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**DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**  
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**FOR IMMEDIATE RELEASE:**

**STRONG LABOR DAY WEEKEND REPORTED**

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*Great Start to the Fall Season in New Hampshire*

Concord, New Hampshire, September 2<sup>nd</sup>, 2008 – The reports are coming in from businesses around the state and the word is that the Labor Day Weekend holiday was very successful. The nice weather added to the busy weekend and helped pack the beaches and lakes for family get-togethers, cookouts and scenery-watching. The holiday weekend also helped to kick off the fall season and many businesses are optimistic about the coming months. Many campgrounds were booked solid, with some even being overbooked. Attractions saw attendance levels that were either higher than or on par with last year’s record levels. Lodgings and B&Bs benefited from college students moving back in and saw several trends, including more local residents vacationing right here in state, Canadian visitors and shorter stays booked less in advance than previous years.

Here’s what members of New Hampshire’s tourism industry had to say about the Labor Day Weekend...

**CHAMBERS OF COMMERCE/REGIONAL GROUPS**

“Most businesses reported a strong August and Labor Day weekend, attributing the increases to a surge in Canadian and European visitors along with falling gas prices and sunny weather. While New Englanders continued to make up the majority of Mt. Washington Valley visitors this summer, the jury is still out on whether New Hampshire residents are increasingly vacationing in-state. An optimistic consensus was expressed for a busy fall in Mt Washington Valley among all those responding to the survey.”

*Marti Mayne, PR Manager*

*Mt Washington Valley Chamber of Commerce*

“This was probably one of the best Labor Day weekends at the Hampton Beach. The weather could not have been better (I hope it stays for Seafood Festival)! This was much better than last Labor Day. Excellent ending for the season! The hotels are reporting very brisk reservations.”

*B.J. "Doc" Noel, President*

*Hampton Area Chamber of Commerce*

“The Monadnock Region was bustling most of the weekend. Lodging establishments reported occupancy of 90% and above on Friday and Sunday. On Saturday, the region was completely sold out. Downtown Keene was busy Saturday with the Music Festival and Art in the Park at Ashuelot River Park on Saturday and Sunday. There were many travelers from within the New England states. High numbers were reported from MA, CT, VT, ME and RI. Many New Hampshire residents traveled within the state of New Hampshire again showing residents stayed closer to home and looked for events and activities nearby and spending less on gas. Monadnock State Park reported over 5,100 hikers for Friday thru Monday with the great weather.”

*Jim Narkiewicz, Acting President and Secretary*

*Monadnock Travel Council*

“We saw 1,184 walk-ins and averaged 296 visitor inquiries a day at the chamber for the Labor Day Weekend, which is not only on par – it’s up from the holiday weekend last year! We also introduced 28 people to historic Portsmouth on our guided walking tours of the Portsmouth Harbour Trail this weekend. We were blessed with beautiful weather to cap off the summer season. But just because the kids are back in school now doesn’t mean tourism season ends around here. We are hopeful for a beautiful fall foliage season ahead, and anticipate that visitation to the Seacoast through October and beyond will continue to be up over last year.”

*Nicki Noble, Tourism Manager*

*Greater Portsmouth Chamber of Commerce*

“Visitors to our Information Center and email inquiries continue to be up from last year. We anticipate this translating to a successful weekend for Wolfeboro area businesses.”

*Mary DeVries, Executive Director*

*Wolfeboro Area Chamber of Commerce*

## **ATTRACTIONS**

“The weekend was better than last year at the park (Whales Tale Waterpark) and Woodward's. The summer was very good at Woodward's with a lot of last minute reservations. We were up 8% for both July and Aug. July last year was down 5% but Aug was up 2%. We were happy where we ended up.

*Jeff Woodward, Co-Owner/Owner*

*Whales Tale Waterpark/Woodward's Resort*

“It was a pretty good weekend to top off the summer. Overall, businesses were happy to be on par with last year, and looking forward to the fall, which is traditionally a strong season, particularly this year with the influx of international guests due to the exchange rate. It also is important to note that most of our attraction businesses stay open after Labor Day, although some go onto a fall schedule. Operation dates can usually be found on-line at [www.whitemountainsattractions.com](http://www.whitemountainsattractions.com).”

*Jayne O’Connor, President  
White Mountain Attractions*

“Labor Day weekend was very well attended at Story Land, right on par with last year’s holiday weekend. In fact, the entire summer season so far is level with last year’s attendance to date, which is a very nice place to be considering that we’ve had so many more days of rain this summer compared to last year. Having the circus at Story Land through Labor Day was a very popular draw for our guests, and it was top-flight entertainment under the cover of the big-top tent to help keep people drier on all those wet days of July and August. We’re still open on weekends now through Columbus Day, and we’ll be introducing a few little features to help people get a taste of fall, to go along with all of the favorites that so many families enjoy at Story Land. We’re looking forward to a great finish to the season on the weekends ahead.”

