

NEW HAMPSHIRE DIVISION OF TRAVEL & TOURISM VISITOR BAROMETER

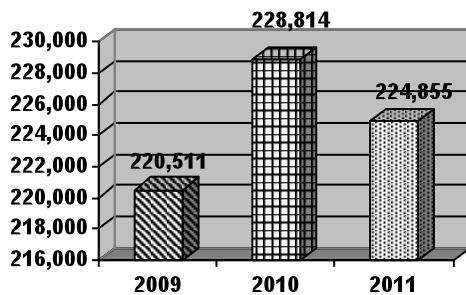
Summer 2011

June 2011 – August 2011

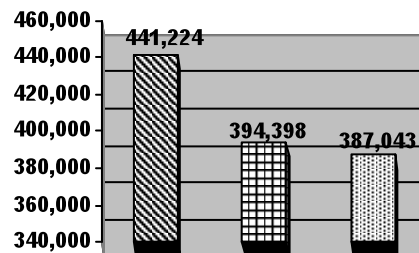
During Summer 2011, New Hampshire's tourism industry experienced a slightly positive period compared to summer 2010. Compared to summer 2010, travel indicators in June were slightly positive, July was positive, and August was slightly negative. There were 0.5 percent fewer visitors during summer 2011, but their average spending was 6.0 percent higher before adjusting for inflation. For the number crunchers among you, New Hampshire hosted 13.4 million visitor trips during Summer 2011, while spending totaled \$1.73 billion.

<u>Traveler Spending</u>	2011	2010	% change
Average Spending per day	\$77.86	\$75.17	+3.6%
Direct Spending (millions)	\$1,734	\$1,663	+6.0%
Retail Sales (millions)	\$ 404	\$ 378	+6.9%
Rooms & Meals tax from visitors (millions)	\$ 568	\$ 540	+5.2%

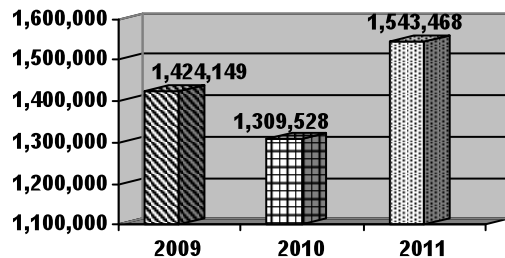
Average Saturday Traffic Counts (12 stations)



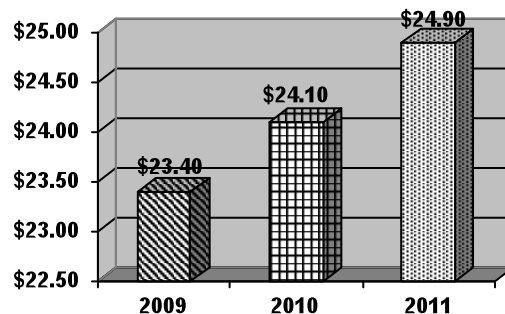
Airline Passengers @ Manchester & Lebanon



Visits to Welcome Centers



Vehicle Rentals
in Millions of Dollars



LODGING: During Summer 2011, the average occupancy rate at participating lodgings was 64.9%, an increase of 2.2% compared with Summer 2010 (63.5%).

ATTRACTIONS: During Summer 2011, attendance at participating attractions (763,627) increased by 4.7 percent compared with summer 2010 attendance (729,513).

Glossary of Terms and Sources of Information

- *A visitor trip* is travel by one person outside of his or her place of residence, regardless of the length of stay or distance traveled.
- *Retail sales* are an important byproduct of the tourism industry. This figure represents the best estimate of dollars spent on retail items, but not meals, beverages or liquor purchased.
- *Rooms & Meals* taxes refer to an 9% tax that is assessed upon patrons of hotels and restaurants.
- *Saturday Traffic* is counted at 12 stations. The sites and timing of the counts provide an indication of the intensity of travel within known visitor destinations on the weekend, during time periods when visitors are likely to be the predominant travelers within these 12 areas.
- *Enplanements* is a count of the number of passengers who board an airplane at one of two New Hampshire airports: Manchester-Boston and Lebanon.
- Visitors to the *welcome centers* situated at the Manchester Airport, Salem Welcome Center, and the Capital Region Visitor's Center were counted.
- *Vehicle rentals* are calculated from the 8% tax assessed on motor vehicle rentals .
- *Lodging occupancy* refers to a count of sales of occupied rooms.

The New Hampshire Visitor Barometer is produced quarterly by The Institute for New Hampshire Studies for the State's Division of Travel and Tourism Development. Any questions on data should be directed to Dr. Mark Okrant at Plymouth State University (603) 535-2364 <http://oz.plymouth.edu/inhs>. Back copies of Seasonal Barometers are available at www.ResourceNH.org.