

HB 1626-FN - AS INTRODUCED

2026 SESSION

26-3229

05/06

HOUSE BILL            **1626-FN**

AN ACT                relative to the effectiveness of tourism expenditures.

SPONSORS:            Rep. Wherry, Hills. 13; Rep. Ford, Rock. 3; Rep. Korzen, Coos 7; Rep. McGrath, Rock. 40; Rep. Mary Murphy, Hills. 27

COMMITTEE:          Resources, Recreation and Development

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ANALYSIS

This bill directs the department of business and economic affairs, director of travel and tourism development to quantitatively assess the return on investment of tourism expenditures as a measure of program effectiveness.

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Explanation:          Matter added to current law appears in ***bold italics***.  
Matter removed from current law appears ~~[in brackets and struckthrough.]~~  
Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

STATE OF NEW HAMPSHIRE

*In the Year of Our Lord Two Thousand Twenty-Six*

AN ACT relative to the effectiveness of tourism expenditures.

*Be it Enacted by the Senate and House of Representatives in General Court convened:*

1 1 Director of Travel and Tourism; Estimate of Return on Investment for Promotional Programs.

2 Amend RSA 12-O:15, VI to read as follows:

3 VI. Conduct research to measure the effectiveness of promotional programs ***and provide an***  
4 ***estimated return on investment (ROI) for all promotional programs exceeding \$10,000,***  
5 ***with an explanation of how the ROI was calculated.***

6 2 Travel and Tourism Development Fund. Amend RSA 12-O:16, II to read as follows:

7 II. The commissioner shall prepare an annual report to be presented no later than December  
8 1 of each year to the governor and council, the fiscal committee of the general court, the president of  
9 the senate, and the speaker of the house of representatives. The report shall detail the specific  
10 activities supported by, and expenditures from, the fund during the past year and shall additionally  
11 detail the activities of the travel and tourism revolving fund established in RSA 12-O:13 ***and the***  
12 ***effectiveness and return on investment for promotional programs identified in RSA 12-***  
13 ***O:15, VI.***

14 3 Effective Date. This act shall take effect 60 days after its passage.

**HB 1626-FN- FISCAL NOTE  
AS INTRODUCED**

AN ACT relative to the effectiveness of tourism expenditures.

**FISCAL IMPACT: This bill does not provide funding.**

| <b>Estimated State Impact</b> |                |                           |                           |                           |
|-------------------------------|----------------|---------------------------|---------------------------|---------------------------|
|                               | <b>FY 2026</b> | <b>FY 2027</b>            | <b>FY 2028</b>            | <b>FY 2029</b>            |
| <b>Revenue</b>                | \$0            | \$0                       | \$0                       | \$0                       |
| <i>Revenue Fund(s)</i>        | None           |                           |                           |                           |
| <b>Expenditures*</b>          | \$0            | \$350,000 to<br>\$500,000 | \$350,000 to<br>\$500,000 | \$350,000 to<br>\$500,000 |
| <i>Funding Source(s)</i>      | General Fund   |                           |                           |                           |
| <b>Appropriations*</b>        | \$0            | \$0                       | \$0                       | \$0                       |
| <i>Funding Source(s)</i>      | None           |                           |                           |                           |

\*Expenditure = Cost of bill

\*Appropriation = Authorized funding to cover cost of bill

**METHODOLOGY:**

This bill requires the Department of Business and Economic Affairs to measure and report the return on investment for tourism promotional programs exceeding \$10,000 and to include this information in the Department's annual report.

The Department of Business and Economic Affairs states this bill would require expanded research and analysis to evaluate tourism program effectiveness. The Division previously contracted for these services at approximately \$300,000 per year, and BEA anticipates a new contract will be necessary. The Department estimates the cost of the required work will be between \$350,000 to \$500,000 per year, which cannot be absorbed within its existing budget.

**AGENCIES CONTACTED:**

Department of Business and Economic Affairs