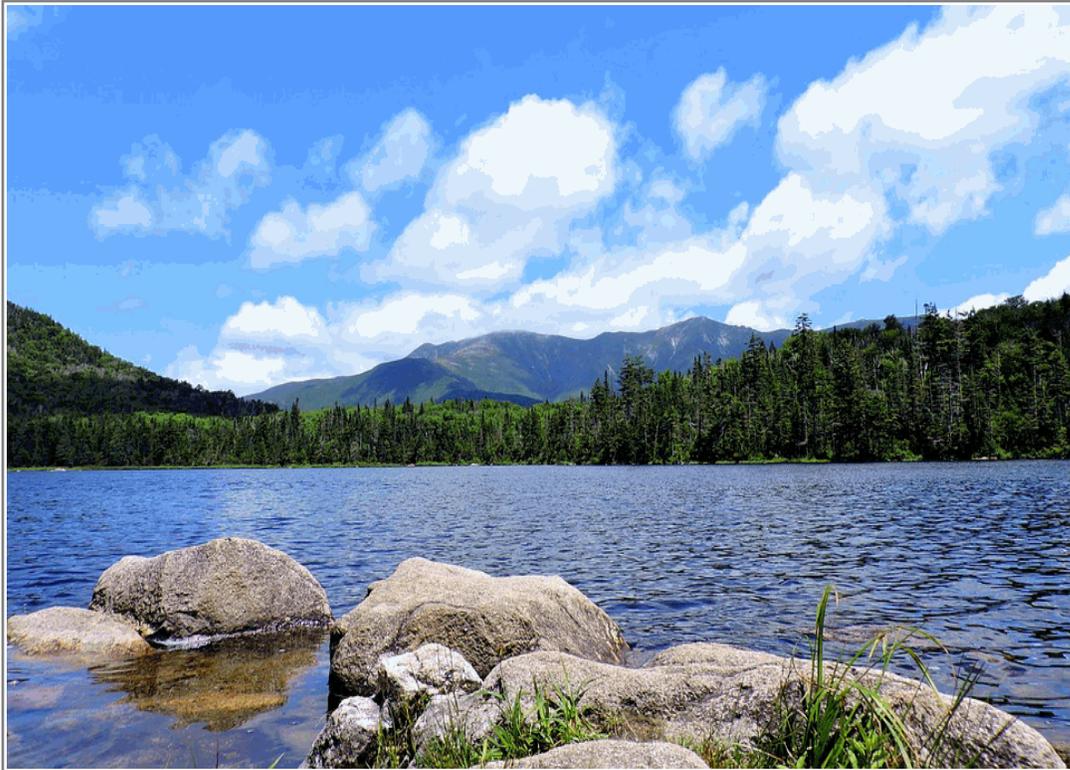


New Hampshire Travel Impacts



July 2018

Prepared for the

Division of Travel and Tourism Development
Concord, New Hampshire

The Economic Impact of Travel on New Hampshire 2011-2017

July 2018

prepared for the

Division of Travel and Tourism Development
NH Department of Business and Economic Affairs
Concord, New Hampshire

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Preface

The purpose of this study is to document the economic significance of the travel industry in New Hampshire from 2011 to 2017. These findings show the level of travel spending by overnight international and domestic visitors traveling to and through the state and the impact this spending had on the economy in terms of earnings, employment and tax revenue.

This study was prepared for the New Hampshire Division of Travel and Tourism Development by Dean Runyan Associates. Dean Runyan Associates has specialized in research and planning services for the travel, tourism and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research and travel and tourism planning.

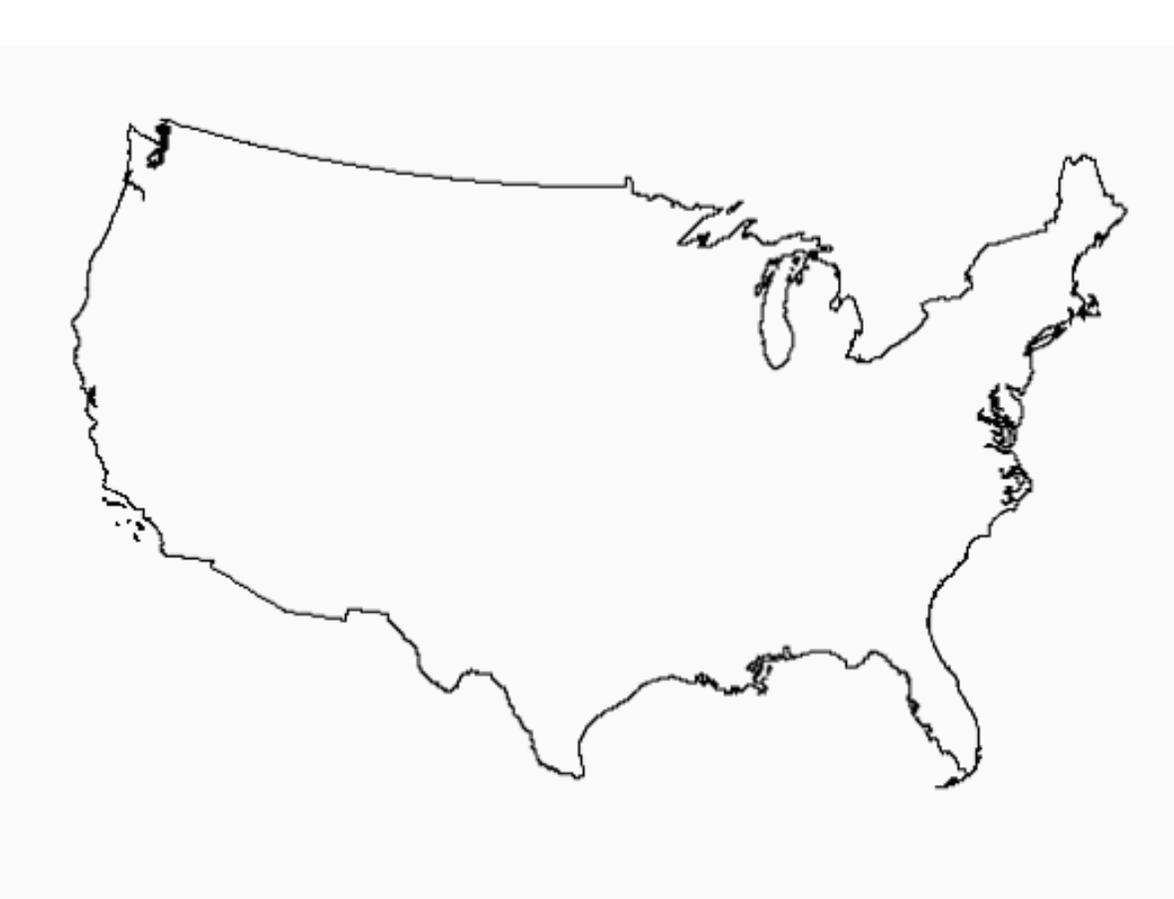
Special thanks are due to Victoria Cimino, Director, and the staff at the New Hampshire Division of Travel and Tourism Development for their valuable support and assistance.

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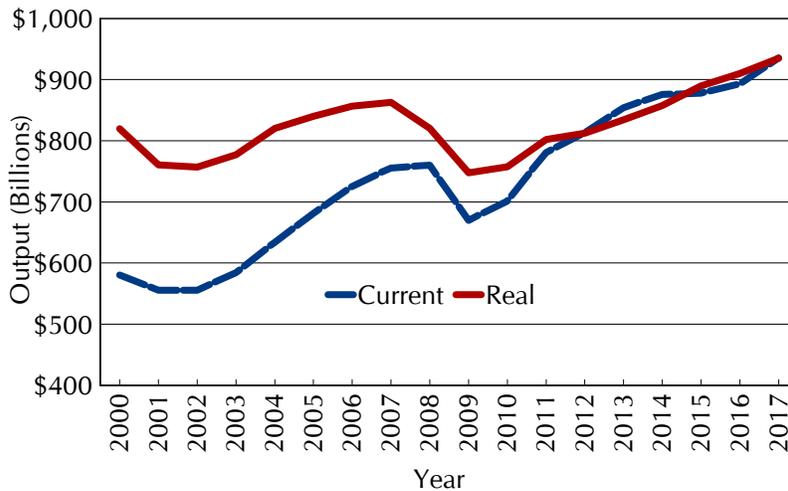
I. NATIONAL TRAVEL TRENDS



The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

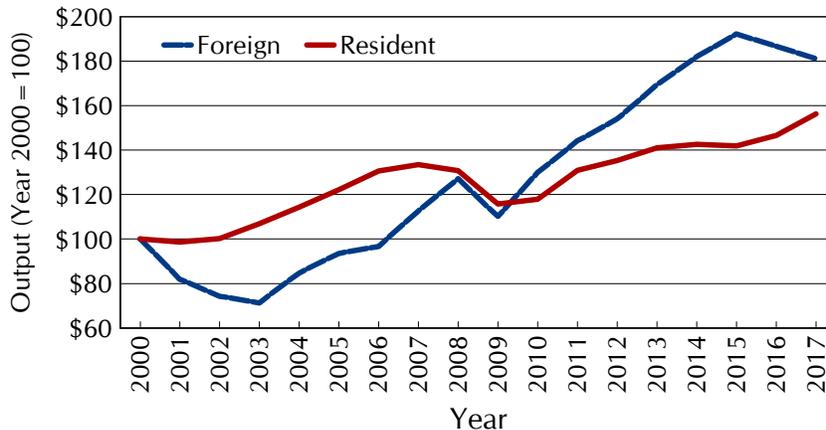
The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts*. Both graphs show direct tourism output for the United States - spending by resident and foreign visitors.

Annual Direct Travel Spending in U.S., 2000-17p



Spending by resident and foreign visitors was \$935 billion in 2017 in current dollars. This represents a 2.7 percent increase over 2016. When adjusted for changes in prices (real dollars), spending increased by 2.3 percent from 2016 to 2017 - compared to a 4.7 percent increase for the preceding year.

Spending by Foreign and Resident Travelers in U.S.
(Current Dollars; Year 2000 = 100)



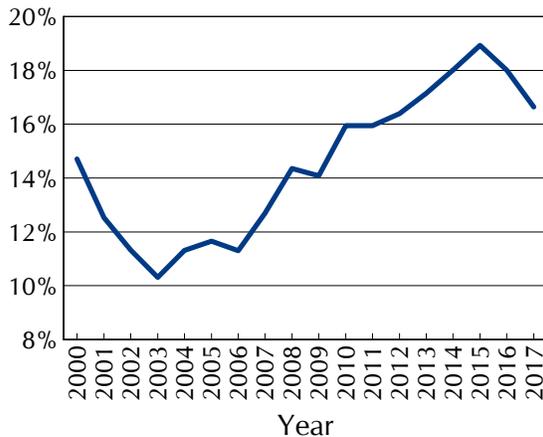
The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2017, the increase in spending by resident visitors (6.6 percent) compares to a 3.1 percent decrease in non-resident spending. Visitor spending by non-residents decreased by 2.8 percent from 2016 to 2017.

Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

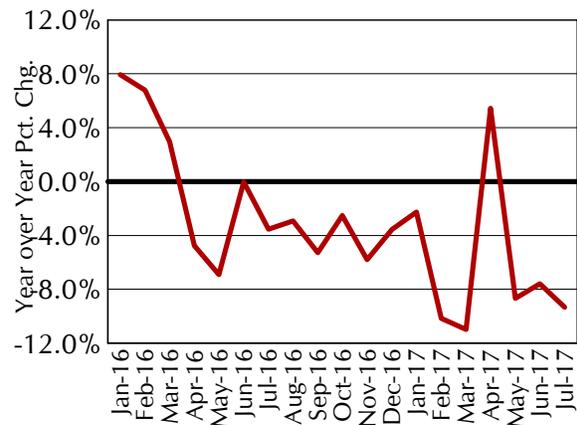
*See <http://www.bea.gov/industry/index.htm#satellite>.

The foreign share of U.S. internal travel declined by more than a full percent point from 2016 to 2017 (18.0 percent to 16.6 percent). This has been due to two factors. First, overseas arrivals began to show a decreasing rate of growth in the beginning of 2016 and actually declined in absolute numbers in the most recently reported months. Secondly, the value of foreign currencies has fall relative to the U.S. dollar. This not only discourages travel to the U.S., but also means that foreigners that do travel to the U.S. have less money to spend on goods and services.

