

TRADE & TOURISM

New Hampshire's ski resorts quickly mitigated the damage made to the ski slopes by the December 17-18, 2023 storm (a major flooding event), as ski resorts today rely on the production of man-made snow.¹ However, visitor attendance during the popular winter holiday week was below the prior year.² The lack of *natural* snow early in the 2023-2024 winter season also delayed the opening of the state's many snowmobile trails.³ Snow finally arrived in mid-January 2024, expanding opportunities for outdoor winter recreation activities and winter sports events. In New Hampshire's Lakes Region, the traditional New England Pond Hockey Classic, an outdoor hockey tournament took place on Lake Waukegan, and a week later the 45th Annual Ice Fishing Derby took place in the Meredith area despite warmer than usual temperatures. In late January 2024, Waterville Valley hosted its first freestyle World Cup skiing event, a milestone for a New Hampshire ski resort, and showcasing New Hampshire as a top ski destination.⁴

The "First-in-the-Nation" Presidential Primary, held on January 23, 2024, also boosted New Hampshire's hospitality industry. This recurring quadrennial event drew political candidates and their entourages to New Hampshire for many on-the-ground events, as well as the national media crews covering these candidates.

A total eclipse of the sun will be viewable in most of the northern part of New Hampshire on April 8, 2024, and this event is expected to draw tourists to northern New Hampshire. According to NASA, the totality of the eclipse will begin in Lancaster, New Hampshire at 3:27 pm.⁵ New Hampshire Travel and Tourism released marketing tools and promotional materials for businesses to use ahead

of viewing the event in Northern New Hampshire and "encouraging businesses to capitalize on the special occasion."⁶

The economic impact of each of the events can be hard to track, but collectively, these events and seasonal recreational activities bring tourists and their spending to New Hampshire.

Trade and Tourism Before and After the Pandemic

New Hampshire's Travel and Tourism officials were optimistic about the 2023-2024 winter season, believing that visitations to New Hampshire will surpass 2019 levels. New Hampshire's Travel and Tourism winter marketing campaign highlights the wealth of experiences that the Granite State offers, such as "skiing, snowboarding, and snowmobiling; extreme activities such as skinning, backcountry skiing, and fat biking, as well as off-slope activities such as snowshoeing, skating, dining, and tax-free shopping."⁷

Due to the in-person nature of leisure and hospitality business activity, employment in this supersector was negatively impacted to a greater extent than employment in retail trade and private employment overall. Due to strong job recovery overall, a high level of competition for labor made it especially hard for both retail trade and leisure and hospitality to return to pre-pandemic employment levels. Jobs in these two sectors are generally more physically demanding, require in-person attendance and often require face-to-face interaction with the public. Jobs in these sectors typically provide less full-time stable employment and fewer benefits than jobs in other sectors, hence it can be harder to fill these positions in a tight labor market.

1 Paul Briand, "Tom Day proud of improvements, his experience as Gunstock GM," NH Business Review, February 13, 2024. <https://www.nhbr.com/tom-day-proud-of-improvements-his-experience-as-gunstock-gm/>.

2 Jamie Staton, "Ski visits drop during rainy vacation week in New Hampshire," WMUR, January 2, 2024. <https://www.wmur.com/article/ski-visits-drop-during-rainy-vacation-week-in-new-hampshire/46269924>.

