



LD-18

Orchards attract tourists

To attract tourists, the town of Londonderry, New Hampshire (23,000), decided to take advantage of local apple orchards and historic properties in town. The city used a state scenic-and-cultural-byways grant to develop an interactive tour of Londonderry's core area, emphasizing its orchards and historically significant buildings. The city now distributes brochures with a map of the Apple Way tour; the information is also available online. The brochure describes Londonderry's history, explaining the role of apples in the town's economy; and it describes 25 stops along the route. Highlights of the route, which is marked with special Apple Way signs, include several apple orchards that sell fresh apples, cider, and other produce; historic churches, cemeteries, houses, and farms; and the historic town common. The city receives several calls each week about Apple Way, and many visitors coming from the south now make Londonderry the first stop on their New Hampshire vacations.

Andre Garron
Director

Planning and Economic
Development
Town of Londonderry
50 Nashua Road, Suite 100
Londonderry, NH 03053

603/432-1100 ext. 101
Fax: 603/432-1128
E-mail:
agarron@londonderry.org
Web site:
www.state.nh.us/osp/scenicbyways/HOME/Merrimack/apple.htm

