



PRESS RELEASE

For Immediate Release

**State Officials Announce Summer Tourism Outlook
*Launch 2026 New Hampshire Ice Cream Trail at Kickoff Event***

Concord - (May 21, 2026) – The Department of Business and Economic Affairs (BEA), Division of Travel and Tourism Development (DTTD) expects visitation and spending for New Hampshire’s 2026 summer travel season to remain consistent with last summer’s, with an estimated 4.8 million visitors generating approximately \$2.6 billion in visitor spending statewide.

Governor Kelly Ayotte joined officials from BEA, the New Hampshire Department of Agriculture, and tourism industry partners at Richardson’s Farm in Boscawen to celebrate the unofficial kickoff to summer and officially launch the 2026 New Hampshire Ice Cream Trail. Now in its 14th year, the New Hampshire Ice Cream Trail features a record-breaking 69 stops across the Granite State.

“I’m excited to unveil this year’s New Hampshire Ice Cream Trail. With more stops than ever, this is a fun way for residents and visitors to support local businesses and enjoy some delicious ice cream,” said Governor Ayotte. “I look forward to visiting old favorites and discovering some new ones while we’re out traveling the state this summer, and I hope everyone will do the same!”

According to DTTD’s research, New Hampshire is positioned for a strong summer tourism season. National data continues to show resilience in domestic travel, with people prioritizing vacations, outdoor recreation, and time spent with family and friends.

“We see that travelers are prioritizing meaningful experiences, making memories, and reconnecting with family and friends,” said New Hampshire State Tourism Director Michelle Cruz. “That’s exactly what our summer campaign and creative platform, LIVE FREE, are designed to capture. Through messaging centered around ‘Peak Moments,’ ‘Days Like This,’ and ‘Core Memories,’ we’re tapping into the emotional side of travel and inspiring people to experience New Hampshire in a way that feels authentic, meaningful, and memorable.”

New Hampshire’s summer campaign continues to build on the LIVE FREE creative platform launched last year, highlighting authentic experiences, scenic beauty, outdoor adventure, and the freedom visitors feel when experiencing New Hampshire. That sense of authenticity also extends to New Hampshire’s agricultural community and

locally rooted experiences like the New Hampshire Ice Cream Trail, which continue to play an important role in the state's tourism economy.

"New Hampshire farms are known not only for producing healthy, delicious food but also for turning agriculture into memorable experiences through agritourism activities like the Ice Cream Trail," said Josh Marshall, Assistant Commissioner, New Hampshire Department of Agriculture, Markets and Food. "These activities offer residents and visitors alike a fun and meaningful way to support local farmers."

As part of this year's campaign, Visit New Hampshire also launched a new custom brand song designed to emotionally bring the LIVE FREE message to life. The song features vocals from Granite State native Morgane Grace Vigroux and reflects the authenticity, freedom, and sense of discovery visitors can find in New Hampshire.

The campaign is now live across all the state's target markets including Greater New England, much of the eastern seaboard, key Florida markets (Tampa, Orlando, and Fort Myers), and Greater Montreal.

- View samples of the summer creative [here](#).
- Listen to the full 2:00 version of Visit New Hampshire's new brand song [here](#).
- Download a copy of the New Hampshire 2026 Ice Cream Trail [here](#).

For summer travel inspiration and trip planning suggestions go to: [VisitNH](#).

Pictured left to right in photo:

Michelle Cruz, NH State Tourism Director; NH Governor Kelly Ayotte; Jim Richardson, Owner, Richardson's Farm; Josh Marshall, Assistant Commissioner NH Department of Agriculture, Markets and Food.

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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