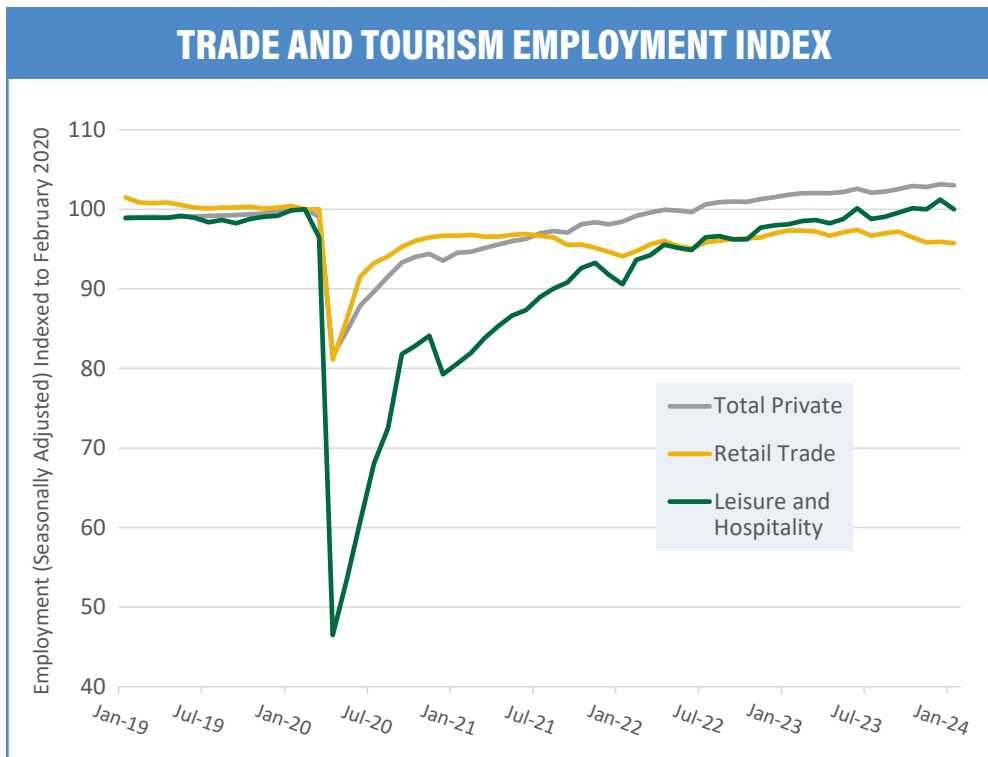
3 Ross Ketschke, "Lack of snow delays snowmobile season across New Hampshire," WMUR, January 4, 2024. <https://www.wmur.com/article/lack-snow-delays-snowmobile-season-new-hampshire/46280114>.

4 International Ski and Snowboard Federation, "Waterville set to host its first Moguls World Cup event," January 25, 2024. <https://www.fis-ski.com/freestyle-freeski/moguls-aerials/news-multimedia/news-multimedia/news/waterville-set-to-host-its-first-moguls-world-cup-event>.

5 NASA, "2024 Total Eclipse: Where & When." <https://science.nasa.gov/eclipses/future-eclipses/eclipse-2024/where-when/>.

6 Hadley Barndollar, "Total solar eclipse in April a 'massive opportunity' for NH tourism industry," New Hampshire Bulletin, January 26, 2024. <https://newhampshirebulletin.com/2024/01/26/total-solar-eclipse-in-april-a-massive-opportunity-for-new-hampshires-tourism-industry/>.

7 Manchester Ink Link, "State expects 3 million visitors this winter." December 5, 2023. <https://manchesterinklink.com/state-expects-three-million-visitors-this-winter/>.



Source: New Hampshire Employment Security, Current Employment Statistics

peaked in 2006 at 98,000 workers, and by 2022 employment in this sector had contracted by 9.4 percent to 88,800 jobs. In comparison, total private employment in New Hampshire grew 8.8 percent between 2006 and 2022. Approximately half of this decline in employment occurred during and in the aftermath of the Great Recession as retail trade employment is highly dependent on consumer spending.

Tax-free shopping is marketed as part of the “vacation appeal” for attracting visitors to the state, hence the integration of Trade and Tourism for this chapter. But how has employment fared in New Hampshire’s retail trade sector? This sector experienced disruption due to the pandemic and consumers quickly adapted to online shopping. The pandemic also boosted the level of technology usage, such as the installations of self-checkout kiosks, by retail trade establishments.

Retail Trade Employment Trends

Retail trade sales and its associated high level of employment has in the past been viewed as a flagship economic activity in New Hampshire. So how did New Hampshire fare in the light of the shift in consumer behavior to more online shopping both long term and during the pandemic?

