

2015 HIGHEST RANKED WILDLIFE HABITAT BY ECOLOGICAL CONDITION

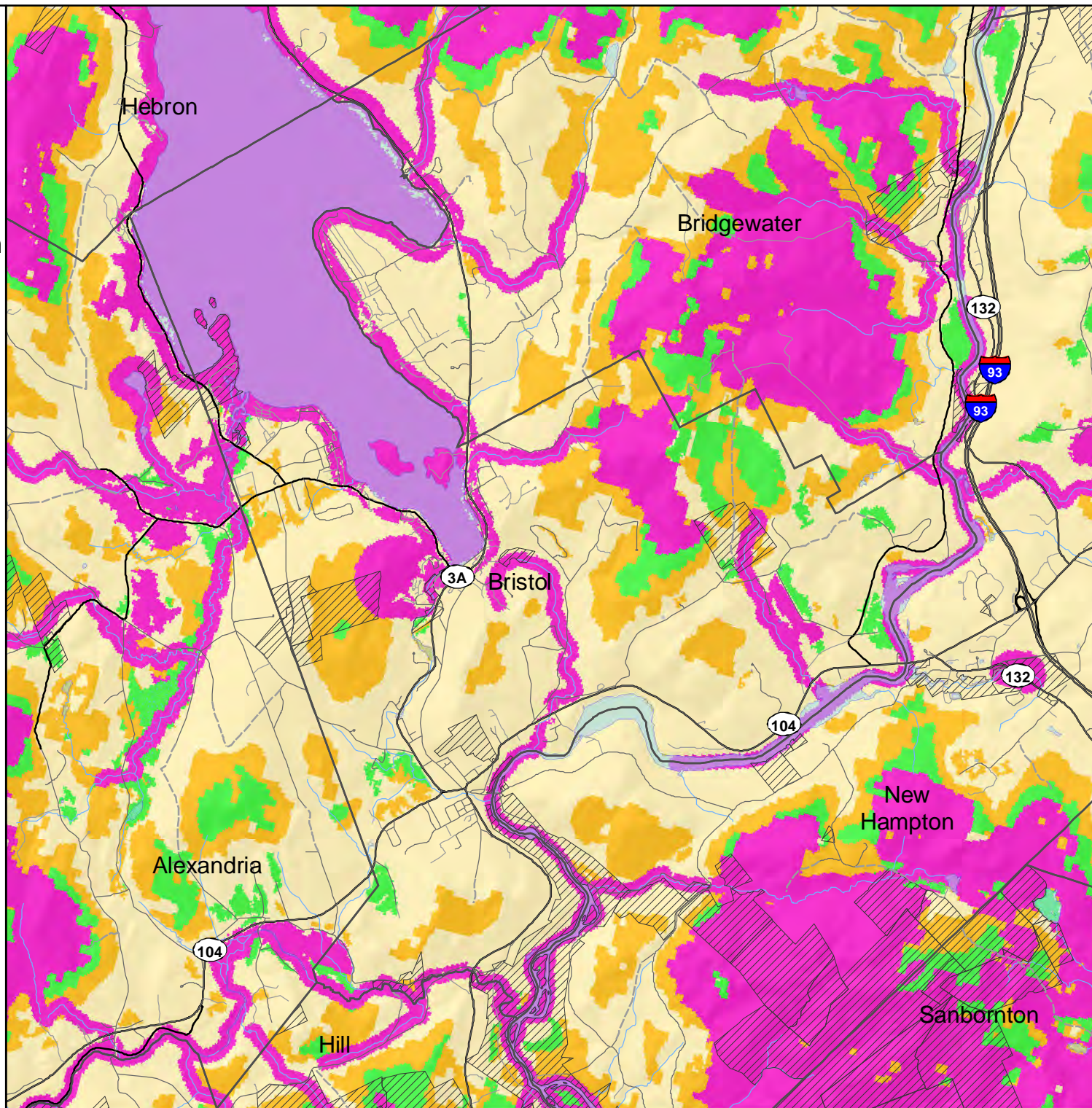
 Highest Ranked Habitat in New Hampshire

 Highest Ranked Habitat in the Biological Region

Biological region = TNC ecoregional subsection for terrestrial habitats or Aquatic Resource Mitigation region for wetlands and floodplain forest.

