

The New Hampshire Travel Barometer is intended to provide useful benchmarks and indicators for travel and tourism trends throughout the state. Travel indicators are shown with five-year, four-season trends, and percentage change comparisons are made with the season of the preceding year. Travel indicators are compiled from different sources and are subject to data availability.

Report prepared for the New Hampshire Division of Travel and Tourism Development by Dean Runyan Associates.

Primary Findings

- Total direct travel spending in New Hampshire was over \$1.4 billion in fall 2017, an increase of 3.4% over the previous year.
- Direct travel-generated employment was 45,900 in fall 2017, an increase of 0.7% over the previous year.
- Direct travel-generated earnings were \$339 million in fall 2017, a decrease of 1.8% over the previous year.
- State tax receipts generated by travel spending totaled almost \$69 million in fall 2017, an increase of 4.5% over the previous year.
- New Hampshire's statewide lodging demand and revenue increased in fall 2017 vs. fall 2016 (Demand: +2.5%; Lodging Revenue: +6.6%).
- Overnight visitor volume amounted to 2.9 million person trips in fall 2017.
- The number of deplaned passengers at Manchester-Boston Regional Airport (MHT) in fall 2017 decreased by 0.1% vs. fall 2016.
- The New England average gasoline prices increased in fall 2017, reaching \$2.64/gallon (+19.1% YOY).

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These estimates and calculations are subject to revisions due to new data availability, third party data revisions or methodology improvement. Any revisions may affect the historical trend and subsequent documents will be updated accordingly. We strive to deliver the most accurate data to our clients.

Percentage changes are from the previous year unless states otherwise.

TRAVEL IMPACTS

	FALL 2017	YTD 2017	FALL (%)	YTD (%)
Direct Spending (\$Millions)				
Destination Spending	1,342.0	5,236.6	4.4%	3.7%
Other Travel	61.9	279.3	-14.1%	-8.5%
Total	1,403.9	5,515.9	3.4%	3.0%
Destination Spending by Type of Accommodation (\$Millions)				
Hotel, Motel	778.5	3,100.3	5.2%	4.4%
Other Overnight	341.5	1,274.6	3.8%	3.2%
Day Travel	221.9	861.7	2.5%	1.9%
Total	1,342.0	5,236.6	4.4%	3.7%
Destination Spending by Commodity Purchased (\$Millions)				
Accommodations	189.2	718.6	7.0%	5.7%
Food Service	227.9	897.8	4.7%	5.3%
Food Stores	64.8	248.0	2.8%	2.8%
Local Tran. & Gas	174.6	645.4	14.1%	10.2%
Arts, Ent. & Rec.	123.5	485.8	4.7%	4.6%
Retail Sales	540.6	2,154.6	0.8%	0.6%
Visitor Air Tran.	21.4	86.3	1.5%	0.0%
Total	1,342.0	5,236.6	4.4%	3.7%
Direct Travel-Generated Earnings (\$Millions)				
Leisure & Hospitality	226.6	921.3	0.1%	3.6%
Retail & Transportation	112.2	469.9	-5.4%	-0.4%
Total	338.8	1,391.2	-1.8%	2.2%
Direct Travel-Generated Employment (Thousand Jobs)				
Leisure & Hospitality	33.2	34.4	1.7%	1.6%
Retail & Transportation	12.7	13.5	-1.8%	-0.2%
Total	45.9	47.9	0.7%	1.1%
Direct Travel-Generated Tax Receipts (\$Millions)				
State Tax Receipts	68.5	266.3	4.5%	4.1%
Overnight Visitor Volume (Millions)				
Party Trips	1.2	4.7	1.6%	2.3%
Party Nights	3.7	14.5	1.3%	2.0%
Person Trips	2.9	10.9	1.8%	2.4%
Person Nights	8.6	33.1	1.6%	2.1%
Overnight Average Spending (\$)				
per Party Trip	898	917	3.1%	1.8%
per Party Night	299	301	3.4%	2.1%
per Person Trip	386	398	2.9%	1.6%
per Person Night	130	132	3.1%	2.0%

Note: Other Travel includes resident air travel and travel arrangement services.

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LODGING TRENDS²

Room Demand (Millions of Rooms Sold)				Room Revenue (\$Millions)			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$1.3M	2.5%	1.2%		\$171.9M	6.6%	3.6%
Room Supply (Millions of Rooms Available)				Average Daily Rate (ADR)			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$1.9M	0.3%	1.1%		\$135.0	4.2%	2.3%
Average Occupancy (%)				RevPAR (Revenue Per Available Room)			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	67.0%	1.6%	1.5%		\$91.4	5.6%	3.6%

MEALS AND ROOMS (RENTALS) TAX REVENUES³

Rooms & Combo (\$Millions)				Food Service (\$Millions)			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$17.2M	7.2%	5.7%		\$13.7M	1.9%	2.5%
Restaurants (\$Millions)				Motor Vehicle Rentals (\$Millions)			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$50.2M	5.1%	3.6%		\$2.3M	5.5%	2.4%