Employment in retail trade was on a decline prior to the pandemic. Employment in retail trade

The increase in online shopping is part of the story as well, requiring fewer retail trade workers in the transaction process. Other technology improvements in brick-and-mortar stores, such as the development of self-checkout options, contributed to the decline in retail employment. Overall retail trade employment’s share of total private employment in New Hampshire fell from 18.2 percent in 2006 to 15.1 percent in 2022. Despite this decline, retail trade remains the second largest employing sector in New Hampshire, only surpassed by health care and social assistance.

In response to the transition to online shopping, which had started prior to the pandemic, and with the recognition that most retailers adopted a hybrid model of both in-store and online shopping options, the 2022 North American Industry Classification System (NAICS) revision incorporated these changes into their classification structure.⁸ One significant change was in the way online commerce was not coded separately from

⁸ The North American Industry Classification System (NAICS) is used by the United States, Canada and Mexico to classify economic activity by industry. NAICS codes are reviewed and revised every five years to keep the classification system current with changes in economic activities. Starting with the first quarter of 2022, industry data were published using new coding. One of the most substantial changes to the coding structure was in the retail trade industry. With the prevalence of internet usage and generic methods of delivery for goods and services, establishments classified in two retail trade industry groups, direct selling establishments and electronic shopping and mail-order houses, were updated to eliminate the distinction between physical stores and online stores, and instead, classify establishments by broad product lines. U.S. Bureau of Labor Statistics, 2022 North American Industry Classification System (NAICS) Revision, <https://www.bls.gov/respondents/ars/2022-naics.htm>.

the type of items sold. In other words, the method of the sales (online or in-store) was deemed difficult to distinguish and the main focus for NAICS coding continuing onward was defining the type of goods sold by the retail establishment. While classification for the retail trade sector as a whole remained unchanged, the change in the coding structure created a break in the data series for several subsector or industry groups within retail trade. This made an evaluation of employment at the subsector level difficult due to the lack of comparable data over time.

Another method of assessing the strength of New Hampshire retail trade employment at the detailed industry level is by displaying the location quotient based on average annual employment for 2022.

Comparing New Hampshire's employment with the nation, location quotient indicates that New Hampshire's retail trade sector remained strong overall. At the sector level, the location quotient for retail trade in 2022 was 1.29, meaning New Hampshire had 29 percent more retail jobs per capita than the U.S. There were six retail trade subsectors with a location quotient substantially higher than 1.0. Some of the strength in retail trade employment is related to demand for products from out-of-state visitors, making demand for retail goods greater than demand from the local population. Not only do out-of-state tourists use accommodation and food services, but these visitors also buy gas for their cars, and they buy food at the local grocery stores. As some of

the visitors are second homeowners, increased spending occurs for goods associated with building material and garden equipment and supplies dealers and with furniture, home furnishing, electronics, and appliance retailers. As New Hampshire is located in close geographic proximity to three other states, the lack of a sales tax might promote an elevated level of retail trade demand and a higher level of employment.

The location quotient for sporting goods, hobby, musical instrument, book, and miscellaneous retailers of 1.42 also indicates a high level of retail outlets selling goods related to recreational activities. This high level of employment might reflect that the many outdoor recreational activities that the state offers require patrons to either rent or buy equipment associated with the activity. The use of sporting gear equipment range from multi-use apparel and accessories to more specific hunting and boating equipment. Pro-golf shops, bike and ski shops might to be more resilient to the transitioning to e-commerce as there is a greater need to test and try-on the equipment. Many of these more specialized sports retailers will often include a service department offering equipment tune-up and maintenance. According to U.S. Bureau of Economic Analysis, the value added from total core outdoor recreation (hunting, boating and snow activities) in New Hampshire dipped 9.2 percent in 2020 but by 2021, the value added had recovered, and by 2022 value added in core outdoor recreation was 13.3 percent above the 2019 level. Value added for total outdoor recreation

WHAT ARE LOCATION QUOTIENTS?

