



September 21, 2026

The Honorable Ken Weyler, Chairman
Fiscal Committee of the General Court and

Her Excellency, Governor Kelly A. Ayotte
and the Honorable Council
State House
Concord, New Hampshire 03301

The Honorable Sharon Carson, President
New Hampshire Senate
State House
Concord, New Hampshire 03301

The Honorable Sherman Packard, Speaker
New Hampshire House of Representatives
State House
Concord, New Hampshire 03301

INFORMATIONAL ITEM

Pursuant to RSA 12-O:16, II, the Department of Business and Economic Affairs, Division of Travel and Tourism respectfully submits the following report on activity within the Tourism Development Fund for the fiscal year ending June 30, 2026:

Fiscal Year 2026

FY25 Balance Forward/ending balance	\$ 1,542,298.47	Expenditures	
FY25 Open PO's at year end	\$ 4,514,980.05	Advertising	\$ 6,489,722.26
FY26 Appropriations	\$ 7,000,000.00	Public Relations	\$ 2,915.40
FY26 Expenditures	\$ (6,666,283.29)	Canadian Marketing/Public Relations	\$ 150,409.94
FY26 Open PO's at year end	\$ (4,526,119.56)	Fulfillment	\$ 23,235.69
FY26 Other Revenue Additions/(Interest)	\$ 275,270.22		<u>\$ 6,666,283.29</u>
Available/Open Balance as if 6/30/2026	<u>\$ 2,140,145.89</u>		

Expenditures:

1. Advertising funds were used for the following:

- a. Domestic and International Advertising and Promotional Services contract. Through this contract, the state executed three major seasonal advertising and promotional campaigns: Summer, Fall, and Winter. In addition, a new spring campaign, MUD (Make Unique Discoveries), was launched to encourage visitation during a typically slower travel period. Specialized campaigns promoting America's 250th, the FIFA World Cup, and ChooseNH were also executed.

Contract funds further supported the development and ongoing updates of VisitNH.gov, a primary tool for inspiring travel and helping potential visitors plan trips to New Hampshire. The contract also supports essential visitor research and campaign analysis, providing data and insights used to identify target audiences, inform media and marketing strategies, measure campaign performance, and maximize the return on the state's tourism marketing investment.

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- b. Discover New England contract. These funds supported New Hampshire's participation in Discover New England's Summit and IPW, two key international travel trade events that provide opportunities to meet with international tour operators and promote travel to the state. The funds also supported New Hampshire's participation in a Brand USA multi-channel marketing program in the United Kingdom, helping increase awareness of New Hampshire as a travel destination in this key international market.
 - c. Funds were used to print 35,000 copies of the guidebook New Hampshire Official Visitors Guide.
- 2. Public Relations
 - a. This was the remaining out-of-pocket expenses for the Public Relations contract that ended at Fiscal Year-end.
- 3. Canadian
 - a. Canadian Public Relations and Trade services contract. This contract supported New Hampshire's presence at consumer travel shows in Quebec, the state's top international market. It also provided ongoing outreach to Canadian media, podcasters, and influencers to generate coverage and maintain awareness of New Hampshire as a travel destination. Marketing partnerships further helped keep New Hampshire top of mind among potential travelers. The contract also supported engagement with Canadian travel trade media and travel agents through training and education about New Hampshire, with the goal of encouraging the state's inclusion in future travel itineraries and travel offerings.
- 4. Fulfillment
 - a. Mail Fulfillment and Storage Services contract. Potential visitors request New Hampshire guidebooks and maps as they plan their trips. This contract supports the fulfillment of these requests and provides storage and distribution services for guidebooks, highway maps, and other promotional materials produced in large quantities. Approximately 26,000 maps and guidebooks were fulfilled from April through June following receipt of the new guidebooks. The contract also supported the distribution of more than 15,000 ice cream maps to participating ice cream shops in May and June, making them available to visitors traveling throughout the state.

If you have any questions regarding the information provided, please let me know.

Respectfully submitted,



Lucy Lange
Commissioner