

GYK



Visit NH Winter 2024 End Campaign Report

June 2024



Agenda

- 01** Executive Summary
- 02** Web Performance
- 03** Paid Media
- 04** Ski NH Partnership
- 05** Organic Social
- 06** Email Performance
- 07** PR Efforts
- 08** Ad Effectiveness Study Highlights
- 09** Appendix

Executive Summary

CAMPAIGN OVERVIEW

Objectives and Strategies

Position NH as a top winter destination in New England.

Objectives

- Generate awareness and consideration for visiting New Hampshire during the winter.
- Drive rooms and meals state tax revenue.

Strategies

- Target W25-54 Millennial and Gen X Moms; Childless Millennials, Gen Z and Gen X
- Adventure seekers, primarily M25-45
 - 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

- New Hampshire
- RI counties of Providence, Kent and Washington
- MA counties of Worcester, Middlesex, Essex, Suffolk, Norfolk, Bristol and Plymouth
- ME counties of York, Oxford and Cumberland
- CT and NY for SEM ONLY
- Canadian cities of Montreal and Quebec City

Timing

- November 1, 2023–March 31, 2024
 - Differed by tactic

Total Net Budget

- \$535,605

KEY TAKEAWAYS

Key Takeaways

We need to reconsider the messaging used for Winter given the climate change and unpredictability of snow.

- The Visit NH Winter, Ski NH and Visit NH Spring media campaigns delivered in full, despite ending Visit NH Winter a week early due to weather conditions. The climate changes affecting temperatures are continuing to impact the winter season with unpredictable snowfall. We need to reconsider the messaging to best promote visitation.
- While each element of the plans contributed to the overall objectives, Paid Search delivered the strongest CTR followed by Paid Social, which was also the most efficient on a CPC basis.
- The Solar Eclipse was the #1 driver of traffic to the site across both the winter and spring period, with the day of the Eclipse spiking over 40K sessions.
- Industry-wide Google CPCs rose 9% in 2023 compared to 2022. As a result the Winter SEM campaigns average CPC rose \$0.37 YoY causing overall clicks to fall 2.7K even as budget rose by \$18K.
- Despite the YoY increases in CPCs, SEM remained an efficient medium as the overall CTR increased 0.89% across all campaigns, up 2.23% on Search but it fell 0.28% on Demand Generation ads campaigns.
- Although Paid Social saw some YoY decreases in metrics (such as engagements and video views), impressions increased 40% and clicks to the website were up 47%.
- The Instagram and Facebook page cumulatively gathered 5k followers during the length of the campaign
- While the winter-specific paid social ads received fewer engagements than previous campaigns, the Shop Local, Spring and Solar Eclipse campaigns provided an uptick in overall site traffic.
- At the time of this report, the state meals and room tax revenue totaled \$96.3 million (Dec – March period) with YoY meals tax revenue increases for each month and slight decreases in YoY room tax revenue across three of the four months.