Location quotients are ratios that allow an area's distribution of employment by industry to be compared to a reference area's distribution. The U.S. was used as the reference area in this comparison to New Hampshire as the local area.

If an LQ is equal to 1.0, then the industry in that area has the same share of employment as it does in the reference area. An LQ greater than 1.0 indicates an industry with a greater share of local area employment than is the case in the reference area. For example, Las Vegas will have an LQ greater than 1.0 in the leisure and hospitality industry because this industry makes up a larger share of the Las Vegas employment total than it does for the nation as a whole.

LQs are calculated by first, dividing industry employment by the all-industry, all-ownerships total of local employment. Second, national industry employment is divided by the all-industry, all-ownerships total for the nation. Finally, the local ratio is divided by the national ratio.

<https://www.bls.gov/cew/about-data/location-quotients-explained.htm>



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

accounted for 3.2 percent of New Hampshire’s total Gross Domestic Product in 2022, above the U.S. share of 2.2 percent.⁹

There were three retail subsectors with a location quotient on par with the nation: general merchandise retailers; clothing, clothing accessories, shoe, and jewelry retailers; and health and personal care retailers. Items purchased at general merchandise retailers are associated with products needed for common day-to-day activities (as opposed to specialized goods related to outdoor recreational activities). Items purchased at clothing and accessories retailers as well as health care and personal care retailers are more likely to be purchased locally by the consumer as well. New Hampshire has several outlet malls located around the state, attracting

a fair number of out-of-state visitors, but traditional malls have been struggling in the last couple of years, reflecting a similar nationwide trend. (see sidebar, next page)

New Hampshire’s retail trade sector is still an important part of state’s tourism appeal – yet there might be a reduction in the number of persons employed in the sector as new technologies emerge and as these technologies get implemented. If the labor market continues to be as tight as it is currently, technology enhancement might continue to be implemented at a fast pace, though the problems that have emerged with self-check-out (theft and customer dissatisfaction with service) might slow the adaptation of such labor-saving technologies.¹⁰

9 U.S. Bureau of Economic Analysis (BEA), Outdoor Recreation Satellite Account, U.S. and States, 2022. <https://www.bea.gov/news/2023/outdoor-recreation-satellite-account-us-and-states-2022>.

10 Anne D’Innocenzio, “Love it or hate it, self-checkout is here to stay. But it’s going through a reckoning,” The Associated Press, December 18, 2023. <https://apnews.com/article/selfcheckout-theft-labor-walmart-target-1a8a6da0291651815557316964d7f8f9>.

Pent-up Demand for In-Person Experiences

With many other activities restricted in the spring of 2020, outdoor recreational activities such as golfing, biking and hiking became more popular. When the threat from COVID-19 subsided, a pent-up demand for “in-person experiences” became the leading trend for consumers, leading to a travel resurgence. New Hampshire has continued to provide a great value for visitors to explore the state and is a popular destination for events such as weddings, as well as corporate and family gatherings.

So how did employment in the leisure and hospitality fare during this period and how did New Hampshire employment fare in comparison to the nation? Based on 2022 annual average employment estimates, none of the sectors within leisure and hospitality have returned to 2019 employment levels, either in New Hampshire or in the nation.

Of the three industry components of leisure and hospitality, employment in food services and drinking places was the least affected by the pandemic and by 2022, employment had nearly returned to 2019 employment levels. Employment in food services and drinking places displayed a very similar trend in New Hampshire and the nation overall, both in the downturn and in the recovery. Food services and drinking places is by far the largest component of the leisure and hospitality supersector, making up 70.3 percent and 74.1 percent of employment in New Hampshire and the nation, respectively. Establishments in food services and drinking places were quick to adapt to customer preferences, promptly expanding take-out options and many

¹¹ Jonathan Phelps, “Casino planned for former Sears at Pheasant Lane Mall,” New Hampshire Union Leader, July 16, 2023. https://www.unionleader.com/news/business/casino-planned-for-former-sears-at-pheasant-lane-mall/article_edd43532-4dcb-574a-b1cd-271c3c600a51.html.

