

NEW HAMPSHIRE

In 2024, New Hampshire reported a modest decline in sports betting revenue to \$79.1 million amid expanded cross-border competition from neighboring states Maine and Vermont.

KEY STATE INFORMATION

NUMBER OF COMMERCIAL CASINOS

0

CASINO FORMAT

N/A

NOTABLE FORMS OF GAMING

Sports Betting

REGULATORY AUTHORITY

New Hampshire
Lottery Commission

GROSS SPORTS BETTING REVENUE 2024

\$79.1M

SPORT BETTING TAX REVENUE 2024

\$34.9M



Market Overview

New Hampshire has no commercial casino venues but offers sports betting through the New Hampshire Lottery and its contracted sportsbook partner.

A state law passed in July 2019 authorized the New Hampshire Lottery to offer full sports betting through mobile platforms and at up to ten retail sportsbook locations by partnering with a maximum of five private operators to conduct sports wagering on its behalf.

Through a request for proposals process, the New Hampshire Lottery selected DraftKings to be its exclusive agent for mobile and retail sports wagering. DraftKings' New Hampshire mobile sportsbook was launched in December 2019. At the end of 2024, retail sports betting was also available at four land-based sportsbook locations.

Market Performance

In 2024, total sports betting revenue in New Hampshire was \$79.1 million, down 1.5 percent compared to the prior year.

The decline came in a year of expanded regional competition in the wider New England sports betting market, following the launch of legal sports wagering in neighboring Maine in November 2023 and in Vermont in January. The year also saw the first full 12 months of mobile sports betting in Massachusetts.

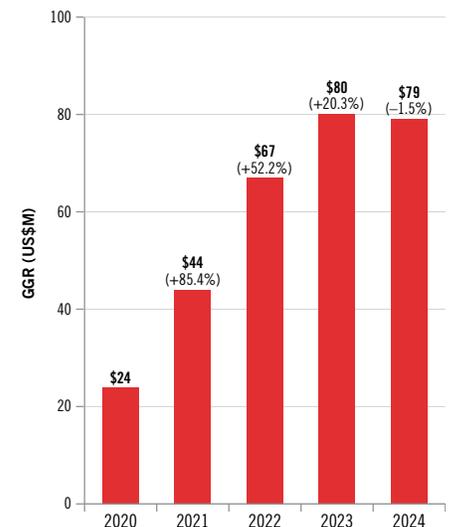
New Hampshire's mobile sports betting market continued to grow despite the competitive pressures, with revenue increasing by 8.1 percent to \$72.9 million. In contrast, revenue from DraftKings' four land-based sportsbooks in New Hampshire was \$6.2 million, less than half the equivalent amount in 2023.

Gaming Tax Distribution

Revenue from commercial sports betting in New Hampshire is subject to an effective tax rate of 51 percent for mobile sports wagering and 50 percent for retail sportsbook locations, with limited deductions for promotional credits offered to patrons.

Those were the revenue-sharing terms DraftKings agreed to as part of its 2019 contract to serve as the New Hampshire Lottery's exclusive sports betting agent for both channels.

NEW HAMPSHIRE: ANNUAL SPORTS BETTING GGR (US\$M) 2020 to 2024



SOURCE: New Hampshire Lottery

New Hampshire

In 2024, sports betting generated total tax revenue of approximately \$34.9 million, down 1.9 percent from the previous year.

The vast majority of that total was distributed to the New Hampshire Education Trust Fund, which provides grants to the state's local school districts. Additional funds were allocated to cover administrative costs and to a state responsible gambling council that was established under the 2019 sports betting law.

Competitive Landscape

New Hampshire is at the heart of an increasingly competitive New England sports betting market that now includes legal mobile and retail sports wagering operations in every state in the region. In addition to the launch of three mobile sportsbook platforms in neighboring Vermont at the start of the year, 2024 also saw expanded competition in the shape of the first legal retail sportsbook in Maine when a sports betting venue opened in Portland in September.