COUNTY ROOMS & COMBO SALES, FALL 2017³

Sales by County, \$Millions	YOY Percent Change (FALL 2017 vs. FALL 2016)
<ul style="list-style-type: none"> State: 191 Rockingham: 41 Hillsborough: 33 Grafton: 32 Carroll: 29 Coos: 21 Merrimack: 12 Belknap: 11 Strafford: 6 Cheshire: 6 Sullivan: 1 	<ul style="list-style-type: none"> Merrimack: 21.9% Sullivan: 9.4% Coos: 8.4% Grafton: 8.0% State: 7.2% Hillsborough: 6.8% Carroll: 6.7% Rockingham: 5.9% Belknap: 4.8% Cheshire: 4.7% Strafford: -5.6%

TRANSPORTATION



Total Deplaned Passengers at MHT ⁴				Derby Line, VT Crossings (Vehicle Passengers) ⁵			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	254.9K	0.1%	-3.1%		229.9K	1.3%	-1.2%

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Traffic Counts (Average Saturday)⁶ 2017 FALL

Recorder Location (Hwy, City)	Region	2017 FALL	FALL %	YTD(%)
HNH 16, Ossipee	Lakes	13,815	4.9%	0.6%
I89, Warner	Dartmouth Lakes Sunapee	21,149	3.5%	-2.4%
I93, Concord	Merrimack Valley	76,691	3.4%	-0.7%
I93, Lincoln	White Mountains	13,514	8.9%	0.3%
NH101, Exeter	Seacoast	41,801	-0.6%	-4.8%
NH101, Temple	Monadnock	8,111	0.4%	-4.0%
NH11, Alton	Lakes	6,533	4.4%	-3.2%
NH12, Claremont	Dartmouth Lakes Sunapee	9,090	-2.1%	-2.9%
NH9, Chesterfield	Monadnock	12,561	2.5%	-1.8%
US2, Jefferson	Great North Woods	5,591	7.6%	0.1%
US3, Northumberland	Great North Woods	3,192	1.9%	-0.7%
US302, Bartlett	White Mountains	4,518	7.1%	-1.9%

EMPLOYMENT (Seasonally Adjusted)⁷

Leisure & Hospitality Employment				Accommodation & Food Services Employment			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	71.5K	1.8%	1.5%		59.2K	1.2%	1.4%

PRICE INDICATORS AND INDEXES

New England Gas Price (\$ per gallon) ⁸				Boston-Brockton-Nashua Urban CPI Food Away From Home (1982-84 = 100) ⁹			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$2.64	19.1%	12.6%		287.9	1.3%	1.9%
Euro to USD Exchange Rate ¹⁰				British Pound to USD Exchange Rate ¹⁰			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$1.18	7.1%	0.8%		\$1.33	5.3%	-6.8%
Australian Dollar to USD Exchange Rate ¹⁰				New Zealand Dollar to USD Exchange Rate ¹⁰			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$0.78	2.8%	2.9%		\$0.71	-1.5%	2.5%
Canadian Dollar to USD Exchange Rate ¹¹				MASLID ¹²			
Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)	Seasonally: 5yr	FALL 2017	FALL (%)	YTD (%)
	\$0.80	6.1%	2.1%		1.80	102.6%	-34.8%

Data Sources and Notes:

1. Dean Runyan Associates. Findings derived thru the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional, and local level.

2. Lodging metrics are based on reports of Smith Travel research, Inc. / STR Global, Ltd.

3. New Hampshire Department of Revenue Administration. Room and Meals sales are estimated based on county tax receipts, provided by New Hampshire Department of Revenue Administration. Tax rate of 9% was used in calculations.

4. Manchester-Boston Regional Airport (MHT), Passenger & Cargo Statistics.

5. U.S. Department of Transportation, Research and Innovative Technology Administration, Bureau of Transportation Statistics. Canadian Border Crossings are based on data from the Department of Homeland Security, U.S. Customs and Border Protection, Office of Field Operations.

6. New Hampshire Department of Transportation.

7. New Hampshire Employment Security (NHES), Economic + Labor Market Information Bureau

8. U.S. Energy Information Administration, New England (PADD 1A) Regular All Formulations Retail Gasoline Prices.

9. U.S. Bureau of Labor Statistics. Consumer Price Index for All Urban Consumers (CPI-U) is a measure of the average change in prices over time in a fixed market basket of goods and services calculated for urban population group, not seasonally adjusted. The Boston-Brockton-Nashua, Mass.-N.H. -Maine-Conn. consolidated area covered in this release is comprised of Essex, Middlesex, Norfolk, Plymouth, Suffolk, Bristol, Hampden, and Worcester Counties in Massachusetts; Hillsborough, Merrimack, Rockingham, and Strafford Counties in New Hampshire; York County in Maine; and Windham County in Connecticut.

10. Federal Reserve Bank of St. Louis.

11. Canadian Forex.
<http://www.canadianforex.ca>

12. Federal Reserve Bank of Philadelphia, Leading Index for Massachusetts (MASLIND), retrieved from FRED, Federal Reserve Bank of St. Louis. The leading index for Massachusetts predicts the six-month growth rate of the state's coincident index. In addition to the coincident index, the models include other variables that lead the economy: state-level housing permits (1 to 4 units), state initial unemployment insurance claims, delivery times from the Institute for Supply Management (ISM) manufacturing survey, and the interest rate spread between the 10-year Treasury bond and the 3-month Treasury bill.