¹² David Brooks, “Steeplegate Mall redevelopment, with Cosco and Whole Foods, as well as 625 housing units, to be heard next week,” Concord Monitor, October 13, 2023. <https://www.concordmonitor.com/steeplegate-mall-concord-nh-development-52649278>.

¹³ Jeff McMenemy, “Huge Portsmouth apartment development proposed at Christmas Tree Shops site: What to know,” Portsmouth Herald, February 14, 2024. <https://www.seacoastonline.com/story/news/local/2024/02/14/portsmouth-apartments-christmas-tree-shops-durgin-lane/72554817007/>.

¹⁴ Michael McCord, “2024 Economic Preview. Retail, hospitality perk up, but workforce shortage still lingers,” NH Business Review, December 15, 2023. <https://www.nhbr.com/2024-economic-preview/>.

REDEVELOPMENT OF VACANT RETAIL SPACE

There have been several stories in the media over the last couple years of how some traditional malls have struggled. The decline of brick-and-mortar retail trade and vacant malls has led to entertainment and recreation establishments entering the space that originally hosted retail trade.

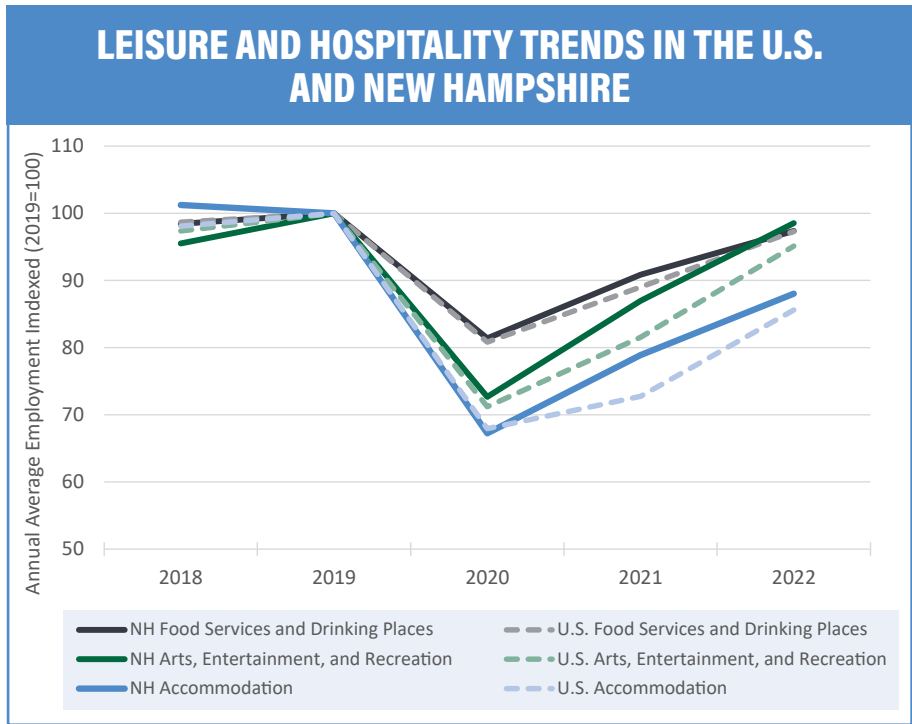
One example of the conversion of former retail trade space is the proposed plans for a casino in the former Sears store at the Pheasant Lane Mall in Nashua. The new owners of the anchor spot of the Pheasant Lane Mall were allowed to use the space as a casino featuring two floors of historic horse racing machines, table games and restaurants. The new venue is planned to open in late 2024.¹¹ In the case of the Steeplegate Mall in Concord, new tenants occupying the former mall space, after the interior of the mall was closed in 2022, were a health club, a theater and trampoline park. More recently, new plans have emerged to redevelop the former mall. The owners of the Steeplegate Mall told some of the current tenants to vacate their space in January 2024 to get ready for a partial demolition of the mall. In fall of 2023, Steeplegate Mall Realty submitted a Comprehensive Development Plan to the city of Concord, proposing to tear down part of the existing mall, as well as the Regal Cinema located nearby, to make room for a mixed-use development, including the construction of 625 residential units.¹² A similar proposal of redeveloping former retail trade space (a former Christmas Tree Shop site) into a major residential area with 360 apartments was presented to the Portsmouth Planning Board in February 2024.¹³

