



PRESS RELEASE

New Hampshire Summer Tourism Campaign Produces Record Setting Season

Concord, N.H. – (Dec. 20, 2023) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) announces results from its FY2023 summer advertising campaign that shows a record setting season for spending and visitation. According to the Division’s research team, Strategic Marketing & Research Insights (SMARI), the state welcomed 4.5 million visitors, up 3.3 percent from FY2022; spending by visitors totaled \$2.3 billion, up 3.3 percent from the previous year.

The 2023 summer marketing campaign “Discover Your New,” targeted the state’s core and long-haul markets of New Hampshire, Massachusetts, Rhode Island, Maine, Vermont, Eastern Pennsylvania, and New Jersey; and Canadian markets of Montreal and Quebec City. SMARI conducted advertising effectiveness research on the impact of the advertising and the return on media investment in those markets. The ROI results measured generated \$228 in visitor spending for each \$1 invested and \$14.50 in tax revenue for every \$1 invested.

“Year after year we continue to see steady growth in the numbers of visitors coming to experience all that New Hampshire has to offer,” said Taylor Caswell, commissioner of NH Department of Business and Economic Affairs. “They’re not only traveling here during the summer months, but we have worked to position the state as a year-round vacation destination and the numbers are evidence our marketing strategy is returning revenue to the state and the tourism industry as well.”

As a result of the Division’s marketing strategy, FY2023 generated \$268 in visitor spending for every \$1 invested, and \$17 in tax revenue for each \$1 invested which is the highest ROI since FY2020.

Additional highlights from FY2023:

Fall

Visitor spending was \$1.7 billion, up 7.3% from FY2022. Total visitation for the fall season was 3.6 million, up 1.9% from the previous year. Fall produced an ROI of \$33.

Winter

Visitor spending increased to \$1.5 billion, up 17.4% from FY2022. Total visitation for the winter season was 3 million up 3.4% from FY2022. Winter produced an ROI of \$21.76.

Spring

Visitor spending was \$1.7 billion, up 7.6% from FY2022. Total visitation for the spring season was 3.2 million, up 5.3% from FY2022. The spring and summer season produced an ROI of \$14.50.

See the full report [here](#).

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ABOUT THE NH DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Business and Economic Affairs, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow the #LiveFreeNH tag to see what other people are saying about New Hampshire.

Media Contact:

Kris Neilsen

Communications Manager, Division of Travel and Tourism Development

Kris.M.Neilsen@livefree.nh.gov