Foreign Share of U.S. Internal Travel Spending



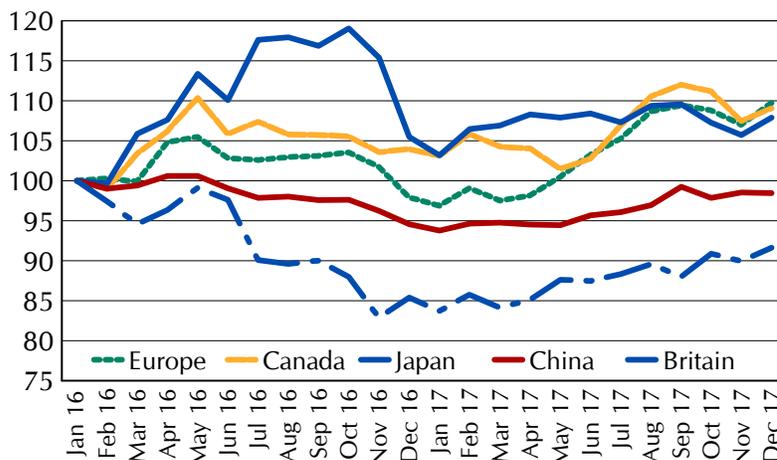
Overseas Arrivals (Year over Year Percent Change)



Note: Internal travel does not include spending on international airfares to U.S carriers.

Relative Value of Selected Foreign Currencies compared to U.S. Dollar

Monthly Averages, Jan 2015 through Dec 2017



Sources:

Foreign Share of U.S Internal Travel: Bureau of Economic Analysis Travel & Tourism Satellite Accounts and International Transactions.

Overseas Arrivals: Office of Travel and Tourism Industries, U.S. Department of Commerce.

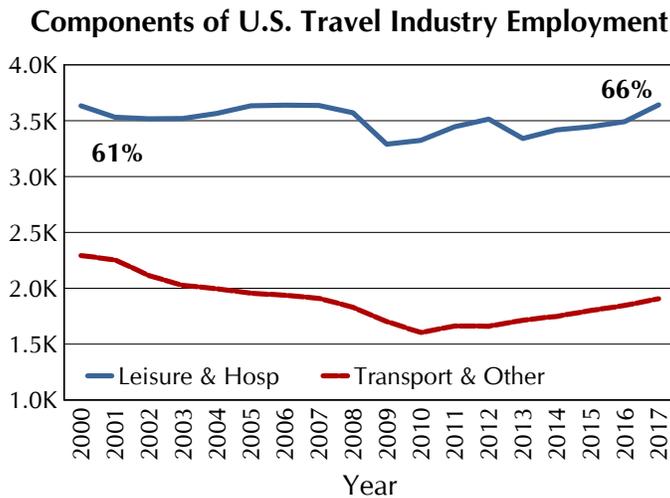
*Link to revision press release <https://bit.ly/2JTgmH1>

Relative Value of Selected Foreign Currencies: USForex, Inc. (www.usforex.com)

The following two graphs show employment trends since 2000 and the composition of travel industry employment since the recession. The first graph shows that travel-generated employment recovered from the 2008-09 recession by 2013. Leisure and hospitality employment was 3.64 million in 2017 or 66 percent of total travel industry employment, compared to 3.63 million in 2000 or 61 percent of the total. Employment in transportation and other industries declined over the same period from 2.3 million to 1.9 million, mostly due to decreased employment in the airline and related transportation industries.



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts. Leisure & hospitality includes accommodations, food services, and arts, entertainment & recreation. Transportation and other includes retail and all other industries.

II. NEW HAMPSHIRE TRAVEL



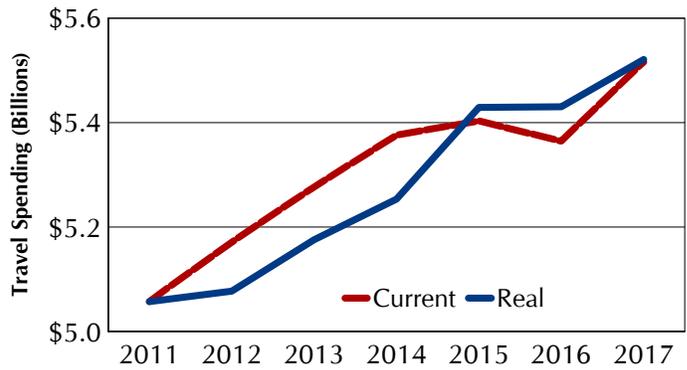
The multi-billion dollar travel industry in New Hampshire is an important part of the state and local economies. The industry is represented primarily by businesses in the leisure and hospitality sector, transportation, and retail. The money that visitors spend on various goods and services while in New Hampshire produces business receipts at these firms, which in turn generate earnings and employment for New Hampshire residents. In addition, state and local governments collect taxes that are generated from visitor spending. Most of these taxes are imposed on the sale of goods and services to visitors, thus avoiding a tax burden on local residents.

Summary of New Hampshire Travel

- Total direct travel spending in New Hampshire was \$5.5 billion in 2017, up 2.8 percent from 2016. All four seasons showed positive growth in the travel spending with the strongest growth in spring season (+ 6.2% YOY) and the slowest growth in summer season (+ 0.9% YOY).
- Lodging sales increased by 5.8 percent in 2017 following a 3.9 percent increase the preceding year. The strong growth in room sales over the past two years has been equally attributable to increased room rates and room demand.
- Visitor air travel on domestic flights to New Hampshire destinations increased by 0.7 percent in 2017, following a 0.2 percent decrease the preceding year.
- Direct travel-generated employment was 47,900 in 2017. This represents a gain of 400 jobs, an increase of 1.0 percent.
- Direct travel-generated earnings was \$1.4 billion in 2017. This represents an increase of 2.2 percent over 2016.
- State travel-generated tax receipts totaled \$269 million, this is an increase of 5.3 percent over 2016 collections.

In real dollars (adjusted for inflation) New Hampshire travel spending increased by 1.7 percent over 2016. In current dollars, it increased by 2.8 percent. Gasoline prices increased by 12.6 percent for the year. Room rates were up 2.3 percent.

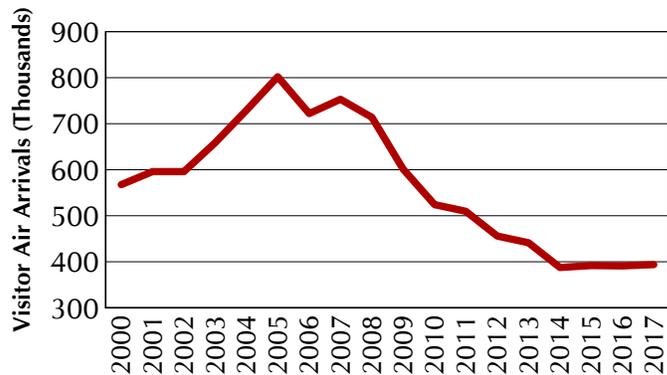
New Hampshire Direct Spending Real and Current Dollars



Sources: STR, Inc., Energy Information Administration, U.S. Department of Transportation Origin and Destination Survey, and Bureau of Labor Statistics CPI-West Urban.

Visitor air arrivals to New Hampshire increased by 0.7 percent from 2016, following a 0.2 percent decrease the preceding year.

Air Passenger Visitor Arrivals to New Hampshire U.S. Air Carriers



Sources: U.S. Department of Transportation Origin and Destination Survey and Dean Runyan Associates.

NEW HAMPSHIRE

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	4,784	4,986	5,077	5,090	5,059	5,238
Other Travel	273	291	298	313	305	278
Total	5,057	5,277	5,376	5,403	5,364	5,516
Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	2,685	2,838	2,911	2,977	2,971	3,100
Other Overnight	1,271	1,296	1,304	1,256	1,238	1,274
Day Travel	827	852	862	858	850	864
Total	4,784	4,986	5,077	5,090	5,059	5,238
Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	525	575	607	654	680	719
Food Service	724	770	796	837	853	898
Food Stores	219	231	237	245	242	248
Local Tran. & Gas	784	805	805	640	586	646
Arts, Ent. & Rec.	431	446	450	466	465	487
Retail Sales	1,998	2,065	2,095	2,160	2,146	2,154
Visitor Air Tran.	104	93	87	88	86	86
Total	4,784	4,986	5,077	5,090	5,059	5,238
Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	809	874	892	896	890	922
Retail & Transportation	477	459	453	464	473	470
Total	1,287	1,332	1,345	1,360	1,363	1,392
Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	8.5	8.6	8.5	8.6	8.5	8.6
Retail & Transportation	3.2	3.2	3.2	3.4	3.4	3.4
Total	11.7	11.8	11.8	12.0	11.9	12.0
Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	208	223	234	248	256	269
Total	208	223	234	248	256	269

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

New Hampshire Direct Travel Impacts, 2011-2017

	Total Spending (\$Million)	Destination Spending* (\$Million)	Earnings (\$Million)	Employment (Thousand Jobs)	Tax Revenue (\$Million)
2011	5,057	4,784	1,287	46.9	208
2012	5,171	4,886	1,305	46.9	214
2013	5,277	4,986	1,332	47.1	223
2014	5,376	5,077	1,345	47.0	234
2015	5,403	5,090	1,360	47.8	248
2016	5,364	5,059	1,363	47.5	256
2017	5,516	5,238	1,392	47.9	269
2011-17 (%)	1.5%	1.5%	1.3%	0.4%	4.4%
2016-17 (%)	2.8%	3.5%	2.2%	1.0%	5.3%

New Hampshire Visitor Volume and Visitor Spending, 2017

		Overnight Visitor Volume (Millions)				Average Overnight Expenditures			
		Person Nights	Person Trips	Party Nights	Party Trips	per Person Night	per Person Trip	per Party Night	per Party Trip
2011	FALL	8.1	2.7	3.5	1.2	\$125	\$372	\$285	\$860
	SPR	7.3	2.3	3.3	1.0	\$123	\$391	\$270	\$857
	SUM	10.2	3.2	4.3	1.3	\$131	\$417	\$307	\$986
	WIN	5.8	2.1	2.6	0.9	\$125	\$353	\$282	\$809
2012	FALL	7.9	2.6	3.5	1.1	\$127	\$379	\$289	\$875
	SPR	7.2	2.3	3.3	1.0	\$125	\$397	\$274	\$870
	SUM	10.3	3.2	4.4	1.4	\$133	\$425	\$314	\$1,007
	WIN	5.9	2.1	2.6	0.9	\$131	\$369	\$296	\$848
2013	FALL	8.0	2.7	3.5	1.2	\$126	\$376	\$287	\$868
	SPR	7.5	2.4	3.4	1.1	\$127	\$403	\$279	\$884
	SUM	10.5	3.3	4.4	1.4	\$136	\$433	\$321	\$1,029
	WIN	5.8	2.0	2.5	0.9	\$131	\$370	\$298	\$849
2014	FALL	8.1	2.7	3.6	1.2	\$127	\$378	\$289	\$873
	SPR	7.4	2.3	3.4	1.1	\$129	\$408	\$283	\$896
	SUM	10.6	3.3	4.5	1.4	\$138	\$439	\$326	\$1,045
	WIN	5.9	2.1	2.6	0.9	\$131	\$370	\$298	\$849
2015	FALL	8.2	2.8	3.6	1.2	\$126	\$375	\$289	\$867
	SPR	7.7	2.4	3.5	1.1	\$128	\$402	\$280	\$885
	SUM	10.6	3.3	4.5	1.4	\$136	\$432	\$321	\$1,027
	WIN	6.0	2.1	2.6	0.9	\$129	\$362	\$293	\$834
2016	FALL	8.3	2.8	3.6	1.2	\$127	\$377	\$291	\$873
	SPR	7.4	2.3	3.4	1.1	\$125	\$396	\$274	\$870
	SUM	10.6	3.3	4.5	1.4	\$135	\$428	\$318	\$1,019
	WIN	6.1	2.2	2.7	0.9	\$131	\$368	\$298	\$847
2017	FALL	8.4	2.9	3.7	1.2	\$131	\$388	\$301	\$900
	SPR	7.7	2.5	3.5	1.1	\$128	\$405	\$282	\$891
	SUM	10.7	3.4	4.5	1.4	\$135	\$431	\$320	\$1,025

New Hampshire Overnight Visitor Volume (Millions)