 Supporting Landscapes

 Conservation or public



Base map data provided by NH GRANIT (2015)
Not intended for legal use.



NEW HAMPSHIRE
Wildlife Action Plan

September 2015

0 1 2
Kilometers

0 1 2
Miles

NEW HAMPSHIRE WILDLIFE HABITAT LAND COVER 2015

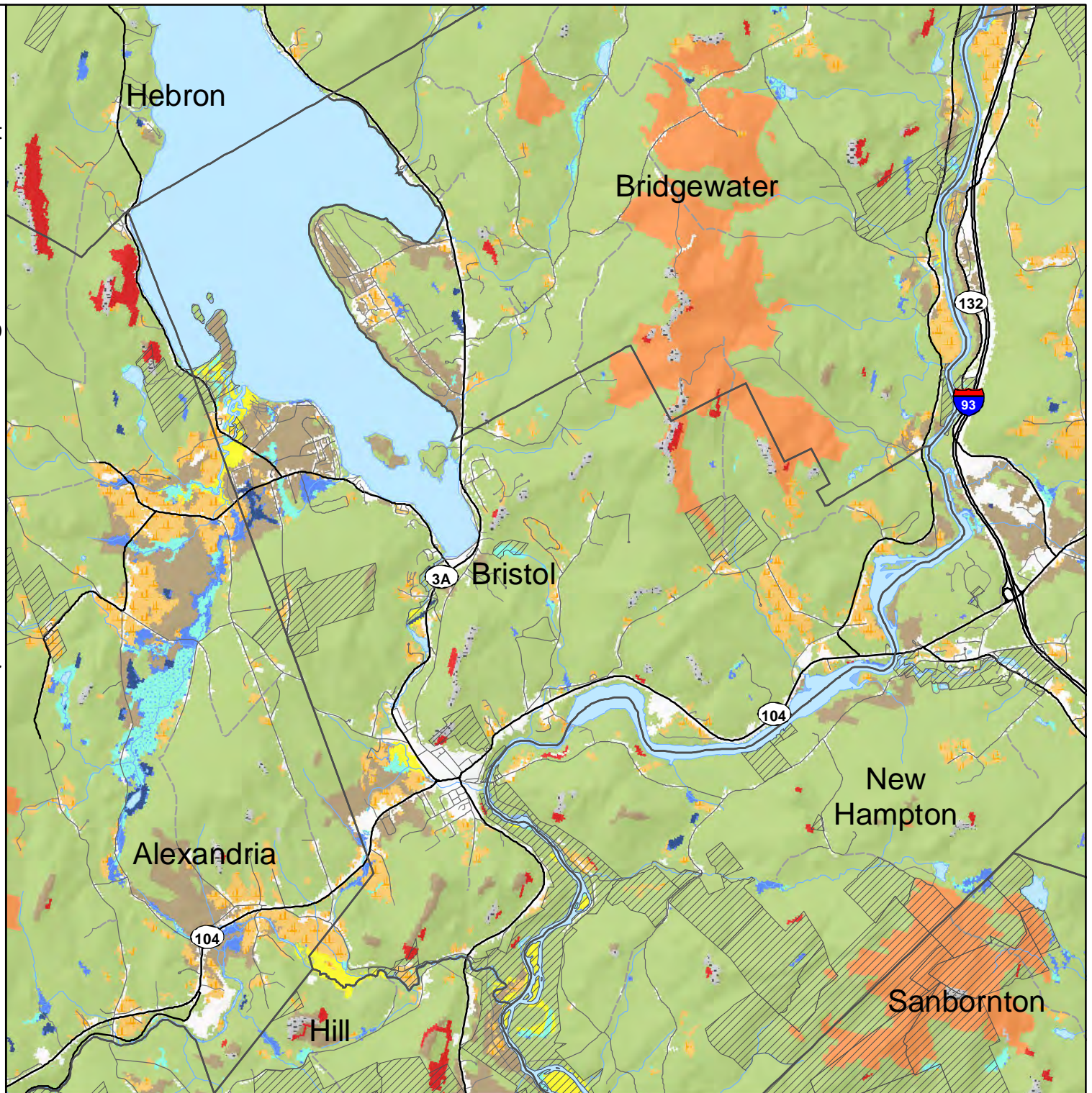
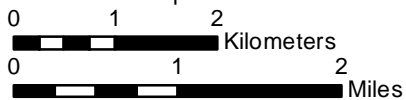