Brick and mortar retail trade is traditionally located in downtown areas or clustered in malls or in commercial strips with good road access and parking amenities onsite. It is therefore not surprising that some of this commercial space is being absorbed by expanding recreational and entertainment establishments or redeveloped to residential use. As Chris Norwood, the president of NAI Norwood Group, sums it up: “As for vacant retail spaces such as departing major chain stores, he said the amount of “adaptive reuse” with recreation, health care and other innovators is filling potentially empty buildings.”¹⁴

restaurants added outdoor seating options. Even after the threat of disease dissipated, some of these pandemic-induced innovations, such as expanded outdoor seating capabilities, continued to flourish.¹⁵

Covered employment¹⁶ in New Hampshire’s accommodation establishments was fairly unchanged in the two decades leading up to the pandemic. In 2020, employment in both New Hampshire and the nation declined by more than 30 percent and despite the travel resurgence in the aftermath of the pandemic, accommodation employment was substantially down in 2022 compared to 2019. However, New Hampshire Department of Business and Economic Affairs travel and tourism indicators related to overnight visitor volume and spending by visitors staying in hotels and motels were already at higher levels in 2021 than prior to the pandemic. Spending by visitors staying at New Hampshire campgrounds increased continuously over the last five years.¹⁷

Today, visitors have a myriad of options when deciding where to stay while vacationing in New Hampshire. Other than traditional hotel stays, the visitor might use their own timeshare, visit their condo/second home, stay in a rented room/home (Airbnb or VRBO) or visit an owner-operated inn. Many of these facilities do not directly support any covered employment, though accommodation spending creates economic activity for many other tourism-related businesses.



Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Although employment in New Hampshire’s arts, entertainment, and recreation sector fell more than a quarter in 2020, this sector recovered at a faster rate than in the nation and by 2022, employment in this sector had nearly returned to its 2019 level. The services provided by this sector are related to many of those “real” experiences that many residents were craving post-pandemic, whether it was skiing, golfing, or attending a day at an amusement park. Over the last decade, many of the state’s ski resorts have expanded their seasonal recreational services with biking, tree-climbing and zip-lining in the summer and fall months, recreating additional economic activities and employment. Except for the dip related to the 2020 pandemic, employment in this industry has been trending upward for the last two decades, a positive sign for New Hampshire’s thriving tourism industry.

– Annette Nielsen

15 Jeff McMenemy, “Portsmouth outdoor dining in 2024: Sidewalks? Yes. Busy streets? No,” Portsmouth Herald, February 8, 2024. <https://www.seacoastonline.com/story/news/local/2024/02/08/portsmouth-nh-looks-to-move-outdoor-dining-off-busy-streets/72502139007/>.

16 Workers covered by unemployment insurance (UI) in New Hampshire. UI-covered employment reported constituted virtually all (97.4 percent) employees on nonfarm payrolls. What is not covered are those persons who are self-employed or those persons gathering income from rental properties.

17 New Hampshire average annual employment in RV parks and recreational camps (NAICS 7212), an industry group in accommodation (NAICS 721), was 1,810 workers in 2022, higher than the annual average employment of 1,644 workers in 2019.