*Jim Miller, Spokesman  
Storyland*

"Saturday was better than Sunday for us. This is usually the reverse. The Hobo RR in Lincoln was similar in revenues as last Labor Day Weekend. So that is a good thing. We had good ridership for the Monday of the holiday weekend in Lincoln. Many times Monday is very slow. We are on our fall schedule as of today with trains at 11 & 1.”

*Brenda Clark, Owner  
Hobo Railroad*

"Our Labor Day weekend is shaping up just fine! Very similar to last year so we're thrilled. Might be a fraction of a percent off but not much and this compared to a very good 2007 weekend."

*Howie Wemyss, General Manager  
Mt. Washington Auto Road*

**LODGINGS**

“We definitely had a stronger Labor Day than last year in terms of lodging. We did have a wedding at the Hotel, and there were several fun Membership events throughout the weekend --- so there was a lot of activity throughout the Resort, and the weather was just super --- so there were even a few last-minute bookings! With the opening of the newly restored 18-hole Mount Washington Course we have seen an increase in our golf bookings; and Resort bookings have been steady for the fall season. We continue to see a lot of our reservations coming in 7-10 days prior to arrival.”

*Irene Donnell, Director of Public Relations  
Mount Washington Resort*

“Labor Day Weekend was quite good, 80% Friday 100% Saturday and 80% Sunday.....As for Foliage season, looking very strong, we will probably be over budget for September and October.”

*Cindy Foster, Director of Sales & Marketing  
Eagle Mountain House*

“Business was up and could be the best Labor Day weekend we have had. Even Friday was very strong which is unusual. Fall looks good most weekends already sold out.”

*Scott Rice, Owner  
Woodstock Inn Station & Brewery*

“We were full and had a stop by each day which we were able to refer to another B&B close by. So there is a consistent trend about last minute plans. What made us full was the New England College “moving in weekend” and the Hopkinton Fair. I checked in with some others in the B&B group - they were about half full which is typical for Labor Day, in one case a little behind previous years. We all observed there were lots of cars on the road with MA plates. The weather sure helped.”

*Kate Bartlet, Innkeeper  
Henniker House B&B*

“Labor Day is not usually very busy for us. So far, for the year, we are up 10% over the same time last year and that's with a reduced Bike Week. We are seeing more reservations for family reunions, etc.”

*Jack Potter and Eva Dunn, Owners  
Shaker Woods Farm B&B*

**CAMPGROUNDS**

“It was the usual last minute for us, but we were full. Excellent....numbers better than last year for us.”

*Bill Naylor, Owner*

*Idle Times Campground/Highland Lake General Store*

“Completely booked, all sites all cabins. Not effected by economy or gas.”

*Silver Lake Park*

“We were at 100%.”

*Old Stage*

“201 sites... all full...”

*Mi-Te-Jo Campground*

“100% booked”

*Roberts Knoll*

“We were full for Labor Day Weekend. Beautiful weather makes happy campers! Our fingers are crossed for similar weather next week for the busy Seafood Festival Weekend.”

*Wakeda Campground*

“We had 3 rental units that we didn't rent, otherwise all the sites were booked.”

*Long Island Bridge Campground*

“Slightly off from previous years. Extremely high number of calls of ‘price shoppers’ leading up to this weekend. *We were impacted by the recent tornado/road repairs in our area.*”

*Blake's Brook*

“Full house for Labor Day Weekend!”

*Country Shores*

“We are completely booked and then some.”

*Cold Springs Camp Resort*

“The weather cooperated nicely! Every overnight site was filled for the weekend. All of our seasonal sites were filled this year as well.”

*Whit's End Campground*

”Full house with a few in overflow, many calls we could not accommodate, first time since Memorial Day weekend that we have been full. Overall, down about 30-40% all summer long. Seasonal list is the largest it's been in several years so we are making more sites seasonal for 2009.”

*Scenic View*

“Booked for the Labor Day weekend. It was a great weekend. We have been taking reservations for the 2009 season and it looks great. We have been giving free weekends for war vets and have had a great turn out.”

*Mascoma Lake Campground*

“Totally full, 150 sites. About 200 visitors also. Great weekend!”

*Ferndale Acres*

“We are down a bit from last year, despite the gorgeous weather. Respectable, though. Good crowd. We had additional day visitors/added adults instead. We had a lot of final week bookings, compared to prior years, where bookings were more in advance.”

*Crow's Nest Campground*

“We have 15 nights with transients for the Labor Day Weekend and we currently have 67 seasonals. I hope everyone is enjoying this beautiful weather!”

*Crescent Campground*

“We sold out two weeks ahead at Lost River, had early departures and immediately filled them in with people off the street.”

*Lost River Campground*

“Totally booked for all sites for this Labor Day weekend.”

*Harbor Hill*

“Happy to report we had 99% occupancy for a great weekend!”

*Sandy Beach RV Resort*

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, 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](http://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](http://www.visitnh.gov).

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