



PRESS RELEASE

For Immediate Release

Labor Day Weekend Draws Crowds of Visitors to New Hampshire

Concord, N.H. – (Sept. 7, 2023) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) is reporting a robust Labor Day Weekend and the beautiful weather is being credited for helping draw crowds to the state to celebrate the last weekend of the summer season.

The increase in visitor activity was exactly what tourism businesses had been hoping for after dealing with what has been a rainy and challenging summer season. In a survey of businesses around the state, many shared positive reports of an uptick in visitation as well as spending over the three-day period.

“The weekend brought many visitors from New England, New York, and parts of Canada into the White Mountains region. Many businesses reported being extremely busy with some nearly sold out. This past holiday weekend was a promising look into what the fall season could be,” said White Mountains Attractions Association President, Charyl Reardon.

The Mt Washington Cog Railway reported an 8% increase in business compared with the Labor Day of 2022. The Adair Country Inn and Restaurant surpassed business in both 2021 and 2022, with the restaurant sold out all weekend and the Inn nearly sold out.

“Visitors celebrated the end of summer in the Mount Washington Valley by booking hotel stays, exploring local attractions, and enjoying the summer weather we’ve been waiting for,” said Mt Washington Valley Chamber Executive Director Michelle Cruz. “It’s certain to serve as a springboard to a strong fall foliage season for Valley businesses.”

The Christmas Farm Inn was booked solid for both lodging and spa services and the O’Reilly House Bed and Breakfast enjoyed a double-digit increase in sales over last year. Danforth Bay Camping & RV Resort reported their cabins at 100% occupancy and all but a few of its 600 seasonal and transient campsites occupied. The Mt Washington Auto Road reported they were 85% sold out for all guided tours. Family attractions like Storyland and White Mountain Speedway reported business was busier than expected.

In the Lakes Region, business was bustling, with reports of sales and occupancy above last Labor Day Holiday. Castle in the Clouds was up 33% in attendance. Gunstock Mountain Adventure

Park visits were about six percent ahead of last year's holiday weekend with scenic lift rides being the most popular of their attractions.

The Seacoast experienced significant visitor traffic with restaurants and lodging properties in Portsmouth at or near capacity. Port City Bike Tours saw an 80% increase in sales from 2022. At Hampton Beach the holiday weekend is being ranked as one of the better holiday weekends in recent years with the beaches full, and most hotels and motels sold out.

Labor Day historically marks the transition from summer to fall, the New Hampshire Division of Travel and Tourism invites visitors to explore visitnh.gov for fall trip inspiration with activities, road trip itineraries, and accommodations.

For more information, visit www.visitnh.gov.

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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.

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