Party Nights

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	13.8	13.9	14.0	14.2	14.2	14.5	0.8%	2.0%
Winter	2.6	2.5	2.6	2.6	2.7	2.7	1.0%	1.6%
Spring	3.3	3.4	3.4	3.5	3.4	3.5	1.0%	4.3%
Summer	4.3	4.4	4.5	4.5	4.5	4.5	0.8%	1.0%
Fall	3.5	3.5	3.6	3.6	3.6	3.7	0.7%	1.3%

Party Trips

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	4.5	4.5	4.5	4.6	4.6	4.7	1.0%	2.2%
Winter	0.9	0.9	0.9	0.9	0.9	1.0	1.3%	2.3%
Spring	1.0	1.1	1.1	1.1	1.1	1.1	1.1%	4.7%
Summer	1.3	1.4	1.4	1.4	1.4	1.4	0.8%	1.0%
Fall	1.2	1.2	1.2	1.2	1.2	1.2	0.8%	1.5%

Person Nights

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	31.3	31.7	32.0	32.5	32.4	33.1	0.9%	2.1%
Winter	5.8	5.8	5.9	6.0	6.1	6.2	1.1%	1.9%
Spring	7.3	7.5	7.4	7.7	7.4	7.7	1.0%	4.4%
Summer	10.2	10.5	10.6	10.6	10.6	10.7	0.9%	1.0%
Fall	8.1	8.0	8.1	8.2	8.3	8.4	0.8%	1.6%

Person Trips

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	10.2	10.4	10.5	10.7	10.7	10.9	1.0%	2.4%
Winter	2.1	2.0	2.1	2.1	2.2	2.2	1.4%	2.7%
Spring	2.3	2.4	2.3	2.4	2.3	2.5	1.1%	4.8%
Summer	3.2	3.3	3.3	3.3	3.3	3.4	0.9%	1.0%
Fall	2.7	2.7	2.7	2.8	2.8	2.9	0.9%	1.8%

New Hampshire Average Overnight Spending (\$)

per Party Night

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	\$286	\$296	\$299	\$296	\$295	\$301	0.9%	2.0%
Winter	\$282	\$298	\$298	\$293	\$298	\$302	1.2%	1.5%
Spring	\$270	\$279	\$283	\$280	\$274	\$282	0.7%	2.9%
Summer	\$307	\$321	\$326	\$321	\$318	\$320	0.7%	0.6%
Fall	\$285	\$287	\$289	\$289	\$291	\$301	0.9%	3.3%

per Party Trip

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	\$878	\$908	\$916	\$903	\$902	\$918	0.7%	1.7%
Winter	\$809	\$849	\$849	\$834	\$847	\$854	0.9%	0.8%
Spring	\$857	\$884	\$896	\$885	\$870	\$891	0.7%	2.5%
Summer	\$986	\$1,029	\$1,045	\$1,027	\$1,019	\$1,025	0.7%	0.6%
Fall	\$860	\$868	\$873	\$867	\$873	\$900	0.8%	3.1%

per Person Night

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	\$126	\$130	\$131	\$130	\$129	\$132	0.8%	1.9%
Winter	\$125	\$131	\$131	\$129	\$131	\$133	1.1%	1.2%
Spring	\$123	\$127	\$129	\$128	\$125	\$128	0.7%	2.8%
Summer	\$131	\$136	\$138	\$136	\$135	\$135	0.6%	0.6%
Fall	\$125	\$126	\$127	\$126	\$127	\$131	0.8%	3.0%

per Person Trip

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	\$383	\$395	\$399	\$393	\$392	\$398	0.7%	1.6%
Winter	\$353	\$370	\$370	\$362	\$368	\$370	0.8%	0.5%
Spring	\$391	\$403	\$408	\$402	\$396	\$405	0.6%	2.4%
Summer	\$417	\$433	\$439	\$432	\$428	\$431	0.5%	0.6%
Fall	\$372	\$376	\$378	\$375	\$377	\$388	0.7%	2.8%

New Hampshire Total Direct Travel Spending (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	5,057	5,277	5,376	5,403	5,364	5,516	1.5%	2.8%
Winter	934	976	991	991	1,033	1,051	2.0%	1.7%
Spring	1,174	1,241	1,246	1,272	1,211	1,286	1.5%	6.2%
Summer	1,657	1,770	1,816	1,797	1,774	1,791	1.3%	0.9%
Fall	1,291	1,289	1,322	1,343	1,346	1,389	1.2%	3.2%

New Hampshire Destination Spending (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	4,784	4,986	5,077	5,090	5,059	5,238	1.5%	3.5%
Winter	867	902	916	915	951	975	2.0%	2.5%
Spring	1,100	1,166	1,169	1,193	1,133	1,210	1.6%	6.7%
Summer	1,593	1,703	1,747	1,725	1,701	1,725	1.3%	1.4%
Fall	1,223	1,215	1,246	1,257	1,274	1,328	1.4%	4.3%

New Hampshire Total Direct Earnings Generated by Travel Spending (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	1,287	1,332	1,345	1,360	1,363	1,392	1.3%	2.2%
Winter	244	248	251	253	264	272	1.8%	2.8%
Spring	289	305	302	310	300	319	1.7%	6.4%
Summer	423	449	454	452	456	465	1.6%	2.0%
Fall	331	331	338	345	342	336	0.2%	-1.8%

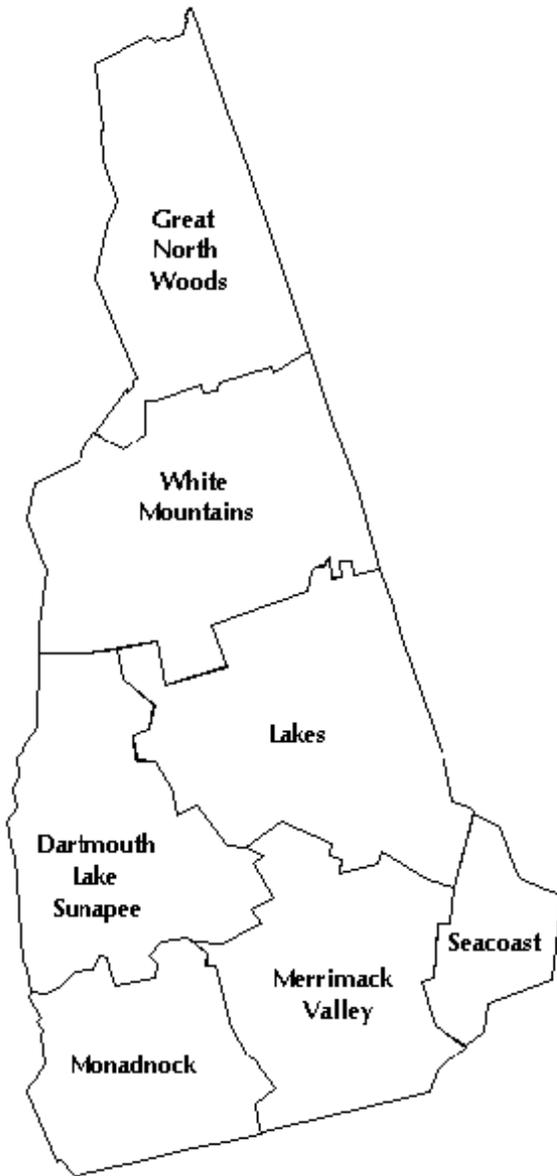
New Hampshire Total Direct Employment Generated by Travel Spending (Thousand Jobs)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	46.9	47.1	47.0	47.8	47.5	47.9	0.4%	1.0%
Winter	36.1	35.2	35.5	36.1	37.2	36.7	0.3%	-1.3%
Spring	44.1	44.8	44.1	45.8	44.0	44.9	0.3%	2.0%
Summer	61.6	64.5	64.3	64.8	63.3	64.5	0.8%	1.9%
Fall	46.0	44.1	44.0	44.6	45.3	45.6	-0.1%	0.7%

New Hampshire Total Tax Receipts Generated by Travel Spending (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Four Seasons	208	223	234	248	256	269	4.4%	5.3%
Winter	39	41	43	46	49	51	4.6%	4.7%
Spring	45	49	50	55	54	59	4.4%	8.7%
Summer	71	78	83	86	88	91	4.3%	3.3%
Fall	54	55	58	62	65	69	4.2%	5.7%

III. REGION TRAVEL IMPACTS



Great North Woods

Coos County

White Mountains

Coos County (part)
Grafton County (part)
Carroll County (part)

Lakes

Carroll County (part)
Belknap County
Grafton County (part)
Merrimack County (part)
Strafford County (part)

Dartmouth Lake Sunapee

Grafton County (part)
Merrimack County (part)
Sullivan County

Monadnock

Cheshire County
Hillsborough County (part)

Merrimack Valley

Hillsborough County (part)
Merrimack County (part)
Rockingham County (part)

Seacoast

Rockingham County (part)
Strafford County (part)

DARTMOUTH-LAKE SUNAPEE REGION

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	228	238	239	243	241	258
Other Travel	22	22	22	17	16	17
Total	250	260	262	260	257	275

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	115	121	122	128	128	141
Other Overnight	83	85	85	83	82	85
Day Travel	31	32	32	31	31	32
Total	228	238	239	243	241	258

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	28	31	32	35	36	39
Food Service	54	57	58	61	62	67
Food Stores	18	19	19	20	19	20
Local Tran. & Gas	38	39	38	32	30	33
Arts, Ent. & Rec.	27	28	28	29	28	31
Retail Sales	63	65	64	66	65	68
Total	228	238	239	243	241	258

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	52	53	53	53	53	57
Retail & Transportation	30	24	21	19	20	20
Total	82	77	74	73	73	77

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	2.4	2.4	2.4	2.4	2.3	2.4
Retail & Transportation	0.6	0.6	0.6	0.6	0.6	0.7
Total	3.0	3.0	2.9	3.0	3.0	3.1

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	9.3	9.7	10.1	10.8	10.9	11.7
Total	9.3	9.7	10.1	10.8	10.9	11.7

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

DARTMOUTH-LAKE SUNAPEE REGION

Seasonal Travel Impacts, 2011-2017

		2011	2013	2014	2015	2016	2017	<u>Annual Change</u>	
								2011-17	2016-17
Total Spending	Four Seasons	250	260	262	260	257	275	1.6%	7.2%
	Winter	51	52	53	53	51	57	2.1%	11.7%
	Spring	54	59	59	58	55	60	1.6%	9.4%
	Summer	80	84	85	84	83	86	1.2%	3.8%
	Fall	65	65	65	65	68	72	1.6%	6.2%
Destination Spending	Four Seasons	228	238	239	243	241	258	2.0%	7.0%
	Winter	47	48	48	49	48	54	2.4%	11.2%
	Spring	49	54	53	54	51	56	2.2%	9.1%
	Summer	73	77	77	78	78	81	1.7%	3.8%
	Fall	60	60	60	61	64	67	2.0%	5.9%
Earnings	Four Seasons	82	77	74	73	73	77	-1.1%	5.4%
	Winter	17	16	15	15	15	16	-0.4%	10.4%
	Spring	18	17	16	16	15	17	-0.8%	8.9%
	Summer	26	25	24	23	24	25	-0.9%	4.1%
	Fall	22	20	19	19	19	19	-2.0%	0.2%
Employment	Four Seasons	3.0	3.0	2.9	3.0	3.0	3.1	0.4%	2.6%
	Winter	2.5	2.4	2.5	2.6	2.5	2.6	0.7%	4.7%
	Spring	2.7	2.7	2.7	2.8	2.7	2.7	0.3%	2.4%
	Summer	3.8	3.9	3.8	3.9	3.9	4.0	0.6%	2.2%
	Fall	3.0	2.8	2.8	2.8	2.9	2.9	-0.3%	1.5%
Tax Receipts	Four Seasons	9.3	9.7	10.1	10.8	10.9	11.7	3.9%	7.4%
	Winter	1.9	1.9	2.0	2.2	2.2	2.4	4.0%	11.2%
	Spring	1.9	2.1	2.1	2.3	2.2	2.4	4.2%	9.8%
	Summer	3.1	3.3	3.4	3.6	3.6	3.8	3.8%	4.7%
	Fall	2.4	2.4	2.6	2.7	2.9	3.0	3.9%	6.3%

GREAT NORTH WOODS REGION Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	67	72	73	74	72	78
Other Travel	2	2	2	1	1	1
Total	69	73	75	75	73	79

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	39	42	43	45	44	48
Other Overnight	28	29	29	28	28	29
Day Travel	0	1	1	1	0	1
Total	67	72	73	74	72	78

