



STATE OF NEW HAMPSHIRE  
DEPARTMENT of NATURAL and CULTURAL RESOURCES  
**OFFICE OF THE COMMISSIONER**

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March 10, 2021

John Graham, Chairman  
Public Works and Highways Committee  
Legislative Office Building – Room 201  
Concord, New Hampshire 03301

Dear Representative Graham,

The Department of Natural and Cultural Resources is happy to provide the below information regarding the Aerial Tramway located on Cannon Mountain in Franconia Notch State Park. This information is being provided in response to the Public Works and Highways Committee's request made at the DNCR Capital Budget Hearing on March 5, 2021.

**Summer/Fall**

The three year average revenue for the 2017, 2018 and 2019 summer/fall season was \$977,697. This revenue is on ticket sales only and does not include additional revenue from retail and concessions.

Visitation for the same time period was:

Tram Visitation:	61,255 visitors
Discovery Pass:	<u>37,103</u> visitors (includes access to both the Flume Gorge and Tram)
Total:	98,357 visitors

Of these total visitors 14,850 were NH Seniors, NH School Groups, NH National Guard, youth groups, bus tours, private parties, tour operators and other events. There are roughly 500 groups that travel on the Tram in a normal summer/fall season.

**Winter**

During the winter ski season we received an average over the four year period of 2,605 Tram round trip only ticket users generating \$48,173. We estimate that there are 50,000 trips by skiers on the Tram during the winter season. The 3 year average total skier visits for Cannon Mountain ski area 134,968.

**Out of State vs. NH Resident**

Between November and April we sold an average over four years of 1081 NH Season Passes (not included frees midweek senior passes) and 823 or 43% of out of state seasons passes. We do not have residency information for day use ticker purchases however suggest anecdotally that roughly 50% of the winter use is out of state. In summer/fall, the percentage of out of state visitors, including international, is greater than winter.

**Additional Information**

Please keep in mind that in addition to providing transportation to the summit for visitors, the Tram provides the main means of bringing materials, supplies and personnel to operate both the Summit Lodge and the communication tower.

The original Tram was built in 1938 and was refurbished between 1978 and 1980.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Christopher S. Marino', with a long horizontal flourish extending to the right.

Christopher S. Marino  
DNCR Chief of Administration