



PRESS RELEASE

For Immediate Release

New Hampshire Tourism Officials Forecast Positive Fall Travel Season

Concord - (September 21, 2026) – The Department of Business and Economic Affairs (BEA), Division of Travel and Tourism Development (DTTD) is forecasting a strong fall season, with approximately 3.9 million people expected to visit New Hampshire, and spending by those visitors anticipated to reach \$2 billion. The numbers represent a three percent increase in visitation and a five percent increase in spending compared with last fall season.

“A projected \$2 billion season shows that New Hampshire’s appeal reaches far beyond our scenic backdrops-it drives real economic momentum,” said Lucy Lange, Commissioner of the NH Department of Business and Economic Affairs (BEA). “Every visitor who stops at a local diner, stays in an inn, or buys from a downtown retailer directly fuels our small businesses and supports jobs across all seven regions. Tourism isn’t just a seasonal highlight; it’s an essential engine for our year-round economy.”

New Hampshire’s fall foliage remains one of the state’s strongest draws, attracting visitors from all over the region and the world. Beyond foliage viewing, visitors also enjoy scenic drives, hiking, outdoor recreation, pick-your-own experiences, local farms, cultural attractions, and a wide variety of seasonal experiences.

“We know travelers are looking for experiences that give them a chance to get outside, explore and enjoy time together, and New Hampshire offers that variety,” said Michelle Cruz, NH Travel and Tourism Director. “Our goal is to keep New Hampshire top of mind as travelers make their fall plans, while showcasing the many ways to experience the season across all seven regions of the state.”

The state is also seeing encouraging signs from the Canadian market. US-Canada border crossing data has shown year-over-year increases over the past three months, providing a positive indicator as New Hampshire enters its second busiest travel season.

DTTD’s fall marketing campaign is an integrated, multi-channel digital strategy and has launched in its core and opportunity markets, including New Hampshire, Massachusetts, Connecticut, Eastern New York, Eastern Pennsylvania, and the Greater Montreal area. Building on the state’s “Live Free” positioning, the campaign showcases the state as a place full of possibilities and free of expectations.

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

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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