GYK | New Hampshire
LIVE FREE

Visit NH Fall 2024 End Campaign Report

January 2025

Executive Summary

Objectives and Strategies

A trip to New Hampshire lets visitors embrace that "LIVE FREE" spirit during their stay.

Objectives
- Generate awareness of New Hampshire as a top leisure destination for the Fall season.
- Increase Rooms and Meals state tax revenue.
- Generate positive ROI for the advertising investment.

Strategies
- Target W25-54 (Millennial and Gen X Moms); Childless Millennials, Gen Z and Gen X
- For digital targeting, add on interests in the outdoors, travel and a desire to unplug/get away from busy lives to create family memories.

Geography
- Maintain the Core markets including Boston and Providence DMAs
- Grow the Opportunity markets including Hartford DMA, Fairfield County CT and select NY counties
- Develop Philadelphia DMA
- Grow Greater Montreal in Canada

Timing
- August 5 - October 31
    - Differed by Geo and tactic

Net Budget: $335,878
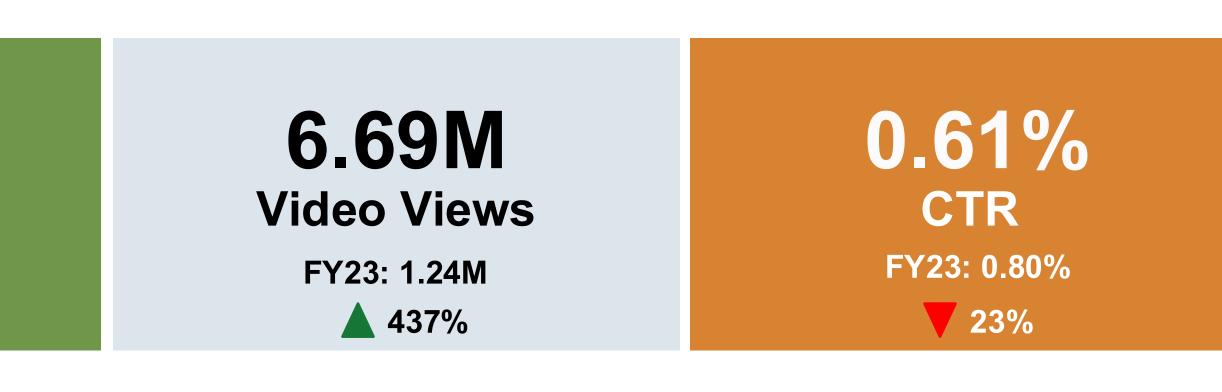
The integrated campaign delivered over 66.2M impressions

DIGITAL RESULTS

66.2M Impressions	401K Clicks	6.69M Video Views	0.61% CTR
FY23: 43.6M	FY23: 350K	FY23: 1.24M	FY23: 0.80%
▲ 50%	▲ 14%	▲ 437%	▼ 23%

Key Takeaways

- Overall, the FY25 Fall campaign was successful reaching more people with 50% more impressions, 5x more video views and 14% more clicks, despite a decrease in the CTR. Based on online media consumption habits, we strategically skewed the FY25 digital buy to use more video assets resulting in higher video views and, naturally, lower CTR on these ad units.

- State revenue for Meals & Rooms tax was slightly down YoY for September (Meals down 0.5%; Rentals down 3.3%); and both were up YoY for October 5.8% and 8.5%, respectively.

- We delivered a little over $14K in added value or about 4% of the budget. Added value is lower for Fall because there is no added value for Search and Social which accounted for 64% of total spend.

- Core markets had the most efficient CPC, followed by Canada, Opportunity and Long-Haul. Canada had the lowest CTR followed by Long-Haul. Recommend evaluating performance by geo and targeting strategy to ensure that we continue to meet business objectives and make adjustments to maximize effectiveness.
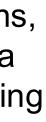
- Web traffic decreased 1.2% YoY. Foliage tracker, foliage report and fall seasonal trips earned the top landing page views, continuing to showcase the site as a source of inspiration for seasonal trip planning.
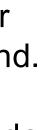
- Overall, Google search had a 45% increase in clicks leading to a 26% improvement in CPC YoY, despite 7% additional budget, recording efficiencies across tactics, particularly Google Demand Gen.

- The fan growth initiatives on Facebook and Instagram generated 5.9K new page followers on Facebook/Instagram.

- Snapchat was used specifically to reach Gen Z and resulted in 784 landing page views. Philadelphia generated 87% of all LPVs.

- Allow Media to recommend budget allocations by geography taking into consideration FY25 performance and population size (which greatly impacts effectiveness).

DTTD
Visit NH Fall FY25 Media Plan

Media Channel	August				September					October				November				TOTAL IMPRESSIONS
Monday Calendar Dates	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	
DIGITAL																		
AdTheorent		8/5 - 10/20																10,702,376
MiQ		8/5 - 10/20																3,981,319
TOTAL DIGITAL IMPRESSIONS																		**14,683,695**
SOCIAL																		
Facebook/Instagram		8/5 - 10/31																17,499,865
Snapchat		8/5 - 10/31																378,571
Influencer							Weekends in September - October											N/A
TOTAL PAID SOCIAL IMPRESSIONS																		**17,878,436**
SEM																		
Google		8/5 - 10/31																2,062,937
YouTube Shorts						9/3 - 10/31												4,000,000
TOTAL PAID SEARCH IMPRESSIONS																		**6,062,937**
CAMPAIGN TOTAL																		**38,625,068**