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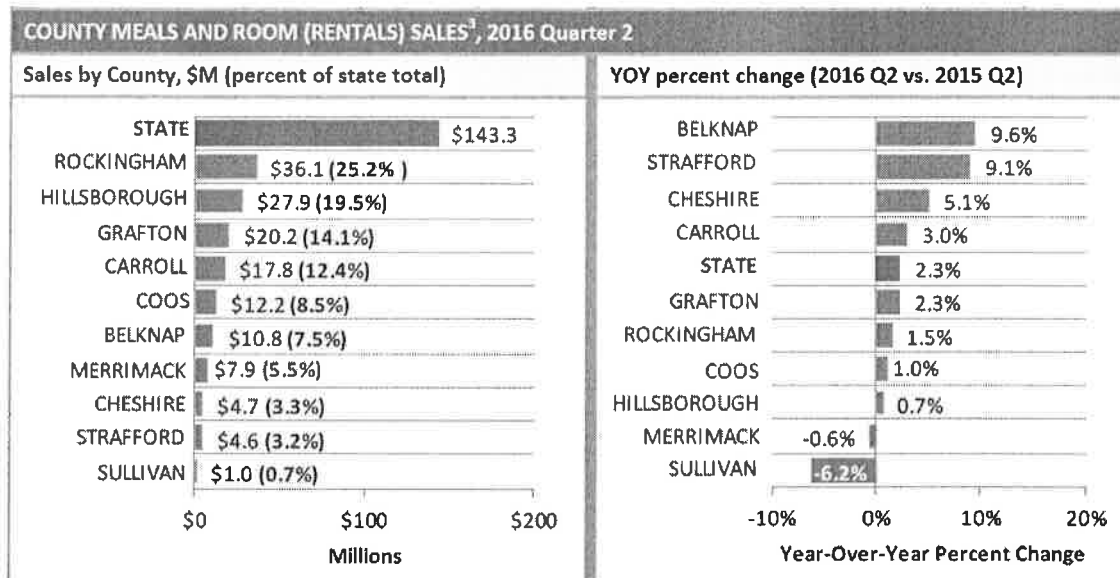
NEW HAMPSHIRE
**Wildlife Action
Plan**

September 2015



Where are they visiting? Where are they staying?

See graph below on the most recent meals and room sales by county.



(Source: 2016 Quarter 2 NH Travel Barometer)

How much money do they have? See chart below.

Income	Fall Trips	Winter Trips	Spring & Summer Trips
Less than \$50,000	14%	17%	15%
\$50,000 but less than \$75,000	38%	19%	23%
\$75,000 but less than \$100,000	18%	24%	22%
\$100,000 but less than \$150,000	18%	28%	25%
\$150,000 and up	12%	12%	15%

(Source: 2016 Advertising Effectiveness & ROI, December 2016)

How much money do they spend when here? The average spending per trip by season:

Spring/Summer: \$1,002/trip, \$121/per person, per day

Fall: \$839/trip, \$103/per person, per day

Winter: \$1,140/trip, \$138/per person, per day (higher spending in the winter is due to the generally higher priced winter activities)

How much would they be willing to spend to stay in a hotel? What kind of hotel would they want to stay in?

