



2023 NH Outdoor Tourism Industry Report Data

Taylor Roy – North Country Council





What about NH Overall?

30,000 jobs and \$1.5 billion
in wages and salaries.

Total economic contribution
was \$3.3 billion.



NH Economic Contribution

Ski \$384 million/yr in direct economic impact

Areas
(2019): 7,485 direct + indirect jobs

Fishing \$215 million direct impact (freshwater)

(2019): \$150 million direct impact (trout fishing)

Bike 200 direct jobs

Shops
(2020): \$30 million direct sales

OHRV \$165 million direct economic impact

(2021): 1,689 direct jobs supported



The Photo by PhotoAuthor is licensed under CCYUSA.



Northern Comprehensive Economic Development Region (CEDR)

- Coos, Grafton, Carroll, and Belknap
- 231 retail, service, or rental businesses (84% local)
- >50% of businesses in NH are located here

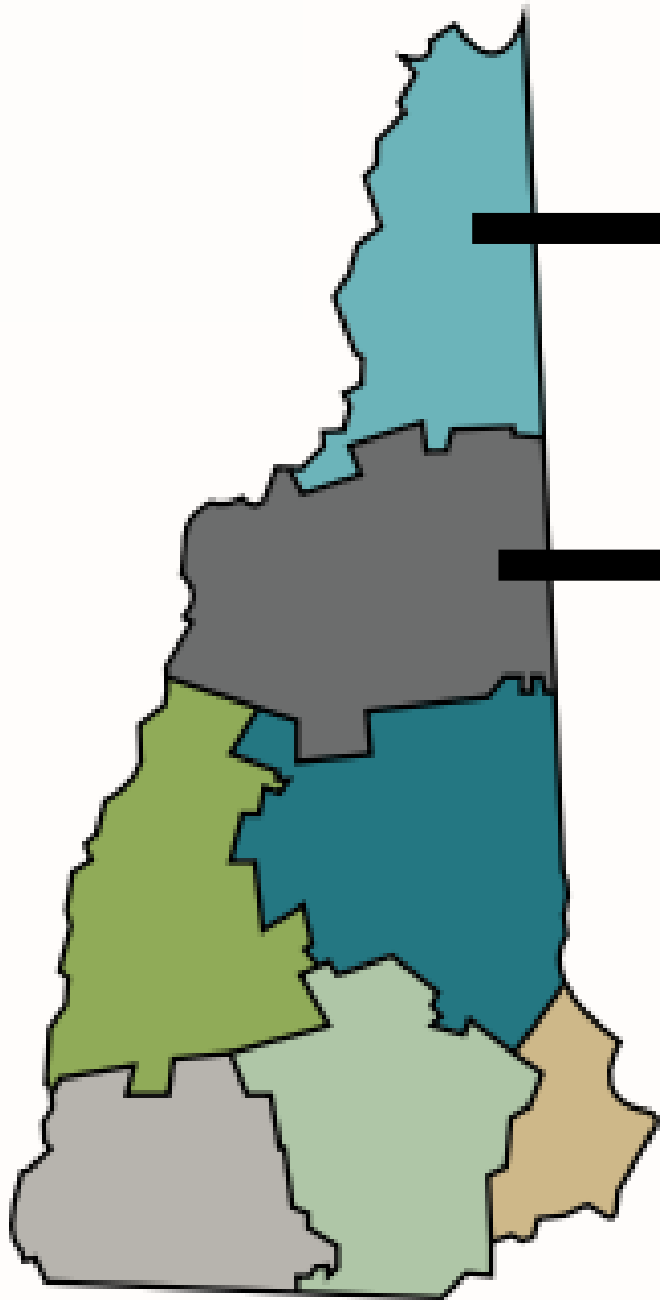




What businesses are in the Northern CEDR Region?

- 100% Whitewater outfitters and guides + OHRV rental businesses
- 92% Snowmobile rental businesses
- 78% Motorized boat rental
- 72% Mountain bike rentals
- 58% Ski rentals
- 56% For-profit campgrounds
- 45% Retail businesses





Great North Woods



White Mountains

We'll be focusing on
these two regions



Great North Woods Retail Sales and Rental Businesses

RETAIL

- Campgrounds: 15
- Fishing: 2
- Hiking: 1
- Hunting: 2
- Climbing/Mountaineering: 0

RENTAL BUSINESSES + RETAIL SALES + REPAIRS

- Mountain Biking: 4
- OHRV + ATV: 19
- Paddle Sports: 8
- Downhill Skiing + snowboarding: 0
- Snowmobiling: 15
- Motorized Boating: 6



White Mountains Retail Sales and Rental Businesses

RETAIL

- Campgrounds: 52
- Fishing: 17
- Hiking: 29
- Hunting: 13
- Climbing/Mountaineering: 7

RENTAL BUSINESSES + RETAIL SALES + REPAIRS

- Mountain Biking: 46
- OHRV + ATV: 11
- Paddle Sports: 22
- Downhill Skiing + Snowboarding: 52
- Snowmobiling: 12
- Motorized Boating: 8

