, New Hampshire’s fall 2021 tourism season set new records last year, bringing 4.3M visitors to the state – an increase of 38% from 2019, the previous record year. Visitors spend nearly \$2 billion in-state – an increase of 65% from 2019.

“New Hampshire is the #1 state to live, work, and raise a family – and also the premier vacation destination for families looking for stunning views, tax-free shopping, and family-fun excursions,” said Governor Chris Sununu. “2021 was a banner year for New Hampshire’s tourism industry, and we are looking forward to what’s shaping up to be a fantastic 2022 summer season!”

Total Fall 2021 spending generated a return on investment of \$25 in tax revenue for each \$1 invested. Combining summer, fall and winter of 2021, New Hampshire saw a 43% increase in visitation and a 35% increase in spending, above pre-pandemic levels.

"Attracting and accommodating record crowds amid workforce and supply chain shortages is a true testament to the dedication of our state’s tourism industry,” said Taylor Caswell, commissioner of NH Department of Business and Economic Affairs. “To have back-to-back record-breaking seasons is incredible and shows us people are choosing New Hampshire as a top vacation destination. We’re looking forward to building on this momentum as we approach the kick-off to this summer season.”

During the past year, New Hampshire has expanded its advertising beyond its core markets of New England and New York to include destinations within a 600-mile radius. According to the state’s research, investment in those markets has shown that visitors are staying longer, traveling with more people, and overall are spending more while they’re here. The top activities by visitors during fall of 2021 include scenic drives, dining, shopping, visiting State Parks, hiking, wildlife watching and visiting breweries.

Quotes from Regional Tourism leaders from around the state:

Dartmouth Lake Sunapee Region

Tracy Hutchins, President, Upper Valley Business Alliance

"The visitation and spending numbers for the Dartmouth Lake Sunapee Region are very encouraging that tourism is coming back strong in our region. We are excited to welcome visitors this summer and fall and see the trend continue to increase. The Dartmouth Lake Sunapee Region has so much to offer visitors from outdoor adventures on our lakes and trails to terrific professional theater and great restaurants. We can't wait to welcome newcomers to our region!"

Lakes Region

Amy Landers, Executive Director, Lakes Region Tourism Association

"The Lakes Region had a very busy fall season in 2021. Many of our businesses reported it was a record fall and year. We thought 2019 was going to be on record of the best year for our businesses however 2021 far exceed 2019 for many. We are looking forward to another banner year with pre-bookings for attractions and lodging ahead of previous years. Many properties are reporting already being sold out for many weekends this summer. We're also seeing inquiries for weddings in 2024 are up with 2022 and 2023 offering very little space remaining. Destination weddings will continue to be a positive economic driver for businesses with guests staying for several days."

Merrimack Valley Region

Lauren Getts, Director of Marketing and Communications, Greater Manchester Chamber

"Tourism is critical to the economic growth of the State of NH's economy. Beyond creating jobs and business opportunities, a strong tourism industry also helps to build infrastructure, provide more community resources, and aids in the preservation and education around the beautiful natural resources of the Granite State. In the 2021 Fall Season, the Merrimack Valley Region alone saw a 49% increase in spending and a 32.2% increase in overnight visitors to the area. While those percentages may appear obvious at first glance, as we come out of the COVID-19 pandemic, they're equivalent to \$577.2 million in spending and 990k visitors – numbers that are significantly higher than any previous year, in over a decade."

Monadnock Region

Luca Paris, President & CEO, Greater Keene and Peterborough Chamber of Commerce

"From guests attending destination weddings to families enjoying a weekend getaway, the Monadnock Region was thriving last fall. What has been resonating with our tourists is the wide range of ways to enjoy the outdoors here – you can be an avid hiker, logging 10 miles a day or just seeking to enjoy a delicious meal in a beautiful setting. Fueled by the success of 2021 and our 45% YOY growth, we are investing in more resources for visitors, including a new website that will launch in late summer/early fall of this year. We're going to make it even easier for tourists, event planners, and potential investors to optimize their time and money in the Monadnock Region."

Seacoast

Ben VanCamp, Chief Collaborator & President, Chamber Collaborative of Greater Portsmouth

"Fall has always been a great time to visit Portsmouth and the seacoast. The community is so vibrant with outdoor events, festivals, markets, and dining that it makes the perfect getaway destination for families, couples, and friends. Portsmouth's Halloween Parade alone is worth

making the trip to our fun and funky seaside community. Being such a quick drive for so many we were fortunate to welcome many visitors to Portsmouth last fall and we look forward to a busy season again this year.”

White Mountains Region

Charyl Reardon, President, White Mountains Attractions Association

“After a record-breaking summer in the White Mountains, it is no surprise to see how strong the fall season was in White Mountains and New Hampshire. The Tourism Industry and the State Tourism office have worked hard to reach visitors to let them know New Hampshire is open for business and inspire them to experience all we have to offer. Tourism is at the foundation of the White Mountains economy and a consistent revenue source for our local communities whose prosperity depends on the industry’s success. The data gathered by the State Tourism office reinforces just how vital tourism is to New Hampshire, especially as we continue to recover from the effects of the pandemic.”

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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.

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