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	14	15	16	18	18	19
Food Service	20	21	22	23	22	24
Food Stores	8	8	8	8	8	8
Local Tran. & Gas	11	11	11	9	9	10
Arts, Ent. & Rec.	11	12	12	12	12	13
Retail Sales	4	4	4	4	4	4
Total	67	72	73	74	72	78

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	19	19	19	19	19	20
Retail & Transportation	3	3	3	3	3	3
Total	22	22	22	22	22	24

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	0.9	0.8	0.8	0.8	0.8	0.8
Retail & Transportation	0.1	0.1	0.1	0.1	0.1	0.1
Total	1.0	1.0	1.0	1.0	0.9	1.0

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	3.3	3.6	3.7	4.0	3.9	4.3
Total	3.3	3.6	3.7	4.0	3.9	4.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

GREAT NORTH WOODS REGION Seasonal Travel Impacts, 2011-2017

		2011	2013	2014	2015	2016	2017	<u>Annual Change</u>	
								2011-17	2016-17
Total Spending	Four Seasons	69	73	75	75	73	79	2.3%	8.2%
	Winter	16	18	18	18	17	19	2.9%	10.8%
	Spring	15	16	15	16	14	16	0.8%	16.0%
	Summer	21	22	23	23	23	24	2.4%	3.7%
	Fall	18	18	19	19	20	21	3.0%	5.7%
Destination Spending	Four Seasons	67	72	73	74	72	78	2.5%	8.1%
	Winter	15	17	17	17	17	18	3.0%	10.7%
	Spring	15	15	15	16	13	16	1.0%	16.0%
	Summer	20	21	22	22	23	23	2.6%	3.7%
	Fall	17	18	18	18	20	21	3.2%	5.5%
Earnings	Four Seasons	22	22	22	22	22	24	1.4%	5.7%
	Winter	5	5	5	5	5	6	2.1%	10.5%
	Spring	5	5	5	5	4	5	1.1%	13.3%
	Summer	7	6	7	7	7	7	1.3%	2.9%
	Fall	6	6	6	6	6	6	1.2%	-0.6%
Employment	Four Seasons	1.0	1.0	1.0	1.0	0.9	1.0	-0.3%	3.9%
	Winter	0.9	0.9	0.9	0.9	0.9	0.9	0.4%	1.4%
	Spring	0.9	0.9	0.8	0.9	0.8	0.9	-0.7%	6.1%
	Summer	1.2	1.2	1.2	1.1	1.1	1.2	-0.2%	5.1%
	Fall	1.0	1.0	1.0	0.9	1.0	1.0	-0.5%	2.8%
Tax Receipts	Four Seasons	3.3	3.6	3.7	4.0	3.9	4.3	4.2%	8.4%
	Winter	0.8	0.9	0.9	1.0	0.9	1.0	4.4%	10.7%
	Spring	0.7	0.7	0.7	0.8	0.7	0.8	2.6%	17.5%
	Summer	1.0	1.1	1.2	1.2	1.3	1.3	4.5%	4.1%
	Fall	0.8	0.9	0.9	1.0	1.1	1.1	5.0%	5.5%

LAKES REGION

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	523	559	561	561	567	591
Other Travel	24	27	27	19	18	19
Total	547	586	588	580	584	610

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	186	209	211	215	221	232
Other Overnight	255	265	266	262	262	272
Day Travel	81	85	84	84	85	87
Total	523	559	561	561	567	591

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	62	72	74	79	83	88
Food Service	93	101	103	107	110	116
Food Stores	49	53	54	55	55	57
Local Tran. & Gas	82	86	85	72	68	74
Arts, Ent. & Rec.	72	76	76	77	78	82
Retail Sales	163	171	169	172	172	175
Total	523	559	561	561	567	591

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	106	121	121	118	117	121
Retail & Transportation	47	46	44	45	46	47
Total	153	168	165	163	163	168

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	4.6	4.7	4.6	4.7	4.6	4.7
Retail & Transportation	1.4	1.5	1.4	1.5	1.5	1.5
Total	6.0	6.2	6.1	6.1	6.1	6.2

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	16.5	18.0	18.7	19.6	20.2	21.2
Total	16.5	18.0	18.7	19.6	20.2	21.2

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

LAKES REGION

Seasonal Travel Impacts, 2011-2017

		2011	2013	2014	2015	2016	2017	<u>Annual Change</u>	
								2011-17	2016-17
Total Spending	Four Seasons	547	586	588	580	584	610	1.8%	4.4%
	Winter	90	97	100	97	96	104	2.4%	8.5%
	Spring	116	127	124	124	122	130	1.9%	7.2%
	Summer	202	219	221	216	221	224	1.7%	1.6%
	Fall	139	142	143	143	146	152	1.5%	3.7%
Destination Spending	Four Seasons	523	559	561	561	567	591	2.1%	4.3%
	Winter	85	91	94	93	92	100	2.7%	8.2%
	Spring	110	121	118	119	118	126	2.2%	7.0%
	Summer	195	211	213	210	215	219	2.0%	1.6%
	Fall	132	135	136	139	141	146	1.7%	3.6%
Earnings	Four Seasons	153	168	165	163	163	168	1.6%	3.4%
	Winter	25	28	28	27	27	29	2.1%	8.1%
	Spring	32	35	34	33	33	35	1.9%	7.5%
	Summer	57	64	63	62	63	65	2.1%	2.4%
	Fall	39	41	40	40	40	40	0.3%	-1.4%
Employment	Four Seasons	6.0	6.2	6.1	6.1	6.1	6.2	0.5%	1.7%
	Winter	4.0	4.0	4.1	4.1	4.0	4.1	0.4%	3.3%
	Spring	5.2	5.5	5.2	5.4	5.2	5.4	0.6%	3.3%
	Summer	9.1	9.7	9.5	9.6	9.5	9.7	1.1%	2.0%
	Fall	5.7	5.6	5.5	5.6	5.5	5.5	-0.6%	-1.2%
Tax Receipts	Four Seasons	16.5	18.0	18.7	19.6	20.2	21.2	4.2%	4.8%
	Winter	2.7	2.9	3.0	3.2	3.2	3.5	4.6%	9.2%
	Spring	3.2	3.6	3.5	3.8	3.8	4.1	4.4%	8.2%
	Summer	6.5	7.3	7.6	7.7	8.1	8.3	4.1%	2.1%
	Fall	4.1	4.3	4.5	4.8	5.0	5.2	3.9%	3.8%

MERRIMACK VALLEY REGION Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	1,352	1,359	1,380	1,426	1,439	1,449
Other Travel	338	334	323	292	274	273
Total	1,690	1,692	1,703	1,719	1,713	1,722
Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	748	753	769	811	828	833
Other Overnight	275	275	276	275	272	274
Day Travel	328	330	335	340	339	341
Total	1,352	1,359	1,380	1,426	1,439	1,449
Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	116	122	130	143	151	155
Food Service	173	179	186	199	206	211
Food Stores	37	38	39	41	41	41
Local Tran. & Gas	111	112	112	96	91	96
Arts, Ent. & Rec.	147	148	150	158	160	163
Retail Sales	665	668	678	704	707	698
Visitor Air Tran.	102	92	85	87	84	83
Total	1,352	1,359	1,380	1,426	1,439	1,449
Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	215	221	225	233	237	234
Retail & Transportation	180	156	147	148	153	150
Total	395	377	372	381	390	384
Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	9.6	9.3	9.2	9.4	9.6	9.4
Retail & Transportation	3.9	3.8	3.7	4.0	4.0	4.0
Total	13.5	13.1	12.9	13.3	13.6	13.4
Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	36.4	37.1	39.2	42.2	43.3	44.4
Total	36.4	37.1	39.2	42.2	43.3	44.4

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

MERRIMACK VALLEY REGION Seasonal Travel Impacts, 2011-2017

		2011	2013	2014	2015	2016	2017	<u>Annual Change</u>	
								2011-17	2016-17
Total Spending	Four Seasons	1,690	1,692	1,703	1,719	1,713	1,722	0.3%	0.5%
	Winter	326	335	327	326	371	334	0.4%	-10.0%
	Spring	442	446	445	458	433	454	0.5%	4.9%
	Summer	483	492	501	501	485	493	0.3%	1.8%
	Fall	440	420	430	434	424	440	0.0%	3.7%
Destination Spending	Four Seasons	1,352	1,359	1,380	1,426	1,439	1,449	1.2%	0.7%
	Winter	252	258	254	260	305	269	1.1%	-11.8%
	Spring	351	359	360	381	362	382	1.4%	5.5%
	Summer	392	401	413	422	412	423	1.3%	2.5%
	Fall	357	340	354	363	359	375	0.8%	4.2%
Earnings	Four Seasons	395	377	372	381	390	384	-0.5%	-1.5%
	Winter	78	74	72	73	84	76	-0.4%	-9.8%
	Spring	101	98	95	100	97	100	0.0%	3.3%
	Summer	112	109	108	109	110	110	-0.2%	0.7%
	Fall	105	96	97	99	98	97	-1.3%	-1.4%
Employment	Four Seasons	13.5	13.1	12.9	13.3	13.6	13.4	-0.1%	-1.7%
	Winter	10.8	10.3	10.0	10.1	11.7	10.2	-1.0%	-12.9%
	Spring	14.3	14.3	13.9	14.5	14.1	14.2	-0.2%	0.2%
	Summer	15.0	15.2	15.2	15.7	15.5	15.6	0.7%	1.0%
	Fall	13.9	12.6	12.6	13.0	13.1	13.5	-0.4%	3.0%
Tax Receipts	Four Seasons	36.4	37.1	39.2	42.2	43.3	44.4	3.3%	2.6%
	Winter	6.9	7.1	7.1	7.8	9.2	8.3	3.2%	-9.7%
	Spring	9.0	9.3	9.4	10.7	10.3	11.0	3.5%	7.2%
	Summer	10.8	11.3	12.3	12.8	12.8	13.3	3.5%	4.2%
	Fall	9.8	9.4	10.4	10.9	11.0	11.7	3.1%	6.7%

MONADNOCK REGION Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	276	279	287	284	282	284
Other Travel	30	31	30	27	25	27
Total	306	310	318	311	307	311
Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	36	38	41	42	43	44
Other Overnight	213	215	219	215	212	214
Day Travel	26	27	27	27	26	27
Total	276	279	287	284	282	284
Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	14	15	17	19	20	20
Food Service	49	51	53	55	56	57
Food Stores	23	24	25	26	25	25
Local Tran. & Gas	54	54	55	46	43	45
Arts, Ent. & Rec.	24	24	25	25	25	25
Retail Sales	110	110	111	113	111	110
Visitor Air Tran.	1	1	1	1	1	1
Total	276	279	287	284	282	284
Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	41	41	42	42	43	43
Retail & Transportation	31	30	30	32	32	32
Total	71	70	72	74	75	75
Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	2.0	2.0	2.0	2.0	2.0	2.0
Retail & Transportation	0.9	0.9	0.9	0.9	0.9	0.9
Total	2.9	2.8	2.9	2.9	2.9	2.9
Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	8.3	8.5	9.2	9.6	9.7	9.9
Total	8.3	8.5	9.2	9.6	9.7	9.9

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

MONADNOCK REGION
Seasonal Travel Impacts, 2011-2017

		2011	2013	2014	2015	2016	2017	<u>Annual Change</u>	
								2011-17	2016-17
Total Spending	Four Seasons	306	310	318	311	307	311	0.3%	1.4%
	Winter	55	54	56	54	56	54	-0.2%	-3.5%
	Spring	76	80	80	79	76	79	0.5%	3.0%
	Summer	95	96	100	98	95	96	0.3%	1.2%
	Fall	81	80	82	80	79	82	0.3%	3.4%
Destination Spending	Four Seasons	276	279	287	284	282	284	0.5%	1.0%
	Winter	49	47	49	49	51	48	-0.1%	-4.7%
	Spring	69	72	72	72	70	72	0.8%	2.7%
	Summer	86	87	91	90	88	89	0.6%	1.3%
	Fall	73	73	75	73	73	75	0.5%	3.0%
Earnings	Four Seasons	71	70	72	74	75	75	0.9%	0.6%
	Winter	13	12	13	13	14	13	0.3%	-3.7%
	Spring	18	18	18	19	19	19	1.4%	3.0%
	Summer	22	22	22	23	23	24	1.5%	2.7%
	Fall	19	18	19	19	19	19	0.3%	-1.1%
Employment	Four Seasons	2.9	2.8	2.9	2.9	2.9	2.9	0.2%	-0.2%
	Winter	2.1	1.9	2.0	1.9	2.1	1.9	-1.2%	-6.4%
	Spring	3.0	3.0	2.9	2.9	3.0	2.9	-0.1%	-0.7%
	Summer	3.6	3.7	3.8	3.8	3.8	3.9	1.2%	3.2%
	Fall	2.9	2.8	2.8	2.9	2.9	2.9	0.1%	0.3%
Tax Receipts	Four Seasons	8.3	8.5	9.2	9.6	9.7	9.9	2.8%	1.4%
	Winter	1.5	1.5	1.6	1.7	1.7	1.7	2.5%	-0.5%
	Spring	2.0	2.2	2.2	2.4	2.4	2.4	3.0%	2.2%
	Summer	2.6	2.7	3.0	3.1	3.1	3.1	3.1%	0.6%
	Fall	2.2	2.2	2.5	2.5	2.6	2.6	2.7%	3.0%

