



PRESS RELEASE

For Immediate Release

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NH Tourism Officials Projecting 2.9 Million Travelers to Visit This Winter

Winter travel spending expected to reach \$1.3 billion

Manchester - (December 7, 2022) – The [New Hampshire Division of Travel and Tourism](#) (DTTD) is anticipating an estimated 2.9 million people will visit New Hampshire this winter with spending by those visitors expected to reach \$1.3 billion. DTTD unveiled its winter marketing plan, along with forecast for visitation, as part of [Ski New Hampshire](#)'s winter kickoff event held at McIntyre Ski Area in Manchester.

“We are coming off a record-breaking winter in New Hampshire, where spending reached \$1.2 billion, and while there are signs the rebound from the pandemic recovery is slowing, we expect to see continued growth this season in spending,” said DTTD Director Lori Harnois.

Ski NH, the organization that works to promote New Hampshire as the top ski destination in the region, hosted the Ski 603 Winter Kickoff event to showcase the variety of skiing and snowboarding visitors can experience here, as well as events that have been lined up for the season ahead. “We were thrilled to be back at McIntyre Ski Area in Manchester to celebrate the start of the 2022-23 ski season,” said Jessyca Keeler, President of Ski NH. “Resorts have invested millions of dollars in capital improvements that will serve to better the skiing and riding for winter visitors. We’re looking forward to an exciting winter for everyone.” Fourteen New Hampshire resorts, including both alpine and cross-country ski areas, participated in the event.

The winter campaign will highlight the variety of winter activities visitors can experience here, including skiing and snowboarding, snowmobiling, and off-slope activities such as snowshoeing, skating, dining and tax-free shopping. “This winter we’re also really excited to be highlighting some of the edgier winter adventures such as skinning, fat biking and skiing in backcountry glades,” said Harnois. The campaign will fully launch in January in New England, New York and Eastern Canada.

Visitors traveling to New Hampshire are encouraged to commit to the [Granite State Promise](#), and to practice [Leave No Trace](#), both are efforts to remind residents and visitors to be responsible travelers, plan ahead, be patient and respectful of each other to ensure a safe and enjoyable trip.

For winter 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.

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