Aside from sports betting, New Hampshire's broader gaming market includes a racetrack and simulcast facilities, as well as 11 charitable gaming locations that are authorized to operate electronic bingo devices and historical horse racing terminals, among other games. The New Hampshire Lottery also offers a range of online lottery games.

Policy & Regulatory Review

Charitable Gaming

New Hampshire policymakers took several actions in 2024 to address the state's fast growing charitable gaming industry.

In August, a special commission formed to study the state's charitable gaming market received an independent consultant's report on potential reforms to increase revenue and improve regulatory oversight of the sector, specifically in light of the recent authorization of electronic gaming devices based on historical horse races.

The report's recommendations, which included consideration of authorizing full electronic gaming devices at charitable casino locations, will be considered by state lawmakers during 2025.

In May, then-Gov. Chris Sununu (R) signed a bill to extend a moratorium on new licenses for additional charitable gaming locations eligible to offer electronic gaming devices based on historical horse races. Until the moratorium expires in 2028, no more than 18 such licenses may be issued.

That bill was signed one month after Gov. Sununu signed a separate bill to prohibit operators of charitable gaming on behalf of a charity from charging rent or other fees to their partnering charitable organization.

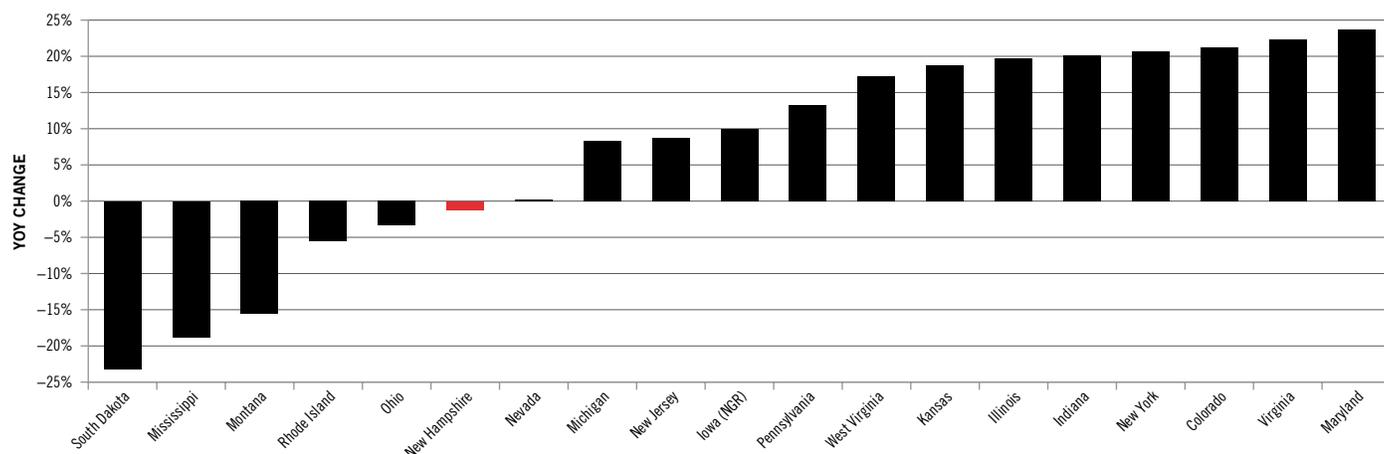
Greyhound Racing

In May, Gov. Sununu signed a bill to explicitly prohibit wagering on simulcast greyhound races within New Hampshire's licensed off-track betting facilities.

Live greyhound racing became prohibited in New Hampshire in 2010 but at least one off-track wagering location was still offering bets on out-of-state dog races when the new legislation was approved. The statutory ban on simulcast dog racing will become effective at the start of 2027.

SELECTED STATES: YOY CHANGE IN SPORTS BETTING GGR 2024

Facing increased cross-border competition from retail and mobile sportsbooks in neighboring states Vermont, Maine and Massachusetts, New Hampshire's sports betting market suffered its first decline in annual revenue in 2024.



SOURCE: State Gaming Regulatory Agencies