SEACOAST REGION Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	1,246	1,329	1,372	1,407	1,405	1,432
Other Travel	126	143	154	139	125	122
Total	1,373	1,471	1,526	1,545	1,531	1,554
Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	809	871	906	938	938	959
Other Overnight	161	168	171	169	169	172
Day Travel	276	290	296	300	298	301
Total	1,246	1,329	1,372	1,407	1,405	1,432
Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	110	123	132	142	149	155
Food Service	137	149	157	165	170	177
Food Stores	33	36	37	39	39	40
Local Tran. & Gas	87	90	92	77	73	79
Arts, Ent. & Rec.	56	59	61	63	63	65
Retail Sales	823	871	892	920	911	914
Visitor Air Tran.	0	0	0	0	1	1
Total	1,246	1,329	1,372	1,407	1,405	1,432
Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	167	197	208	202	197	208
Retail & Transportation	143	152	158	165	165	162
Total	310	349	365	367	362	370
Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	6.0	6.2	6.3	6.3	6.1	6.3
Retail & Transportation	4.4	4.6	4.6	4.7	4.7	4.6
Total	10.4	10.8	10.9	11.0	10.8	10.9
Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	27.7	29.9	32.3	34.2	35.1	36.5
Total	27.7	29.9	32.3	34.2	35.1	36.5

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

SEACOAST REGION

Seasonal Travel Impacts, 2011-2017

		2011	2013	2014	2015	2016	2017	<u>Annual Change</u>	
								2011-17	2016-17
Total Spending	Four Seasons	1,373	1,471	1,526	1,545	1,531	1,554	2.1%	1.5%
	Winter	217	228	236	241	248	262	3.2%	5.7%
	Spring	320	345	355	366	355	372	2.6%	4.9%
	Summer	494	547	568	560	551	541	1.5%	-1.8%
	Fall	342	350	367	379	376	378	1.7%	0.5%
Destination Spending	Four Seasons	1,246	1,329	1,372	1,407	1,405	1,432	2.3%	1.9%
	Winter	193	199	204	212	218	232	3.2%	6.8%
	Spring	290	312	319	334	327	342	2.8%	4.5%
	Summer	454	504	521	521	515	507	1.8%	-1.4%
	Fall	309	314	328	341	346	350	2.1%	1.2%
Earnings	Four Seasons	310	349	365	367	362	370	3.0%	2.3%
	Winter	49	54	56	58	59	63	4.2%	6.4%
	Spring	71	81	84	86	84	89	3.8%	6.5%
	Summer	112	130	135	132	131	133	2.9%	1.6%
	Fall	78	85	89	91	88	85	1.6%	-3.2%
Employment	Four Seasons	10.4	10.8	10.9	11.0	10.8	10.9	0.8%	0.8%
	Winter	6.5	6.5	6.6	6.9	6.9	7.1	1.4%	2.8%
	Spring	10.1	10.4	10.6	11.0	10.6	10.8	1.0%	1.4%
	Summer	15.0	16.3	16.5	16.1	15.6	15.8	0.8%	1.0%
	Fall	9.8	9.9	10.0	10.0	10.1	10.0	0.2%	-1.4%
Tax Receipts	Four Seasons	27.7	29.9	32.3	34.2	35.1	36.5	4.7%	4.1%
	Winter	4.3	4.5	4.7	5.2	5.4	5.9	5.3%	8.4%
	Spring	6.1	6.6	6.9	7.6	7.6	8.2	5.0%	7.0%
	Summer	10.3	11.6	12.7	13.0	13.2	13.4	4.4%	1.5%
	Fall	7.0	7.2	8.0	8.4	8.9	9.1	4.6%	2.8%

WHITE MOUNTAINS REGION Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	785	837	854	870	856	921
Other Travel	37	46	51	44	43	44
Total	822	883	905	913	899	965

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	618	663	678	695	682	741
Other Overnight	124	130	131	130	129	134
Day Travel	43	45	45	45	44	46
Total	785	837	854	870	856	921

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	179	197	206	220	224	242
Food Service	197	212	217	228	227	246
Food Stores	50	54	55	57	55	58
Local Tran. & Gas	95	100	99	82	74	83
Arts, Ent. & Rec.	94	99	100	102	100	108
Retail Sales	169	176	176	181	176	185
Total	785	837	854	870	856	921

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	209	221	225	228	224	238
Retail & Transportation	44	48	50	53	54	55
Total	253	269	275	281	278	294

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	8.7	8.8	8.8	8.8	8.4	8.8
Retail & Transportation	1.5	1.5	1.5	1.6	1.7	1.7
Total	10.2	10.3	10.3	10.4	10.1	10.5

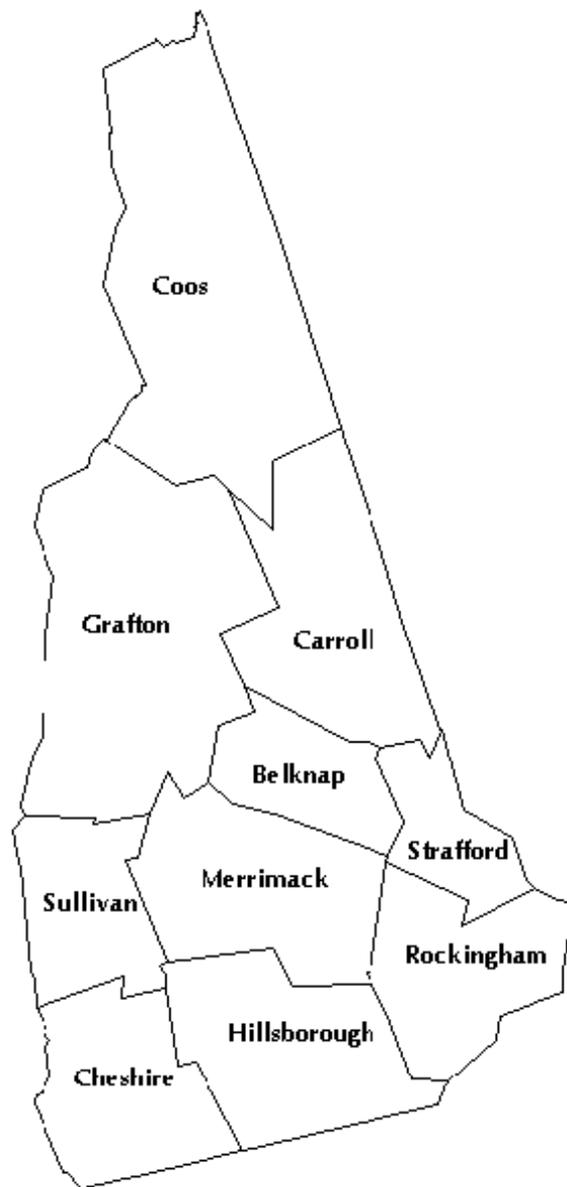
Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	36.0	38.9	40.7	42.9	42.9	46.3
Total	36.0	38.9	40.7	42.9	42.9	46.3

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

WHITE MOUNTAINS REGION Seasonal Travel Impacts, 2011-2017

		2011	2013	2014	2015	2016	2017	<u>Annual Change</u>	
								2011-17	2016-17
Total Spending	Four Seasons	822	883	905	913	899	965	2.7%	7.4%
	Winter	181	192	201	202	194	221	3.3%	13.9%
	Spring	151	168	168	172	157	175	2.5%	11.6%
	Summer	282	309	319	315	316	326	2.4%	2.9%
	Fall	208	214	217	224	232	244	2.7%	5.1%
Destination Spending	Four Seasons	785	837	854	870	856	921	2.7%	7.7%
	Winter	175	183	190	193	184	210	3.2%	14.1%
	Spring	142	158	157	162	147	165	2.5%	11.9%
	Summer	271	296	304	303	304	314	2.5%	3.2%
	Fall	198	201	203	211	220	232	2.7%	5.6%
Earnings	Four Seasons	253	269	275	281	278	294	2.5%	5.6%
	Winter	57	59	62	63	61	69	3.2%	13.5%
	Spring	45	50	50	51	48	53	2.9%	11.4%
	Summer	87	94	96	97	98	101	2.5%	3.1%
	Fall	64	66	68	70	71	70	1.5%	-1.8%
Employment	Four Seasons	10.2	10.3	10.3	10.4	10.1	10.5	0.6%	4.1%
	Winter	9.3	9.1	9.5	9.6	9.2	9.9	0.9%	7.7%
	Spring	7.8	8.1	8.0	8.3	7.6	8.0	0.5%	5.8%
	Summer	13.9	14.5	14.4	14.4	14.0	14.4	0.6%	3.1%
	Fall	9.7	9.5	9.4	9.5	9.7	9.8	0.2%	0.6%
Tax Receipts	Four Seasons	36.0	38.9	40.7	42.9	42.9	46.3	4.3%	8.0%
	Winter	8.0	8.4	8.9	9.5	9.2	10.5	4.5%	13.5%
	Spring	6.1	6.8	6.9	7.5	6.9	7.8	4.1%	13.1%
	Summer	12.8	14.3	15.1	15.4	15.8	16.4	4.2%	3.8%
	Fall	9.1	9.3	9.8	10.5	11.1	11.7	4.3%	6.1%

IV. COUNTY TRAVEL IMPACTS



County Direct Travel Impacts, 2017

	Total Spending (\$Million)	Destination Spending* (\$Million)	Earnings (\$Million)	Employment (Thousand Jobs)	Tax Revenue (\$Million)
Belknap	353	341	94	0.9	14
Carroll	510	481	162	1.4	27
Cheshire	127	104	35	0.4	14
Coos	239	234	71	0.7	15
Grafton	643	622	186	1.7	33
Hillsborough	1,429	1,199	301	2.7	57
Merrimack	326	289	89	0.9	23
Rockingham	1,645	1,534	385	2.7	72
Strafford	185	158	52	0.6	11
Sullivan	59	52	15	0.2	3

*Sum of county destination spending is less than state destination spending due to allocation of ground transportation.