RETAIL EMPLOYMENT	2018	2019	2020	2021	2022
Food and beverage retailers	21,729	22,173	22,418	21,904	20,341
Annual percent change	-1.4%	2.0%	1.1%	-2.3%	-7.1%
General merchandise retailers	14,691	14,157	13,369	13,967	14,473
Annual percent change	-3.0%	-3.6%	-5.6%	4.5%	3.6%
Furniture, home furnishings, electronics, & appliance retailers	N/A	N/A	N/A	N/A	5,893
Annual percent change	N/A	N/A	N/A	N/A	N/A
Building material & garden equipment & supplies dealers	9,673	9,691	10,252	10,538	10,338
Annual percent change	2.6%	0.2%	5.8%	2.8%	-1.9%
Health and personal care retailers	N/A	N/A	N/A	N/A	4,870
Annual percent change	N/A	N/A	N/A	N/A	N/A
Motor vehicle & parts dealers	12,590	12,702	11,506	11,695	11,907
Annual percent change	1.0%	0.9%	-9.4%	1.6%	1.8%
Gasoline stations and fuel dealers	N/A	N/A	N/A	N/A	6,540
Annual percent change	N/A	N/A	N/A	N/A	N/A
Clothing, clothing accessories, shoe, and jewelry retailers	N/A	N/A	N/A	N/A	5,074
Annual percent change	N/A	N/A	N/A	N/A	N/A
Sporting goods, hobby, musical instrument, book, & misc. retailers	N/A	N/A	N/A	N/A	9,650
Annual percent change	N/A	N/A	N/A	N/A	N/A
New Hampshire total	94,456	94,021	88,760	90,906	89,086
Annual percent change	-1.1%	-0.5%	-5.6%	2.4%	-2.0%
New England total	796,211	786,371	721,564	749,581	751,209
Annual percent change	-0.7%	-1.2%	-8.2%	3.9%	0.2%
United States total	15,791,102	15,602,881	14,758,276	15,342,135	15,479,044
Annual percent change	-0.4%	-1.2%	-5.4%	4.0%	0.9%

2022 revisions to NAICS codes made substantial changes to retail trade subsectors. For subsectors that underwent significant changes, employment counts from prior to 2022 are not available.

Source: U.S. Bureau of Labor Statistics, ELMI Analysis. Last Update 10/24/2023

ACCOMMODATION AND FOOD SERVICES EMPLOYMENT	2018	2019	2020	2021	2022
Accommodation	9,527	9,411	6,328	7,423	8,285
Annual percent change	-0.1%	-1.2%	-32.8%	17.3%	11.6%
Food Services and Drinking Places	50,149	50,950	41,461	46,281	49,605
Annual percent change	1.5%	1.6%	-18.6%	11.6%	7.2%
New Hampshire total	59,676	60,362	47,788	53,704	57,890
Annual percent change	1.2%	1.1%	-20.8%	12.4%	7.8%
New England	643,282	650,353	473,459	537,232	602,617
Annual percent change	1.2%	1.1%	-27.2%	13.5%	12.2%
United States total	13,834,194	14,030,794	11,072,658	12,156,766	13,410,463
Annual percent change	1.7%	1.4%	-21.1%	9.8%	10.3%

Source: U.S. Bureau of Labor Statistics, ELMI Analysis. Last Update 10/24/2023

HOSPITALITY: ESTIMATED SALES (\$ millions)	2018	2019	2020	2021	2022
Meals	\$3,256.7	\$3,384.6	\$2,774.0	\$3,595.4	\$3,855.7
Annual percent change	5.3%	3.9%	-18.0%	29.6%	7.2%
Rentals (Includes Motor Vehicle Rentals)	\$695.3	\$711.8	\$517.6	\$805.5	\$843.7
Annual percent change	9.3%	2.4%	-27.3%	55.6%	4.7%

Source: New Hampshire Office of Strategic Initiatives, ELMI Analysis. Last Update 10/24/2023

LIQUOR SALES (State Fiscal Year – July 1 to June 30)	2017-18	2018-19	2019-20	2020-21	2021-22
Retail & Wholesale Gross Sales (\$ millions)	\$712.4	\$729.1	\$765.6	\$801.1	\$771.1
Fiscal year percent change	1.4%	2.3%	5.0%	4.6%	-3.7%
Retail & Wholesale Net Sales ^a (\$ millions)	\$691.9	\$706.1	\$739.6	\$786.4	\$755.3
Fiscal year percent change	1.4%	2.3%	5.0%	4.6%	-3.7%
Gross Profit From Sales (\$ millions)	\$200.8	\$208.0	\$206.6	\$230.8	\$221.2
Fiscal year percent change	0.4%	3.6%	-0.7%	11.7%	-4.2%