Varies.

When do they come to visit?

In order of popularity:

1. Summer
2. Fall
3. Winter
4. Spring

Who are they (visitors)? i.e. attributes

Demographics	Aware HHs	Visiting HHs
Average Age	40	42
18-34	43%	42%
35-54	33%	30%
55+	23%	28%
Education		
High school or less	11%	8%
Some college/technical school	18%	17%
College graduate	46%	51%
Post-graduate degree	25%	23%
Income		
Less than \$35,000	11%	5%
\$35,000 but less than \$50,000	12%	9%
\$50,000 but less than \$75,000	24%	23%
\$75,000 but less than \$100,000	23%	24%
\$100,000 but less than \$150,000	20%	26%
\$150,000 but less than \$200,000	6%	9%
More than \$200,000	4%	4%
Marital Status		
Married	59%	67%
Divorced/Separated	6%	8%
Widowed	2%	1%
Single/Never married	32%	23%
Kids in Household	43%	45%
Ethnicity		
Caucasian/white	82%	77%
Asian/Pacific Islander	9%	11%
African-American/black	4%	7%
Mixed ethnicity	3%	1%
Latino/Hispanic	2%	1%
American Indian	1%	1%
Other	1%	1%

(Source: 2016 Advertising Effectiveness & ROI, December 2016)

Where are visitors coming from?

	Boston	New York City	Other NE	Toronto	Montreal	Total
Influenced Trips	93,822	282,880	280,978	32,084	61,052	750,817
Taxable Trip Spending	\$462	\$601	\$582	\$562	\$443	\$562
Total Taxable Trip Spending	\$43,303,361	\$170,124,817	\$163,598,155	\$18,023,984	\$27,016,685	\$422,067,002
Taxes Generated	\$3,897,302	\$15,311,234	\$14,723,834	\$1,622,159	\$2,431,502	\$37,986,030
Tax ROI	\$3	\$15	\$12	\$12	\$8	\$10

(Source: 2016 Advertising Effectiveness & ROI, December 2016)

What are they visiting for (business, vacation)? DTTD measures leisure travel.

Net Motivation	Fall Trips	Winter Trips	Spring & Summer Trips
Scenic drive	44%	20%	26%
Shopping	17%	19%	22%
Dining at locally owned restaurants	18%	11%	16%
Hiking or backpacking	21%	10%	13%
Visiting a state or national park	16%	15%	12%
Visiting historical sites	0%	7%	10%
Camping	2%	5%	10%
Wildlife watching	1%	8%	7%
Sightseeing tour	12%	7%	6%
Canoeing or kayaking	4%	5%	6%
Boating	1%	3%	6%
Farmer's markets/U-picks/roadside stand	7%	3%	5%
Visiting museums	0%	9%	5%
Attending a festival or fair	8%	4%	4%
Fishing	1%	6%	4%
Golfing	3%	3%	3%
Rock climbing	2%	7%	3%
Attend a play or concert	6%	3%	3%
Horseback riding	0%	4%	2%
Attending performing arts (music/theater)	2%	2%	2%
Beer trail	3%	1%	2%
Bicycling or mountain biking	0%	2%	2%
Winery tours	6%	5%	2%
Bird watching	0%	1%	2%
Snowmobiling	0%	3%	2%
Farm to table dinner	1%	1%	1%
Snow skiing or snowboarding	0%	8%	1%
River rafting	0%	1%	1%
Visiting a noteworthy bar or nightclub	0%	1%	1%
ATVing	1%	1%	1%
Hunting	0%	3%	1%

(Source: 2016 Advertising Effectiveness & ROI, December 2016)

How long are they staying?

The average trip by season:

Spring/Summer: 2.8 nights

Fall: 2.6 nights

Winter: 2.8 nights