



Discover Sugar River Region

Fact Sheet

What is Discover Sugar River Region?

Discover Sugar River Region is a nonprofit destination management organization (DMO) formed to showcase Sullivan County as a distinct, desirable destination in New Hampshire.

Our **mission** is to develop, promote & sustain our regional assets to create a thriving visitor economy, improving quality of life for all who live & work here.

Our **vision** is to provide residents and visitors with an authentic New Hampshire experience through a diverse array of recreational, cultural, economic and agricultural opportunities.

Destination Description

Located in New Hampshire between Lake Sunapee and the Connecticut River, the Sugar River Region is known for an abundance of natural beauty, rich heritage, and plenty of opportunity for outdoor adventures.

Sugar River Region's terrain consists of lakes, rivers, ponds, forests, and several mountains, including Mount Croydon and Mount Sunapee. The Sugar and Cold Rivers run through the region, and Lake Sunapee lies along the northeastern border. There are fourteen towns and one city that comprise the region and reflect its wealth of natural resources, manufacturing heritage, scenic views, recreational amenities, and strong quality of life.

Location

The Sugar River Region is located in the western part of New Hampshire, in the New England region of the United States and spans an area of 538 square miles. It is situated in Sullivan County, which is bordered by the Connecticut River to the west and the White Mountains to the east. The region is easily accessible from major cities like Boston, Massachusetts and Hartford, Connecticut, with Interstate 91 running just west of Sullivan County. The Sugar River itself flows southward through the heart of the region, connecting the towns of Newport, Claremont, and Grantham before emptying into the Connecticut River.

Climate

The Sugar River Region experiences a humid continental climate, with four distinct seasons. Summers are warm and humid, with average temperatures ranging from the mid-60s to mid-70s°F (around 18-24°C), and occasional thunderstorms. Fall brings cooler temperatures and stunning foliage as the leaves change color. Winters can be cold and snowy, with average temperatures ranging from the mid-teens to mid-20s°F (around -9 to -4°C), making it an ideal destination for skiing and other winter sports. Spring is a transitional season, with cool temperatures and occasional rain showers. Visitors should be prepared for a range of weather conditions and should pack accordingly.

Demographics

The 2022 Census for Sullivan County estimated:

Population

- 43,958

Race

- 95.5% White
- 1.0% Black or African American
- 1.2% Asian
- 0.4% American Indian and Alaska Native
- 2.1% Hispanic or Latino
- 1.9% Two or more races

Characteristics

- 7% are veterans
- 2.9% are foreign born

Age

- 4.1% under age of 5
- 23.4% over the age of 65
- 17.5% under age of 18

Education

- 90.7% are high school graduates
- 29.6% with bachelor degrees or higher

Transportation

- For workers age 16 and older, the mean travel time to work is 25.9 minutes

The 2021 Census for Sullivan County estimated:

Employment

- 928 total employer establishments
- 10,894 total employment
- 280 employees of the county

The 2020 Census for Sullivan County estimated:

Geography

- Population per square mile - 80.1
- Land area in square miles - 537.88

County Ranking in NH

- Second smallest county in New Hampshire by population
- Third smallest county in New Hampshire by total land mass
- Fourth lowest county in mean wage in New Hampshire

Tourism Services

- 12 accommodations, 90 vacation rentals (Airbnb & VRBO) and 6 campgrounds.
- 65 Restaurants

Major Attractions

- Agritourism Experiences - see our Agritourism page for a full list of farms, farm stands and agritourism destinations
- Outdoor areas such as:
 - **Arrowhead Recreation Area**
 - **Lake Sunapee**
 - **Pillsbury State Park**
 - **Gunnison Lake** (“Goshen Ocean”)
- Landmarks listed on the National Register of Historic Places including:
 - **Saint-Gaudens National Historic Park**
 - **Charlestown Main Street Historic District**
 - Iconic Heritage Attractions such as **Fort at Number 4**, a mid-18th-century fort built as the protection for Plantation Number 4, the most northern British settlement in New Hampshire along the Connecticut River
- Home to ten of the 750 historic covered bridges, in the US including the longest _ **the Cornish-Windsor Bridge**. It connects New Hampshire and Vermont over the Connecticut River and is the longest in the states.