^a Total sales less discounts and fees

Source: New Hampshire Liquor Commission, ELMI Analysis. Last Update 10/24/2023

HUNTING AND FISHING	2018	2019	2020	2021	2022
Hunting Licenses, Tags, Permits and Stamps					
Resident	45,590	45,644	49,742	48,895	50,599
Non-resident	9,972	10,631	10,887	11,428	11,529
Moose Hunt Lottery					
Applications	6,142	7,108	7,217	7,419	7,223
Permits Drawn	51	49	49	40	41
Fishing Licenses, Tags, Permits and Stamps					
Resident	106,242	108,060	135,521	123,719	119,597
Non-resident	50,239	51,639	55,513	56,685	53,154

Source: New Hampshire Department of Fish and Game. Last Update 1/18/2024

OUTDOOR RECREATION VALUE ADDED (\$ thousands)	2018	2019	2020	2021	2022
Total Outdoor Recreation Value Added	\$2,777,787	\$2,888,729	\$2,288,328	\$2,805,908	\$3,314,514
Total Core Outdoor Recreation	\$1,632,628	\$1,746,051	\$1,585,815	\$1,800,882	\$1,977,711
Multi-use Apparel and Accessories ^b	\$324,867	\$328,719	\$274,372	\$351,303	\$357,858
Hunting/Shooting/Trapping	\$135,837	\$143,766	\$195,282	\$194,185	\$204,307
Snow Activities	\$129,050	\$132,402	\$124,073	\$145,262	\$199,798
Boating/Fishing	\$158,532	\$187,309	\$223,447	\$166,509	\$158,571
Supporting Outdoor Recreation	\$1,145,159	\$1,142,678	\$702,513	\$1,005,026	\$1,336,803
Travel and Tourism ^c	\$904,762	\$879,273	\$540,898	\$784,624	\$1,098,712

^b Consists of backpacks, bug spray, coolers, general outdoor clothing, GPS equipment, hydration equipment, lighting, sports racks, sunscreen, watches, and other miscellaneous gear and equipment.

^c Travel and tourism expenses includes only expenses for travel at least 50 miles away from home.

Source: U.S. Bureau of Economic Analysis. Last Update 1/18/2024

TRAVEL AND TOURISM ^d	2018	2019	2020	2021	2022
All Visitor Spending (\$ billions)	\$5.9	\$5.9	\$4.6	\$6.0	\$6.8
Annual percent change	6.1%	0.4%	-21.6%	31.1%	11.8%
Overnight Visitor Volume (Millions of Person Trips)	11.3	11.5	11.5	13.4	13.4
Annual percent change	4.1%	0.9%	0.7%	16.0%	0.0%
Average Overnight Spending: Per Person Night	\$136.6	\$135.7	\$110.0	\$127.7	\$143.4
Annual percent change	3.4%	-0.7%	-18.9%	16.1%	12.3%
^d Includes both resident and non-resident spending and volume					
Source: New Hampshire Department of Business and Economic Affairs. Last Update 10/24/2023					

VISITOR SPENDING BY TYPE OF ACCOMODATION (\$ millions)	2018	2019	2020	2021	2022
Hotel, Motel	\$3,337.9	\$3,341.7	\$2,406.7	\$3,415.1	\$3,770.4
Day Travel	\$903.8	\$904.8	\$768.0	\$960.1	\$1,064.5
Private Home	\$830.4	\$827.8	\$740.9	\$890.3	\$1,013.5
Vacation Home	\$264.0	\$264.8	\$226.1	\$234.6	\$258.2
Campground	\$246.0	\$264.0	\$269.7	\$369.8	\$402.8
Source: New Hampshire Department of Business and Economic Affairs. Last Update 10/24/2023					
Prepared by: New Hampshire Employment Security, Economic and Labor Market Information Bureau					
www.nhes.nh.gov/elmi (603) 228-4124					