County Visitor Volume and Visitor Spending, 2017

	Overnight Visitor Volume				Average Overnight Expenditures			
	Person Nights (000)	Person Trips (000)	Party Nights (000)	Party Trips (000)	per Person Night	per Person Trip	per Party Night	per Party Trip
Belknap	3,232	1,162	1,409	505	316	879	724	2,016
Carroll	4,338	1,708	1,716	676	422	1,067	1,063	2,686
Cheshire	1,937	704	945	342	166	455	340	936
Coos	2,191	937	880	376	420	987	1,045	2,455
Grafton	4,150	1,712	1,676	693	555	1,339	1,370	3,302
Hillsborough	6,449	2,358	2,967	1,066	589	1,598	1,280	3,532
Merrimack	2,621	942	1,187	421	355	980	783	2,193
Rockingham	3,985	1,794	1,613	734	1,233	2,709	3,023	6,591
Strafford	3,058	1,114	1,515	549	158	433	319	877
Sullivan	1,139	397	555	194	134	382	274	782

Total Direct Travel Spending by County (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	317	344	342	336	341	353	1.8%	3.3%
Carroll	450	486	502	496	487	510	2.1%	4.7%
Cheshire	124	128	132	126	124	127	0.4%	2.4%
Coos	200	217	221	225	218	239	3.0%	9.7%
Grafton	540	570	577	594	591	643	3.0%	8.8%
Hillsborough	1,435	1,416	1,422	1,436	1,435	1,429	-0.1%	-0.4%
Merrimack	310	319	320	314	309	326	0.8%	5.6%
Rockingham	1,449	1,556	1,614	1,649	1,630	1,645	2.1%	0.9%
Strafford	172	178	184	170	173	185	1.2%	7.0%
Sullivan	61	63	62	57	56	59	-0.7%	5.0%

Destination Spending by County (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	299	325	323	324	331	341	2.2%	3.1%
Carroll	432	459	470	465	456	481	1.8%	5.4%
Cheshire	98	100	105	102	102	104	1.0%	1.5%
Coos	192	209	214	219	213	234	3.3%	9.6%
Grafton	516	545	552	575	572	622	3.2%	8.7%
Hillsborough	1,145	1,134	1,153	1,190	1,203	1,199	0.8%	-0.3%
Merrimack	265	273	274	276	273	289	1.5%	5.7%
Rockingham	1,340	1,430	1,475	1,519	1,513	1,534	2.3%	1.4%
Strafford	139	144	150	144	149	158	2.2%	6.3%
Sullivan	51	53	52	50	50	52	0.1%	3.9%

Total Direct Earnings Generated by Travel Spending by County (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	81	96	94	92	92	94	2.5%	2.2%
Carroll	135	150	158	161	157	162	3.2%	3.2%
Cheshire	31	31	33	34	35	35	2.2%	0.6%
Coos	64	64	64	66	67	71	1.8%	6.6%
Grafton	168	172	171	172	173	186	1.8%	7.8%
Hillsborough	293	282	283	297	308	301	0.5%	-2.3%
Merrimack	132	109	96	88	88	89	-6.3%	1.1%
Rockingham	327	369	388	388	379	385	2.8%	1.8%
Strafford	41	45	45	46	49	52	3.9%	6.4%
Sullivan	15	15	14	15	15	15	1.0%	2.1%

Total Direct Employment Generated by Travel Spending (Thousand Jobs)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	0.8	0.9	0.8	0.9	0.9	0.9	0.8%	0.7%
Carroll	1.4	1.5	1.5	1.5	1.4	1.4	0.0%	1.7%
Cheshire	0.4	0.4	0.4	0.4	0.4	0.4	1.5%	-0.4%
Coos	0.7	0.7	0.7	0.7	0.7	0.7	0.2%	4.5%
Grafton	1.6	1.6	1.5	1.6	1.6	1.7	1.3%	6.1%
Hillsborough	2.7	2.6	2.6	2.7	2.8	2.7	-0.1%	-2.4%
Merrimack	0.9	0.9	0.9	0.9	0.9	0.9	-0.4%	-0.1%
Rockingham	2.6	2.7	2.7	2.8	2.7	2.7	0.7%	0.2%
Strafford	0.5	0.5	0.5	0.6	0.6	0.6	1.4%	2.5%
Sullivan	0.2	0.2	0.2	0.2	0.2	0.2	0.0%	-2.4%

Total Tax Receipts Generated by Travel Spending (\$Millions)

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	10	11	12	12	13	14	5.6%	7.0%
Carroll	23	24	25	26	26	27	2.8%	4.7%
Cheshire	10	12	13	13	14	14	5.7%	1.2%
Coos	11	12	13	14	14	15	4.8%	9.3%
Grafton	25	27	28	31	31	33	4.4%	7.0%
Hillsborough	41	44	46	50	54	57	5.6%	6.0%
Merrimack	20	20	21	22	23	23	2.7%	3.6%
Rockingham	57	60	63	67	69	72	4.2%	4.6%
Strafford	9	9	10	10	10	11	3.9%	5.0%
Sullivan	3	3	3	3	3	3	2.3%	3.8%

Overnight Visitor Volume by County (\$Millions)

Party Nights

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	1.3	1.4	1.4	1.4	1.4	1.4	1.0%	1.7%
Carroll	1.7	1.7	1.7	1.7	1.7	1.7	0.6%	3.3%
Cheshire	1.0	0.9	1.0	1.0	1.0	0.9	-0.1%	-0.8%
Coos	0.8	0.8	0.8	0.9	0.8	0.9	1.2%	5.7%
Grafton	1.5	1.6	1.6	1.6	1.6	1.7	1.5%	5.2%
Hillsborough	2.9	2.8	2.9	3.0	3.0	3.0	0.5%	-0.4%
Merrimack	1.2	1.2	1.1	1.2	1.2	1.2	0.4%	3.0%
Rockingham	1.5	1.5	1.6	1.6	1.6	1.6	1.6%	1.1%
Strafford	1.4	1.4	1.5	1.4	1.5	1.5	1.2%	2.3%
Sullivan	0.6	0.6	0.5	0.5	0.5	0.6	0.1%	1.4%

Party Trips

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	0.5	0.5	0.5	0.5	0.5	0.5	1.2%	1.8%
Carroll	0.7	0.7	0.7	0.7	0.7	0.7	0.6%	3.7%
Cheshire	0.3	0.3	0.3	0.3	0.3	0.3	0.0%	-0.8%
Coos	0.3	0.4	0.4	0.4	0.4	0.4	1.4%	6.4%
Grafton	0.6	0.6	0.6	0.7	0.7	0.7	1.7%	5.9%
Hillsborough	1.0	1.0	1.0	1.1	1.1	1.1	0.5%	-0.9%
Merrimack	0.4	0.4	0.4	0.4	0.4	0.4	0.5%	3.4%
Rockingham	0.7	0.7	0.7	0.7	0.7	0.7	1.6%	1.4%
Strafford	0.5	0.5	0.5	0.5	0.5	0.5	1.2%	2.4%
Sullivan	0.2	0.2	0.2	0.2	0.2	0.2	0.0%	1.5%

Person Nights

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	3.0	3.1	3.1	3.1	3.2	3.2	1.2%	1.8%
Carroll	4.2	4.2	4.3	4.3	4.2	4.3	0.7%	3.2%
Cheshire	1.9	1.9	2.0	2.0	2.0	1.9	0.0%	-0.7%
Coos	2.0	2.1	2.1	2.1	2.1	2.2	1.3%	5.5%
Grafton	3.8	3.9	3.9	4.0	3.9	4.1	1.5%	5.1%
Hillsborough	6.2	6.1	6.3	6.4	6.5	6.4	0.5%	-0.4%
Merrimack	2.5	2.5	2.5	2.6	2.5	2.6	0.5%	3.1%
Rockingham	3.6	3.8	3.9	4.0	3.9	4.0	1.6%	0.9%
Strafford	2.8	2.8	2.9	2.9	3.0	3.1	1.3%	2.8%
Sullivan	1.1	1.1	1.1	1.1	1.1	1.1	0.0%	1.2%

Person Trips

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	1.1	1.1	1.1	1.1	1.1	1.2	1.4%	1.9%
Carroll	1.6	1.7	1.7	1.7	1.6	1.7	0.7%	3.7%
Cheshire	0.7	0.7	0.7	0.7	0.7	0.7	0.1%	-0.7%
Coos	0.9	0.9	0.9	0.9	0.9	0.9	1.5%	6.3%
Grafton	1.5	1.6	1.6	1.6	1.6	1.7	1.7%	5.9%
Hillsborough	2.3	2.2	2.3	2.4	2.4	2.4	0.6%	-0.9%
Merrimack	0.9	0.9	0.9	0.9	0.9	0.9	0.6%	3.4%
Rockingham	1.6	1.7	1.7	1.8	1.8	1.8	1.6%	1.3%
Strafford	1.0	1.0	1.1	1.1	1.1	1.1	1.4%	2.9%
Sullivan	0.4	0.4	0.4	0.4	0.4	0.4	0.0%	1.4%

Average Overnight Spending by County (\$Millions)

per Party Night

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	\$165	\$176	\$177	\$176	\$177	\$181	1.6%	2.1%
Carroll	\$248	\$258	\$262	\$260	\$259	\$266	1.2%	2.4%
Cheshire	\$78	\$82	\$84	\$82	\$83	\$85	1.4%	2.6%
Coos	\$232	\$245	\$249	\$250	\$251	\$261	2.0%	4.2%
Grafton	\$308	\$320	\$324	\$328	\$330	\$342	1.8%	3.8%
Hillsborough	\$311	\$315	\$313	\$315	\$320	\$320	0.5%	0.0%
Merrimack	\$182	\$190	\$191	\$190	\$190	\$196	1.2%	2.9%
Rockingham	\$714	\$735	\$743	\$748	\$750	\$756	1.0%	0.8%
Strafford	\$74	\$77	\$78	\$75	\$76	\$80	1.2%	4.9%
Sullivan	\$69	\$70	\$70	\$67	\$67	\$69	0.0%	2.8%

per Party Trip

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	\$465	\$491	\$495	\$490	\$494	\$504	1.4%	2.0%
Carroll	\$626	\$653	\$663	\$658	\$658	\$671	1.2%	2.1%
Cheshire	\$216	\$226	\$231	\$227	\$228	\$234	1.3%	2.5%
Coos	\$550	\$578	\$588	\$589	\$592	\$614	1.9%	3.6%
Grafton	\$750	\$778	\$789	\$796	\$801	\$826	1.6%	3.1%
Hillsborough	\$865	\$875	\$870	\$873	\$880	\$883	0.3%	0.3%
Merrimack	\$513	\$534	\$538	\$534	\$534	\$548	1.1%	2.6%
Rockingham	\$1,559	\$1,608	\$1,625	\$1,635	\$1,638	\$1,648	0.9%	0.6%
Strafford	\$205	\$212	\$215	\$208	\$209	\$219	1.2%	4.8%
Sullivan	\$195	\$200	\$201	\$192	\$191	\$196	0.1%	2.6%

per Person Night

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	\$73	\$77	\$78	\$77	\$78	\$79	1.4%	2.0%
Carroll	\$99	\$103	\$104	\$104	\$103	\$106	1.1%	2.4%
Cheshire	\$38	\$40	\$41	\$40	\$40	\$41	1.3%	2.5%
Coos	\$94	\$99	\$100	\$101	\$101	\$105	1.9%	4.3%
Grafton	\$125	\$130	\$132	\$133	\$134	\$139	1.7%	3.8%
Hillsborough	\$144	\$146	\$145	\$145	\$147	\$147	0.4%	0.0%
Merrimack	\$83	\$86	\$87	\$86	\$86	\$89	1.2%	2.9%
Rockingham	\$292	\$300	\$303	\$305	\$306	\$308	0.9%	0.9%
Strafford	\$37	\$38	\$39	\$38	\$38	\$40	1.1%	4.3%
Sullivan	\$33	\$34	\$34	\$33	\$32	\$33	0.1%	2.9%

per Person Trip

	2011	2013	2014	2015	2016	2017	Annual Change	
							2011-17	2016-17
Belknap	\$204	\$215	\$217	\$214	\$216	\$220	1.2%	1.8%
Carroll	\$249	\$260	\$264	\$262	\$261	\$267	1.1%	2.0%
Cheshire	\$106	\$110	\$113	\$110	\$111	\$114	1.2%	2.5%
Coos	\$222	\$233	\$237	\$237	\$238	\$247	1.8%	3.7%
Grafton	\$305	\$316	\$320	\$323	\$325	\$335	1.6%	3.1%
Hillsborough	\$393	\$398	\$395	\$396	\$398	\$400	0.3%	0.4%
Merrimack	\$230	\$239	\$241	\$239	\$239	\$245	1.1%	2.5%
Rockingham	\$642	\$662	\$668	\$672	\$673	\$677	0.9%	0.7%
Strafford	\$102	\$105	\$107	\$103	\$104	\$108	1.0%	4.2%
Sullivan	\$95	\$98	\$98	\$94	\$93	\$96	0.1%	2.7%

BELKNAP COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	299	325	323	324	331	341
Other Travel	18	19	18	12	11	12
Total	317	344	342	336	341	353

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	110	128	128	130	136	141
Other Overnight	116	121	120	119	119	123
Day Travel	72	76	75	75	76	77
Total	299	325	323	324	331	341

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	37	44	45	48	52	54
Food Service	39	44	44	46	48	50
Food Stores	22	24	24	25	25	26
Local Tran. & Gas	44	47	46	39	37	40
Arts, Ent. & Rec.	44	47	47	48	49	51
Retail Sales	112	119	117	118	119	120
Total	299	325	323	324	331	341

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	57	69	68	66	65	66
Retail & Transportation	24	26	26	26	27	28
Total	81	96	94	92	92	94

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	0.6	0.6	0.6	0.6	0.6	0.6
Retail & Transportation	0.2	0.2	0.2	0.2	0.2	0.2
Total	0.8	0.9	0.8	0.9	0.9	0.9

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	10	11	12	12	13	14
Total	10	11	12	12	13	14