Major Annual Events

The Cornish Fair - Cornish, NH

Every year since 1950, the Cornish Fair has been a beloved celebration of agricultural industry and education. The fair offers amusement rides, animals to see and pet,

vendors, exhibits, and the largest dairy show in NH. It is a family-friendly event and welcomes anyone and everyone! Check it out on our [events page!](#)

Maple Weekend - Participating sugar shacks across NH

For decades, everyone in New England looked forward to March because it's prime time for maple syrup! During Maple Weekend, sugar shacks all throughout the state produce delicious maple syrup and products for customers to watch the process and taste and buy the results. Check it out on our [events page!](#)

Nano Brewfest in Newport - Newport, NH

Newport's annual Brewfest has been up and running for nine years and happens on the beautiful town common. What's to be enjoyed here are some of the tastiest nano breweries, brewpubs and ciders in the state! Check it out on our [events page!](#)

Newport's Apple Pie Crafts Fair - Newport, NH

The famous Apple Pie and Crafts Fair in Newport has been running for 50 years now and is one of the longest running craft fairs in the state. At the Newport Town Common, there are booths selling handmade crafts, live music, an apple pie contest, and plenty of pies for sale. Check it out on our [events page!](#)

Claremont Chili Cook Off and Fall Festival - Claremont, NH

The Claremont Chili Cook Off and Fall Festival has been running for 25 years and is a beloved event celebrating the coming of Fall. There are plenty of food vendors and many various homemade chili recipes to be sampled! It's a fun-filled community event for competitors and customers alike. Check it out on our [events page!](#)

Fun Facts

- The Monadnock Mills of Claremont (specifically Mill Number 6, which is now the location of The Common Man Inn and Restaurant) were textile plants commissioned by The White Star Line to produce the linens and bedspreads for first-class passengers aboard the Titanic.
- Steven Tyler, the frontman of American rock band Aerosmith, has a vacation home on Lake Sunapee.
- Saint-Gaudens National Historic Site in Cornish is the former home of acclaimed American sculptor Augustus Saint-Gaudens and is preserved to showcase his gardens, studio, artwork, and today is a place for outdoor concerts and exhibitions.
- There are two soldier monuments memorializing Sullivan County locals:
 - The "Soldier at Rest" in Claremont is dedicated to the soldiers who lost their lives in the Civil War
 - The "Soldiers Memorial" is dedicated to all of Newport's veterans

- Out of all the communities in the Sugar River Region, Claremont is the only city due to its land proportions.
- There are five other Sullivan Counties in the United States - located in New York, Missouri, Indiana, Pennsylvania, and Tennessee.
 - The only Sullivan County not named after John Sullivan is in Indiana, which is named after a prominent 18th century frontiersman by the name of Daniel Sullivan
- The county was named after General John Sullivan, a Revolutionary War hero and the third “president” (later changed to “governor”) of New Hampshire.
- The Connecticut River is one of the longest rivers in the United States, it forms the western border of Sullivan County as well as the state of New Hampshire, and is the longest river in New England.
- The Cornish-Windsor Covered Bridge, spanning across the Connecticut River, is the longest covered bridge in the United States, measuring 449 feet.
- [Sullivan County has been home to a number of notable individuals throughout history:](#)
 - **Salmon P. Chase**, the sixth Chief of Justice of the US, 23rd governor of Ohio, and 25th Secretary of the Treasury , was born in the town of Cornish and is one of only a few American politicians to have served in all three political branches of the US government.
 - **J.D. Salinger**, an American author famous for writing “The Catcher in the Rye” in 1951 lived and died in Cornish.
 - **Augustus Saint-Gaudens** was a prominent 19th century American sculptor and artist who founded the Cornish colony and made his home in Cornish.
 - **Sarah Josepha Hale** was an American writer and activist most known for creating the beloved nursery rhyme “Mary Had A Little Lamb” and was born in Newport.