



PRESS RELEASE
For Immediate Release

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NH Tourism Officials Expecting Strong Fall Season; Numbers Trending Upwards

The numbers are expected to rival those in 2019

Photos: <https://bit.ly/3ihuk8v>

Concord, N.H. - (Sept. 22, 2021) – In a positive sign for the state’s economy, The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) is forecasting a strong growth in tourism numbers for the fall compared to last year. Due in part to increased vaccinations and lessened restrictions, 3.2 million visitors are expected to plan their visit to the Granite State for the autumn travel season with spending anticipated to reach \$1.4 billion.

During a press conference in Concord, NH Department of Business and Economic Affairs Commissioner Taylor Caswell addressed expectations for the state’s second busiest season coming on the heels of a successful summer and shared the importance of continuing sustainability efforts. Announced earlier this year, the “[Don’t Take New Hampshire For Granite](#)” campaign promotes statewide sustainability through a variety of efforts, including [Leave No Trace](#), which encourages visitors to travel intentionally and respectfully. Don’t Take NH For Granite and *Leave No Trace* reminds people that whether they’re visiting for a day or a week it’s important to: research and plan ahead for their trips, be respectful of each other, as well as tips for trail safety and reminding travelers to pick up trash.

“We launched these campaigns to encourage visitors and residents alike to work together to protect and preserve New Hampshire so that it’s here for future generations to enjoy. The safety and appearance of our state is critical to the continued growth in tourism,” the Commissioner shared.

New Hampshire Travel and Tourism Director Lori Harnois provided some metrics on the current travel trends, and expects tourism numbers to return to pre-pandemic days.

“Despite the challenges we still face, we expect to see a growth in visitation this season,” said Harnois. “People have a strong desire to travel and a fall road trip to New Hampshire is an excellent antidote.”

The full digital campaign targets New England and New York, as well as the distant drive markets of Delaware, Maryland, New Jersey, North Carolina, Ohio, North Carolina and Virginia. A sample ad from the campaign can be found [here](#).

With a significant influx of visitors expected for the fall season raising awareness about messages such as planning ahead, being respectful, and being considerate of each other becomes even more important for those working in the tourism industry striving to provide a memorable experience for guests.

“New Hampshire’s hospitality and tourism industry continues to struggle in spite of a huge surge in demand this summer,” said Mike Somers, CEO and President of the NH Lodging and Restaurant Association. “In addition to workforce challenges and supply chain delays, many businesses are reporting an increase in rude and abusive customer behavior. It’s our hope we can all work together and commit to the “Don’t Take NH for Granite” campaign and remember to be patient and kind to the businesses getting back on their feet and the frontline staff working hard to serve them.”

In addition to the famous foliage throughout the state, charming small towns, mountains, and hiking are expected to be popular fall attractions as people seek outdoor activities.

New Hampshire is committed to keeping its residents and visitors safe and follows the CDC’s guidelines for COVID-19 safety. Visitors should be prepared to wear a mask indoors and practice social distancing when possible.

Explore www.visitnh.gov for New Hampshire [fall road trip](#) inspiration.

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 winter in New Hampshire.

ABOUT THE 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.

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