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

CARROLL COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	432	459	470	465	456	481
Other Travel	17	27	33	31	31	29
Total	450	486	502	496	487	510

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	306	327	336	332	324	342
Other Overnight	109	114	116	114	115	120
Day Travel	17	18	18	18	17	18
Total	432	459	470	465	456	481

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	97	106	112	115	117	123
Food Service	113	121	124	126	126	133
Food Stores	37	39	40	40	39	41
Local Tran. & Gas	57	60	60	48	44	49
Arts, Ent. & Rec.	54	56	57	57	55	58
Retail Sales	75	77	78	77	75	77
Total	432	459	470	465	456	481

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	109	121	127	129	125	130
Retail & Transportation	25	29	31	32	32	32
Total	135	150	158	161	157	162

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	1.2	1.2	1.2	1.2	1.1	1.2
Retail & Transportation	0.2	0.2	0.2	0.2	0.3	0.3
Total	1.4	1.5	1.5	1.5	1.4	1.4

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	23	24	25	26	26	27
Total	23	24	25	26	26	27

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

CHESHIRE COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	98	100	105	102	102	104
Other Travel	26	27	27	24	22	24
Total	124	128	132	126	124	127

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	29	30	33	34	35	36
Other Overnight	46	47	48	45	44	45
Day Travel	23	23	24	23	23	23
Total	98	100	105	102	102	104

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	12	13	15	16	17	17
Food Service	26	27	28	29	30	30
Food Stores	11	11	12	12	12	12
Local Tran. & Gas	29	29	30	25	23	25
Arts, Ent. & Rec.	8	8	9	9	9	9
Retail Sales	11	11	12	12	11	11
Total	98	100	105	102	102	104

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	20	21	22	22	22	22
Retail & Transportation	11	11	11	12	13	13
Total	31	31	33	34	35	35

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	0.3	0.3	0.3	0.3	0.3	0.3
Retail & Transportation	0.1	0.1	0.1	0.1	0.1	0.1
Total	0.4	0.4	0.4	0.4	0.4	0.4

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	10	12	13	13	14	14
Total	10	12	13	13	14	14

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

COOS COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	192	209	214	219	213	234
Other Travel	8	8	8	5	5	5
Total	200	217	221	225	218	239

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	156	171	175	182	176	196
Other Overnight	35	36	36	36	35	36
Day Travel	2	2	2	2	2	2
Total	192	209	214	219	213	234

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	56	63	66	71	72	79
Food Service	54	58	60	63	62	68
Food Stores	15	16	17	17	16	17
Local Tran. & Gas	29	31	31	26	23	26
Arts, Ent. & Rec.	28	29	29	30	29	32
Retail Sales	11	12	12	12	11	12
Total	192	209	214	219	213	234

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	57	57	57	58	58	62
Retail & Transportation	7	7	7	8	8	9
Total	64	64	64	66	67	71

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	0.6	0.6	0.6	0.6	0.6	0.6
Retail & Transportation	0.1	0.1	0.1	0.1	0.1	0.1
Total	0.7	0.7	0.7	0.7	0.7	0.7

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	11	12	13	14	14	15
Total	11	12	13	14	14	15

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

GRAFTON COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	516	545	552	575	572	622
Other Travel	24	25	25	19	19	22
Total	540	570	577	594	591	643

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	359	381	388	411	410	453
Other Overnight	116	121	122	121	120	123
Day Travel	41	43	43	43	43	45
Total	516	545	552	575	572	622

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	84	92	96	106	110	121
Food Service	119	127	130	140	141	155
Food Stores	32	34	35	37	36	38
Local Tran. & Gas	55	57	57	48	44	50
Arts, Ent. & Rec.	61	63	63	67	66	72
Retail Sales	165	171	171	178	175	186
Total	516	545	552	575	572	622

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	133	137	136	135	134	146
Retail & Transportation	34	35	35	38	38	41
Total	168	172	171	172	173	186

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	1.3	1.3	1.3	1.3	1.3	1.4
Retail & Transportation	0.3	0.3	0.3	0.3	0.3	0.3
Total	1.6	1.6	1.5	1.6	1.6	1.7

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	25	27	28	31	31	33
Total	25	27	28	31	31	33

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

HILLSBOROUGH COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	1,145	1,134	1,153	1,190	1,203	1,199
Other Travel	290	282	269	247	232	230
Total	1,435	1,416	1,422	1,436	1,435	1,429
Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	542	533	544	579	597	591
Other Overnight	355	353	356	354	350	352
Day Travel	249	248	253	257	257	256
Total	1,145	1,134	1,153	1,190	1,203	1,199
Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	79	81	86	96	103	104
Food Service	140	143	149	160	167	169
Food Stores	35	36	37	39	39	39
Local Tran. & Gas	100	100	101	86	82	86
Arts, Ent. & Rec.	119	119	121	128	130	131
Retail Sales	568	563	571	593	597	586
Visitor Air Tran.	104	93	86	88	86	84
Total	1,145	1,134	1,153	1,190	1,203	1,199
Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	168	166	166	174	181	177
Retail & Transportation	125	117	117	123	127	125
Total	293	282	283	297	308	301
Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	1.9	1.8	1.8	1.8	1.9	1.9
Retail & Transportation	0.9	0.8	0.8	0.9	0.9	0.9
Total	2.7	2.6	2.6	2.7	2.8	2.7
Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	41	44	46	50	54	57
Total	41	44	46	50	54	57

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services.** Retail includes gasoline.

MERRIMACK COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	265	273	274	276	273	289
Other Travel	45	46	46	38	35	37
Total	310	319	320	314	309	326

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	119	125	125	129	128	138
Other Overnight	90	92	92	91	90	93
Day Travel	56	57	56	56	56	58
Total	265	273	274	276	273	289

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	30	32	33	35	36	39
Food Service	55	58	59	61	62	66
Food Stores	17	17	17	18	18	18
Local Tran. & Gas	39	40	39	33	31	34
Arts, Ent. & Rec.	45	46	46	47	46	49
Retail Sales	80	81	80	81	80	82
Total	265	273	274	276	273	289

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	56	59	60	62	61	62
Retail & Transportation	76	50	36	26	27	27
Total	132	109	96	88	88	89

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	0.7	0.7	0.7	0.7	0.7	0.7
Retail & Transportation	0.2	0.2	0.2	0.2	0.2	0.2
Total	0.9	0.9	0.9	0.9	0.9	0.9

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	20	20	21	22	23	23
Total	20	20	21	22	23	23

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

ROCKINGHAM COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	1,340	1,430	1,475	1,519	1,513	1,534
Other Travel	109	126	139	130	117	111
Total	1,449	1,556	1,614	1,649	1,630	1,645
Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	889	958	995	1,033	1,029	1,050
Other Overnight	172	179	181	181	181	180
Day Travel	278	293	299	305	302	304
Total	1,340	1,430	1,475	1,519	1,513	1,534
Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	110	124	133	143	149	154
Food Service	127	139	146	155	159	165
Food Stores	27	29	30	32	31	31
Local Tran. & Gas	65	68	70	58	55	58
Arts, Ent. & Rec.	58	61	63	65	65	67
Retail Sales	953	1,009	1,032	1,065	1,054	1,057
Visitor Air Tran.	0	0	0	1	1	1
Total	1,340	1,430	1,475	1,519	1,513	1,534
Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	171	204	217	209	201	211
Retail & Transportation	156	165	172	179	178	174
Total	327	369	388	388	379	385
Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	1.4	1.4	1.5	1.5	1.4	1.4
Retail & Transportation	1.2	1.3	1.3	1.3	1.3	1.3
Total	2.6	2.7	2.7	2.8	2.7	2.7
Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	57	60	63	67	69	72
Total	57	60	63	67	69	72

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services.** Retail includes gasoline.

STRAFFORD COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	139.0	144.3	149.9	144.0	148.6	158.0
Other Travel	32.6	34.0	34.4	26.2	24.1	26.8
Total	171.6	178.3	184.2	170.2	172.7	184.7

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	32.3	33.8	36.1	35.9	38.9	41.9
Other Overnight	72.7	75.4	77.6	73.4	74.3	79.1
Day Travel	34.0	35.1	36.1	34.7	35.4	36.9
Total	139.0	144.3	149.9	144.0	148.6	158.0

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	15.4	16.5	17.9	18.7	20.7	22.7
Food Service	37.0	38.9	40.8	41.6	44.0	46.3
Food Stores	16.2	17.0	17.7	18.0	18.2	19.4
Local Tran. & Gas	42.8	43.7	44.6	37.0	36.1	39.1
Arts, Ent. & Rec.	11.1	11.4	11.7	11.8	12.2	12.9
Retail Sales	16.4	16.7	17.1	17.0	17.3	17.6
Total	139.0	144.3	149.9	144.0	148.6	158.0

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	28.0	30.9	30.8	30.8	32.4	35.1
Retail & Transportation	13.4	13.6	14.0	15.2	16.5	16.9
Total	41.4	44.5	44.8	46.0	48.9	52.1

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	0.4	0.4	0.4	0.4	0.4	0.4
Retail & Transportation	0.1	0.1	0.1	0.1	0.2	0.2
Total	0.5	0.5	0.5	0.6	0.6	0.6

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	8.5	9.0	9.5	9.8	10.3	10.8
Total	8.5	9.0	9.5	9.8	10.3	10.8

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

SULLIVAN COUNTY

Travel Impacts, 2011-2017

Total Direct Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Destination Spending	51.1	52.5	52.1	50.2	49.6	51.5
Other Travel	10.1	10.2	10.1	7.3	6.4	7.2
Total	61.2	62.7	62.2	57.5	56.0	58.8

Visitor Spending by Type of Traveler Accommodation (\$Million)						
	2011	2013	2014	2015	2016	2017
Hotel, Motel	9.9	10.0	9.8	9.6	9.4	10.1
Other Overnight	27.8	28.8	28.7	27.4	27.1	27.9
Day Travel	13.3	13.7	13.6	13.2	13.1	13.5
Total	51.1	52.5	52.1	50.2	49.6	51.5

Visitor Spending by Commodity Purchased (\$Million)						
	2011	2013	2014	2015	2016	2017
Accommodations	4.4	4.5	4.5	4.6	4.7	4.9
Food Service	13.4	14.0	14.0	14.4	14.6	15.3
Food Stores	6.6	6.8	6.9	7.0	6.9	6.9
Local Tran. & Gas	16.0	16.3	16.0	13.4	12.7	13.5
Arts, Ent. & Rec.	4.4	4.5	4.4	4.5	4.4	4.6
Retail Sales	6.3	6.4	6.3	6.3	6.2	6.3
Total	51.1	52.5	52.1	50.2	49.6	51.5

Industry Earnings Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	10.0	10.0	9.7	9.8	9.9	10.2
Retail & Transportation	4.6	4.6	4.6	5.0	5.2	5.3
Total	14.5	14.6	14.3	14.8	15.1	15.5

Industry Employment Generated by Travel Spending (Thousand Jobs)						
	2011	2013	2014	2015	2016	2017
Leisure & Hospitality	0.2	0.2	0.2	0.2	0.1	0.1
Retail & Transportation	0.1	0.1	0.1	0.1	0.1	0.1
Total	0.2	0.2	0.2	0.2	0.2	0.2

Tax Receipts Generated by Travel Spending (\$Million)						
	2011	2013	2014	2015	2016	2017
State Tax Receipts	2.6	2.7	2.8	2.9	2.9	3.0
Total	2.6	2.7	2.8	2.9	2.9	3.0

Details may not add to total due to rounding. * Other Travel includes ground transportation and air travel impacts for travel to other New Hampshire visitor destinations and travel arrangement services. ** Retail includes gasoline.

APPENDICES

Appendix A. Travel Impact Estimates

Appendix B. Definition of Terms

Appendix C. Visitor Volume and Average Expenditures

Appendix D. Regional Travel Impact Model

Appendix E. NAICS Industries

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TRAVEL IMPACT ESTIMATES

This appendix provides a brief overview of the methodology and limitations of the travel impact estimates.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in New Hampshire were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the New Hampshire travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including the state Meals and Room (Rentals) tax and other applicable taxes paid by the traveler at the point of sale.
Total Earnings	The wage and salary disbursements, earned benefits of employees and proprietor income of business owners who work in travel-related businesses. Only the earnings that are attributed to travel expenditures are included.
Employment	All employment associated with the above earnings. This includes wage and salary workers and proprietors, and full- and part-time positions. The employment estimates are not full time equivalents (FTE's).
State Tax Receipts	Meals and Rooms (Rentals) tax and gasoline taxes attributable to travel expenditures.

VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of accommodations are as follows:

Type of Accommodation	Description
Hotel, Motel, Resort, B&B	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations where the Meals and Rooms (Rentals) tax is collected.
Private Campground	Travelers staying in a privately owned (i.e., commercial) campground.
Public Campground	Travelers staying in publicly managed campgrounds such as those managed by the New Hampshire Division of Parks and Recreation and the U.S. Forest Service.
Private Home	Travelers staying as guests with friends or relatives.
Vacation Home	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where lodging taxes are not collected.
Day Visitor	Both in-state and out-of-state residents whose trip (at least 50 miles one way) does not include an overnight stay at a destination in New Hampshire.

INTERPRETATION OF IMPACTS ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation, with the exception of two graphs that appear in the national and state sections of the report.
- The employment estimates in this report are estimates of the total number of full-and part-time jobs (positions) directly generated by travel spending, rather than the number of individuals employed. Both payroll jobs and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of geographic units with small populations and economic activity (e.g., rural counties) are less reliable than estimates for more populous and economically diverse areas. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.

RELATED TRAVEL IMPACTS

Hotel, Motel, Resort, B & B.

Spending on commercial accommodations is estimated from applicable Meals and Rooms (Rentals) state tax receipts. Spending by hotel, motel and resort guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

Private Campground. Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

Public Campground. Spending by campers using public campgrounds is estimated from visitor counts at national and state parks and recreation areas, and daily spending estimates from the visitor survey.

Private Home. Spending by private home guests is determined from visitor survey data estimating the number of visitors staying as guests of friends and relatives and applying these rates to the household population base in individual counties.

Vacation Home. Estimated spending by vacation home renters and owners (where no lodging or sales tax is collected) is based on the inventory of vacation homes (2010 U.S. Census) expenditure survey data of vacation home visitors that made trips of 30 days or less.

Note: The visitor spending distributions and daily spending estimates referenced above are established based on all readily available survey data, and adjusted annually based on price indices by type of commodity.

Air Transportation. Visitor spending estimates for air transportation are derived from the Origin-Destination survey conducted for the Bureau of Transportation Statistics. Employment and earnings estimates are derived from industry receipts, payroll, and employment data for passenger traffic. The impacts of air cargo operations on scheduled passenger flights are not included in these estimates.

Earnings generated directly from traveler expenditures is estimated from the payroll-to-receipts ratios derived from the 2012 Economic Census and earnings data provided by the Bureau of Economic Analysis (U.S. Department of Commerce).

Employment in each business category is calculated from wage and employment data provided by the U.S. Bureau of Labor Statistics and earnings data provided by the U.S. Bureau of Economic Analysis.

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DEFINITION OF TERMS

ECONOMIC IMPACTS

Accommodation: Spending for lodging by hotel and motel guests, campers and vacation home users.

Air Transportation: Air passenger spending attributable to travelers in and to New Hampshire. The spending total includes air travel spending made outside New Hampshire for travel to New Hampshire as a final destination, purchases by New Hampshire residents who travel outside the state, and air travel within the state.

Campers: Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in state and national parks.

Destination Spending: Spending by travelers at or near their destinations. This excludes spending on air transportation and travel agent commissions. All automobile operating expenses are included in the ground transportation component of destination spending.

Earnings: Total earnings include wage and salary disbursements, other earned income, and proprietor income. Only the earnings attributable to travel expenditures are included.

Food and Beverage Services: Businesses serving food and beverages for immediate consumption. In addition to table service restaurants, this category includes fast-food outlets and refreshment stands.

Employment: Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

Expenditures: Purchases by travelers during their trip, including applicable state taxes and paid by the traveler at the point of sale.

Food Stores: Grocery stores, supermarkets, fruit stands, retail bakeries, and other businesses selling food for consumption off the premises.

Ground Transport: Spending on car rentals, gasoline and other vehicle operating expenses and on local transportation such as taxi, bus and train.

Hotel, Motel, Resort Guests: Travelers staying in hotels, motels, guest ranches, resorts, bed & breakfast establishments, condominiums and other lodging places where a lodging or sales tax is collected.

Private Home Guests: Travelers staying as guests with friends or relatives.

Receipts: Travel expenditures less the sales and excise taxes imposed on those expenditures. Also referred to as business receipts.

Recreation: Spending on entertainment and recreation, such as admissions to tourist attractions or artistic events.

Retail Sales: Spending for gifts, souvenirs and other items. Excludes spending listed separately, such as food stores or recreation.

Spending Distributions: Information from visitor surveys showing how spending by each type of visitor is divided among various business categories.

State Tax Receipts: State Meals and Rooms (Rentals) tax and state motor fuel tax.

Travel: An overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

Traveler: A person traveling in New Hampshire. A traveler may be a New Hampshire resident or a resident of another state. The terms traveler and visitor have the same meaning in this report.

Vacation Home User: Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where a lodging or sales tax is not collected. Vacation home users are limited to stays of thirty days.

VISITOR VOLUME

Length of Stay: The number of nights that a visitor or travel party is away from home on a trip.

Night: Applies to overnight visitors only. The number of nights on a trip is the length of stay. The count of days and nights is generally equivalent for overnight visitors. (See trips.)

Party-trips: The number of trips to the destination by travel parties. Party-trips are equal to the number of Visitor-trips divided by the average party size.

Party-nights: The number of nights or days that travel parties stayed at the destination. Party-nights are equal to the number of visitor-nights divided by the average party size or the number of party-trips multiplied by the average length of stay.

Party Size: The number of individuals (adults and children, including non-household members) that are traveling together and are sharing the costs of travel.

Room Demand: A count of the number of hotel/motel rooms that are sold on a nightly basis over a given period of time. Also referred to as *room nights sold*.

Travel party: A *travel party* includes all *visitors* (adults and children) traveling together. The *party size* represents the average number of visitors or persons in the travel party.

Trip: A trip may include more than one day or night at a destination. For overnight visitor categories, the total number of trips will be less than the number of nights. The *length of stay* for the trip represents the number of nights (or days) at the destination.

Visitor: An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

Visitor Air Arrival: A passenger who travels by air and initiated the trip at another location. Visitor air arrivals do not include passengers who are returning home from a trip to another destination or passengers that are making a connection to another flight.

Visitor-trips: The number of trips to the destination by visitors or persons. This is also equivalent to as the total number of *visits*.

Visitor-nights: The number of nights or days that visitors (persons) stayed at the destination. Visitor-nights are equal to the number of visitor-trips multiplied by the average length of stay.

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Relationship between Spending and Volume

The Spending, Average Expenditures and Volume tables are computationally related as shown below.

- **Spending equals Average Expenditures multiplied by Volume** for comparable party/person and night/trip categories
- **Travel parties and persons** are related by division or multiplication with **Party Size**
- **Trips and nights** are related by division or multiplication with **Length of Stay**

Visitor Spending by Type of Accommodation (\$Million), YEAR

		YEAR
All Overnight	656,000 x \$86 = \$56,100,000 (calculated from person-trips)	56.1
Hotel, Motel	160,000 x \$200 = \$32,000,000(calculated from party-nights)	32.0
Private Home	1,030,000 x \$20 = \$20,600,000(calculated from person-nights)	20.6
Other Overnight	10,000 x \$350 = \$3,500,000 (calculated from party-trips)	3.5
Campground		3.0
Vacation Home		0.5
Day Travel		30.0
Spending at Destination		86.1

Average Expenditures for Overnight Visitors, YEAR

	Travel Party		Visitor (Person)		Party Size	Length of Stay (nights)
	Nights	Trip	Nights	Trip		
Hotel, Motel	\$200	\$340	\$83	\$142	2.4	1.7
Private Home	\$50	\$130	\$20	\$52	2.5	2.6
Other Overnight	\$117	\$350	\$34	\$103	3.4	3.0
All Overnight	\$494	\$214	\$197	\$86	2.5	2.3

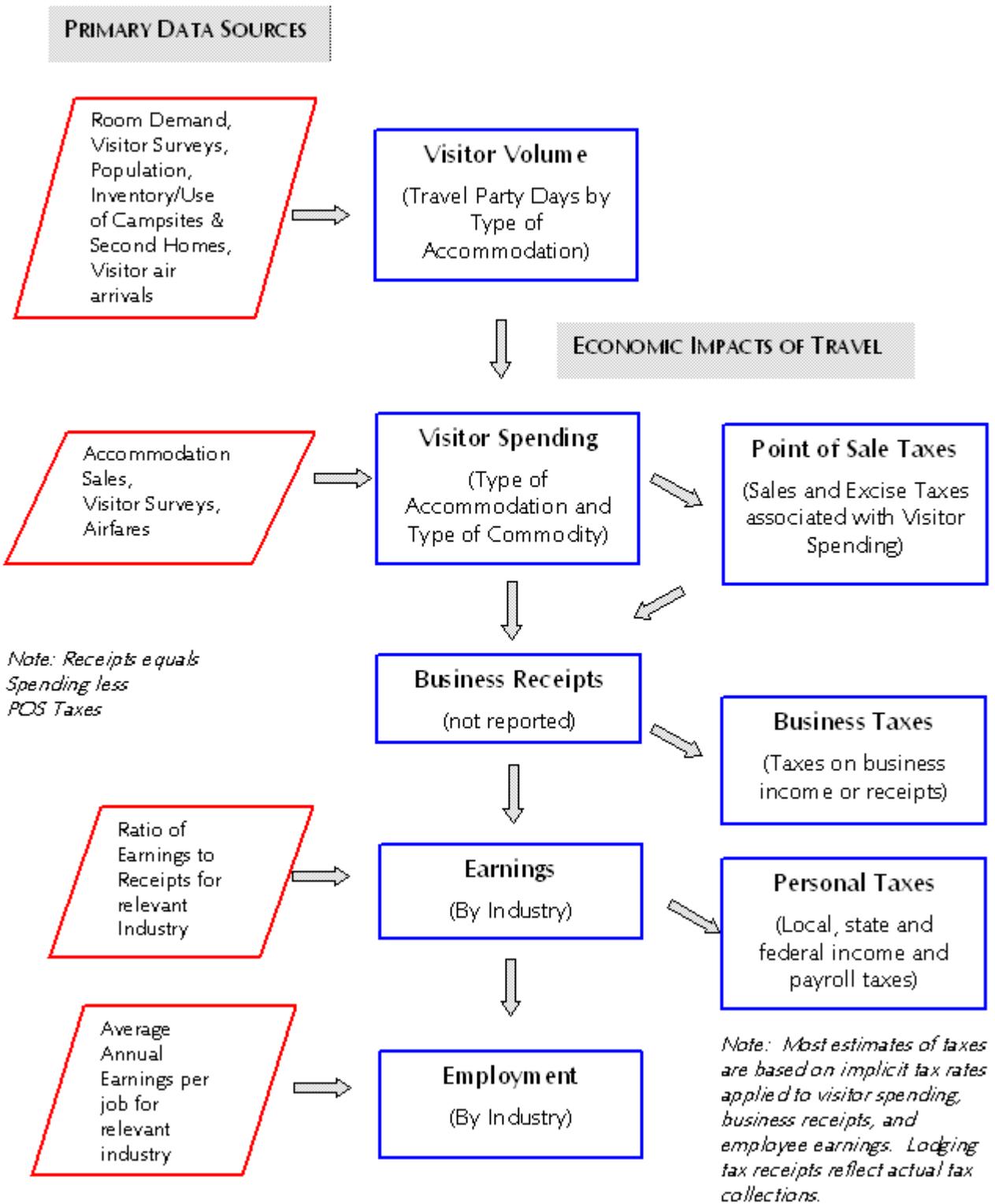
Overnight Visitor Volume, YEAR

	Visitor-Nights (000)		Party-Nights (000)	
		YEAR		YEAR
Hotel, Motel	160 x 2.4 =	384		160
Private Home		1,030		412
Other Overnight		102		30
All Overnight		1,516		602

	Visitor-Trips (000)		Party-Trips (000)	
		YEAR		YEAR
Hotel, Motel		226		94
Private Home	1,030 / 2.6 =	396		158
Other Overnight		34		10
All Overnight		656		263

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REGIONAL TRAVEL IMPACT MODEL



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TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487) Miscellaneous Industries (see note* *)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Travel Arrangement Services	Travel Arrangement and Reservation Services (5615)

Notes: *Government enterprises (e.g., park systems) are included in this classification.
** Includes parts of industries in other sectors (e.g., accommodation, charter bus).
A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.