



PRESS RELEASE

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New Hampshire Tourism Officials Project Another Record Season

4.6 million visitors, \$2.2 billion in summer travel spending expected

Concord, N.H. – (May 26, 2022) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) anticipates the state’s record tourism growth to continue into Summer 2022, with a projected 4.6 million visitors and spending exceeding \$2.2 billion.

This continues a trend in New Hampshire, having set new visitation and spending records every fully operational season. In Summer 2021, the Granite State welcomed 4.4 million visitors, reflecting a 21% increase over the previous pre-pandemic visitation record set in 2019. The primary factors that contributed to last summer’s strong performance included a combination of pent-up travel demand, drivable outdoor leisure activities, and early targeted marketing efforts.

“Over the past five years, every season has seen more people discovering what New Hampshire has to offer for travelers looking for a huge variety of summer activities. The collaboration between the State and our tourism industry has been unprecedented during that time, and it is clearly paying off,” said Taylor Caswell, commissioner of NH Department of Business and Economic Affairs. “Our tourism industry went from recovery to record breaking in one year and is on track to beat that once again this year. What an incredible testament to our partners’ resiliency and a point of pride for our state!”

Our data suggests that the spike in visitation in 2021 has in fact yielded new visitors. Research indicates those who discovered New Hampshire’s offerings during the pandemic are choosing to return, with current hotel occupancy and mobile data already revealing impressive visitation performance over 2019.

Another positive factor contributing to 2022 forecasts are the reopening of international borders, namely Canada, which was closed during last summer’s record-setting season. Canada is New Hampshire top international market.

A true four-season destination, summer is traditionally the busiest season in New Hampshire in terms of economic impact. While optimistic about the momentum for both visitor volume and spending for the upcoming summer season, the state has identified potential challenges.

“While leisure travel sentiment and projected visitation numbers have returned to 2019 levels, we do anticipate increased competitive pressures,” said NH Travel and Tourism Director, Lori

Harnois. “In addition to higher gas prices and inflation, travelers are also looking to plan the longer – and long haul – trips that they may have postponed for the past two years.”

“New Hampshire State Parks have always been a popular destination for people to experience a broad range of outdoor activities,” said NH Division of Parks and Recreation Director, Phil Bryce. “Since the pandemic and now that people recognize how great it is to spend time outdoors, we are continuing to see significant demand, especially earlier in the season, and campers are at all-time record levels.”

“We continue to work strategically utilizing a variety of tactics to capture market share among our core and expanded target audiences,” said Harnois. “The state’s abundance of natural assets is on full display during the summer months – we’re confident the range of opportunities from outdoor adventures to arts and culture available across the state will continue to attract new and returning visitors to New Hampshire.”

Visitors traveling to New Hampshire are encouraged to commit to the “Granite State Promise.” The campaign encourages people to plan ahead, be patient, and be respectful to ensure a safe and more enjoyable trip.

For summer New Hampshire travel inspiration, visit www.visitnh.gov.

Video Clips from press conference include:

- Taylor Caswell, Commissioner NH Department of Business and Economic Affairs
- Lori Harnois, Director NH Travel and Tourism
- Phil Bryce, Director NH State Parks and Recreation

<https://www.dropbox.com/sh/w1ssdvzso03bkh/AAC6Za-Sd-CKgyUwwj3qtpzla?dl=0>

Images from Press Conference:

<https://www.dropbox.com/sh/87gk2ra2dyws1ay/AAD0dpPBCGXA0B4FMiq1kq0Ka?dl=0>

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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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