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**Powering New Hampshire's Tourism Economy: The Urgent Need for EV Charging Investment**  
*New Hampshire's EV charging gap puts \$1.4 billion in tourism revenue at risk.*

A new report released by Clean Energy NH and Ski NH, *Driving Towards a Sustainable New Hampshire Economy: Supporting New Hampshire's Tourism Industry through EV Charging Infrastructure*, highlights a critical challenge: without significant investments in EV infrastructure, New Hampshire's tourism industry risks losing significant revenue.

The Granite State's \$7 billion tourism industry is at a crossroads. With electric vehicle (EV) adoption surging across New England and Canada, travelers increasingly depend on a reliable charging network to support their journeys. However, with only 7% of the necessary charging infrastructure in place to meet projected 2030 demand, New Hampshire stands to lose an estimated **\$1.4 billion** in tourism revenue by 2031 to neighboring states like Maine and Vermont—both of which have made substantial investments in EV charging.

The report highlights how the availability of EV charging infrastructure is critical to making New Hampshire a viable tourist destination for the growing number of EV drivers. It outlines key investment opportunities, policy recommendations, and the potential economic benefits of proactive infrastructure development.

Other states have mapped out paths to build needed EV charging infrastructure through proactive policies, financial incentives, utility programs, and public-private partnerships. Massachusetts and Vermont, for instance, have leveraged diversified funding sources to expand their charging networks, making them more attractive for both EV drivers and businesses. New Hampshire, however, has largely depended on federal grants and the Volkswagen "Dieselgate" settlement funds, putting it at a competitive disadvantage. To prevent further economic loss, the state must take decisive steps, including setting clear EV adoption targets, enabling utility-led investments, securing additional funding, and fostering collaboration between the public and private sectors.

Jessyca Keeler, President of Ski New Hampshire, emphasized the critical role of EV infrastructure in sustaining the state's tourism economy, stating:

"New Hampshire's tourism economy is highly supported by visitors who drive here from states where EV adoption rates are among the highest in the country. As more and more people from our core markets such as Massachusetts, Rhode Island, Connecticut, and other states in the Northeast buy EVs, it is increasingly likely that they will forgo visits to NH, where they can't find sufficient charging options, and instead travel to our neighboring states where they can. We know that the tourism industry is vital to the state's economy, and we should be working to find creative, New Hampshire-based solutions to help us stay competitive into the future."

Access the [Summary Report](#) and Full [Technical Report](#) at <https://www.driveelectricnh.org/resources>.



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*Clean Energy NH is leading the state's clean energy transition, representing over 650 clean tech businesses, municipalities, and individuals. Clean Energy NH is a non-partisan, 501(c)(3) non-profit that provides services and resources to support the Granite State's clean tech industries, policymakers, and communities.*

*Ski NH is the statewide association representing 30+ alpine and cross-country resorts in New Hampshire. For more information on ski areas, trail conditions, vacation planning, and events at Ski NH resorts, visit [SkiNH.com](http://SkiNH.com).*