



**PRESS RELEASE**

**For Immediate Release**

**Promising Fall Tourism Season Expected in New Hampshire**

**Concord, N.H. – (September 19, 2024)** – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) is announcing its forecast for the upcoming fall season: approximately 3.7 million people are expected to visit New Hampshire; spending by those visitors is estimated to reach \$1.8 billion dollars. The numbers remain consistent with visitation and spending from last fall.

“New Hampshire has earned a reputation of showcasing some of the most spectacular fall scenery that you’ll find anywhere in the country, so it’s no surprise people travel from all over the world to catch the incredible color,” said NH Travel and Tourism Director Lori Harnois. “Fall is the state’s second busiest travel season and the season ahead looks to be very promising for our tourism industry. We look forward to welcoming millions of people to experience autumn in New Hampshire.”

In addition to leaf peeping, popular activities during the autumn season in New Hampshire include visiting farms and orchards for pick-your-own experiences, outdoor recreation, hiking, fairs and festivals, scenic drives, visiting one of the state’s craft beverage producers, and tax-free shopping.

New Hampshire’s marketing campaign platform will build on the momentum from the summer campaign which highlighted the feeling of Live Free, encouraging travelers to experience the state however they choose, without any expectations. The fully digital campaign has launched in its core markets of NH, MA, ME, CT, RI and eastern New York; as well as the long-haul market of Philadelphia and greater Montreal.

For New Hampshire fall trip inspiration visit [www.visitnh.gov](http://www.visitnh.gov). Additional tools include the [foliage tracker](#), which uses historical information to provide an estimate of when the colors will change in each region, and regional [foliage reports](#), updated twice weekly throughout the fall season.

Access b-roll of [fall in New Hampshire 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](http://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](http://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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