



PRESS RELEASE
For Immediate Release

NH Tourism Officials Projecting 4.6 Million Travelers to Visit This Summer

Concord - (May 22, 2025) – The Department of Business and Economic Affairs (BEA), [Division of Travel and Tourism](#) (DTTD) expects the forecast for visitation and spending for New Hampshire’s 2025 summer travel season to total just under 4.6 million, with visitor spending anticipated to come in slightly below \$2.6 billion.

Governor Kelly Ayotte joined with officials from BEA, New Hampshire State Parks, and New Hampshire Fish & Game to unveil the summer forecast, preview the state’s seasonal marketing campaign, and officially launch [Wildly Responsible](#), a new safety and sustainability initiative.

“We live in such a special state, and I am so excited to kick off the summer tourism season and welcome visitors from around the world to New Hampshire. From relaxing on the beaches, to hiking our beautiful mountains, to cruising our lakes, there is something for everyone here,” said Governor Ayotte. “Thank you to the BEA, our State Parks, and Fish and Game for promoting safe enjoyment of our natural beauty through their Wildly Responsible initiative. I look forward to showcasing all that we have to offer on our Super 603 Days this summer!”

According to DTTD’s research team, the summer outlook reflects a consistent year-over-year performance.

“We are confident that New Hampshire continues to be a popular destination, in large part due to the incredible product we offer,” said BEA Commissioner Taylor Caswell. “Our state tourism industry works hard to assure visitors get a world-class welcome and experience when they travel here.”

This summer’s campaign continues to build on New Hampshire’s creative platform - the feeling of *Live Free* - with messaging designed to inspire travelers to feel full of possibilities and free of expectations. The state will have a presence in its core markets of New England and eastern New York; road trip market of Eastern Pennsylvania; and Greater Montreal in Canada. The campaign launched in domestic road trip and Canadian markets in April, and in its core markets at the beginning of May. View samples of the summer creative [here](#).

Launch of Wildly Responsible

In advance of the summer travel season, BEA officially introduced *Wildly Responsible*, a New Hampshire specific program that promotes respect for New Hampshire’s wild and natural resources, protecting our natural environment and resulting in a positive experience for

everyone. The campaign highlights ways to help preserve natural resources, be safe and responsible while recreating, and ways to have fun while doing so.

“We’re excited to introduce *Wildly Responsible* as a way to inspire everyone to be mindful stewards of the places that make New Hampshire special,” said Commissioner Caswell. “This campaign underscores our commitment to balancing tourism with safety and environmental stewardship, ensuring that our state remains a pristine destination for years to come.”

“This year marks the 90th anniversary of N.H. State Parks being founded, and, as we like to say, ‘We’re in the memory-making business,’” said N.H. Department of Natural and Cultural Resources Commissioner Sarah L. Stewart. “One of the reasons our 94 properties are so popular generation after generation is that our visitors also take pride in them, and we know they’ll join us in being ‘Wildly Responsible’ when they visit so that those who come after them will also create picture-perfect memories.”

“While part of New Hampshire Fish and Game’s mission is to connect people with the outdoors, our priority is that everyone does so safely,” said NH Fish and Game Executive Director Stephanie L. Simek, Ph.D. “Wildly Responsible will be a great tool to help us speak with one voice and get important information to everyone who enjoys outdoor recreation in the state, and we are glad to be a part of this effort.”

To learn more about the program and how to get involved, visit [Wildly Responsible](#). For summer travel inspiration and trip planning suggestions go to: [VisitNH](#).

Access images from the press conference [here](#).
Access interviews from the press conference [here](#).

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, NH Division of Travel and Tourism Development
Kris.M.Neilsen@livefree.nh.gov

###