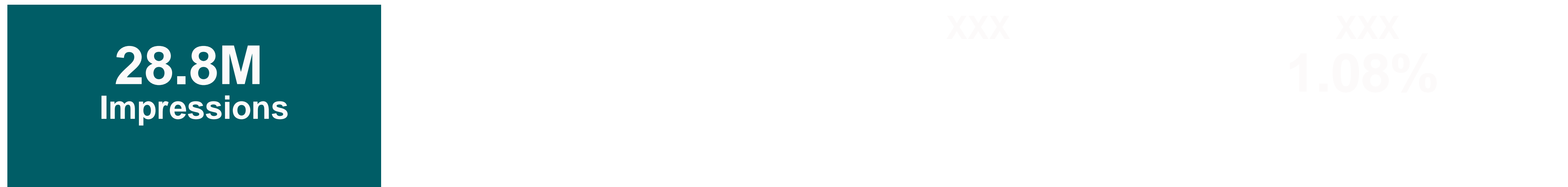
WINTER RESULTS

The integrated campaign delivered over 58.3M impressions

DIGITAL RESULTS



TRADITIONAL RESULTS



KPI CHART

	Winter 2022			Winter 2023			Winter 2024		
	Planned	Actual	Deliverv	Planned	Actual	Deliverv	Planned	Actual	Deliverv
CTV									
Impressions	N/A	N/A	N/A	N/A	N/A	N/A	2,884,615	3,728,504	129%
OOH									
Impressions	18,936,773	18,936,773	100%	0	23,141,000	N/A	21,548,924	24,162,976	112%
PRINT									
Reach	350,000	N/A	N/A	350,000	350,000	N/A	350,000	294,779	84%
DISPLAY/VIDEO									
Impressions	10,588,586	11,650,179	110%	9,192,000	10,246,797	111%	11,279,238	15,060,856	134%
CTR	0.25%	0.27%	108%	0.25%	0.17%	68%	0.23%	0.10%	42%
CPM	\$13.00	\$8.84	68%	\$12.00	\$9.05	75%	\$10.00	\$12.57	126%
CPC	\$6.00	\$3.22	54%	\$5.00	\$5.17	103%	\$5.00	\$12.89	258%
SOCIAL									
<i>Facebook/Instagram</i>									
CPE	\$0.07	\$0.07	100%	\$0.10	\$0.05	46%	\$0.08	\$0.05	63%
CPC (Link)	\$0.32	\$0.62	194%	\$0.60	\$0.44	73%	\$0.55	\$0.39	71%
New Likes	3,282	2,369	72%	2,500	3,258	130%	2,750	962	35%
Engagements	569,803	502,006	88%	450,000	624,997	139%	400,000	897,326	224%
Impressions	3,646,429	8,816,633	242%	6,231,531	8,187,130	131%	4,750,000	13,376,882	282%
<i>Story/Reels</i>									
CPE	\$0.33	\$0.07	21%	\$0.15	\$0.03	23%	\$0.10	\$0.04	40%
Engagements	68,887	64,396	93%	50,000	372,231	744%	150,000	401,920	268%
Impressions	1,333,333	812,273	61%	800,000	2,572,275	322%	3,072,619	4,819,522	157%
SEARCH									
<i>Google Search</i>									
CPC	\$1.17	\$0.83	71%	\$1.00	\$0.46	46%	\$0.75	\$0.69	92%
CTR	12.0%	6.98%	58%	7.0%	6.50%	93%	7.0%	5.36%	77%
<i>Google Demand Gen</i>									
CPC	N/A	N/A	N/A	\$1.00	\$1.74	174%	\$1.50	\$2.05	137%
CTR	N/A	N/A	N/A	0.65%	0.74%	114%	0.75%	0.46%	61%
WEBSITE									
<i>Website</i>									
Sessions	350,000	342,704	98%	330,000	364,274	110%	338,000	717,353	212%
Avg. Session Duration	1:10	1:25	121%	1:10	1:17	110%	1:10	0:39	56%
Avg Pages/Session	2	2.1	105%	2	2.05	103%	2.3	2.6	113%

*Google changed Avg. session duration to "Average engagement Time" which is measured a bit differently, largely driving some of the decrease

Story/Reel ads are based on engagements and views

VISIT NH WINTER FY24 FLOWCHART

BEA
Visit NH Winter Campaign FY24 Media Plan

Media Channel	November				December					January				February			March					April				Total Spots/Impressions																								
Monday Calendar Dates	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22																								
Print																																																		
Yankee Winter Co-Op	November/December Issue																																															3,650,000		
CTV (StackAdapt)																																																		
Boston DMA (including Worcester)											1/8/24-2/18/24																		2,307,692																					
Providence - New Bedford											1/8/24-2/18/24																		576,923																					
TV																																																		
Boston - WCVB Ski Report Sponsorship											1/1 - 3/31/24																					3,255,200																		
OOH																																																		
I-93 1000ft S/O Exit 26A (Leverett Connector) #OM11512-S											1/15/24-2/11/24																		2,555,676																					
I-93 2500ft S/O Exit 26A (Leverett Connector) #OM11506-S											1/15/24-2/11/24																		2,614,052																					
Outfront I-93 @Morrissey Blvd. F/S - #BS-1006-B Static											1/15/24-2/11/24																		4,991,992																					
Outfront 10 Unit Digital Package											1/15/24-2/11/24																		8,112,044																					
Lamar Worcester I-290 Exit 16 #1769; Digital											1/15/24-2/11/24																		1,496,192																					
Murray Worcester I-290, Exit 22, Near I-190; Digital Unit #217-148S											1/15/24-2/11/24																		1,496,192																					
Lamar Providence Static + Extension											1/15/24-2/11/24																		2,300,100																					
DISPLAY																																																		
Outside Magazine														1/8/24-3/23/24																210,000																				
Sightly														1/8/24-3/23/24																1,420,000																				
AdTheorent														1/8/24-3/23/24																916,667																				
SOCIAL																																																		
Facebook											11/1/23 - 4/30/24																									5,140,884														
Influencers											1/15/24 - 2/20/24																			N/A																				
SEM																																																		
SEM Ads											11/13/23-4/30/24																										1,310,000													
Discovery Ads														1/8/24-3/31/24																	600,000																			
TOTAL IMPRESSIONS																																																		42,953,614

Web Performance

WINTER WEBSITE PERFORMANCE

The Visit NH site was a top resource for trip inspiration during our Winter Campaign

- Overall traffic increased YoY 28%, with winter social and search efforts largely accounting for the increase in sessions.
- The “Winter in the White Mountains” blog was the most viewed winter content.
- Traffic from SEM was the most engaged, averaging just under 1 minute of engagement time per session.

487,283 Total Website Sessions

1,134,124 Total Website Pageviews

492,886 Pageviews from Winter Media

SPRING WEBSITE PERFORMANCE

The Visit NH website was a pivotal source of Eclipse viewing over the spring period

- Traffic peaked April 8, the day of the Solar Eclipse with the website recording over 40K sessions from both paid and organic efforts.
- The industry members “work together” Solar Eclipse page was the most viewed page on the site.
- Massachusetts was the leading driver of sessions, followed by New Hampshire, New York, Quebec and Pennsylvania.

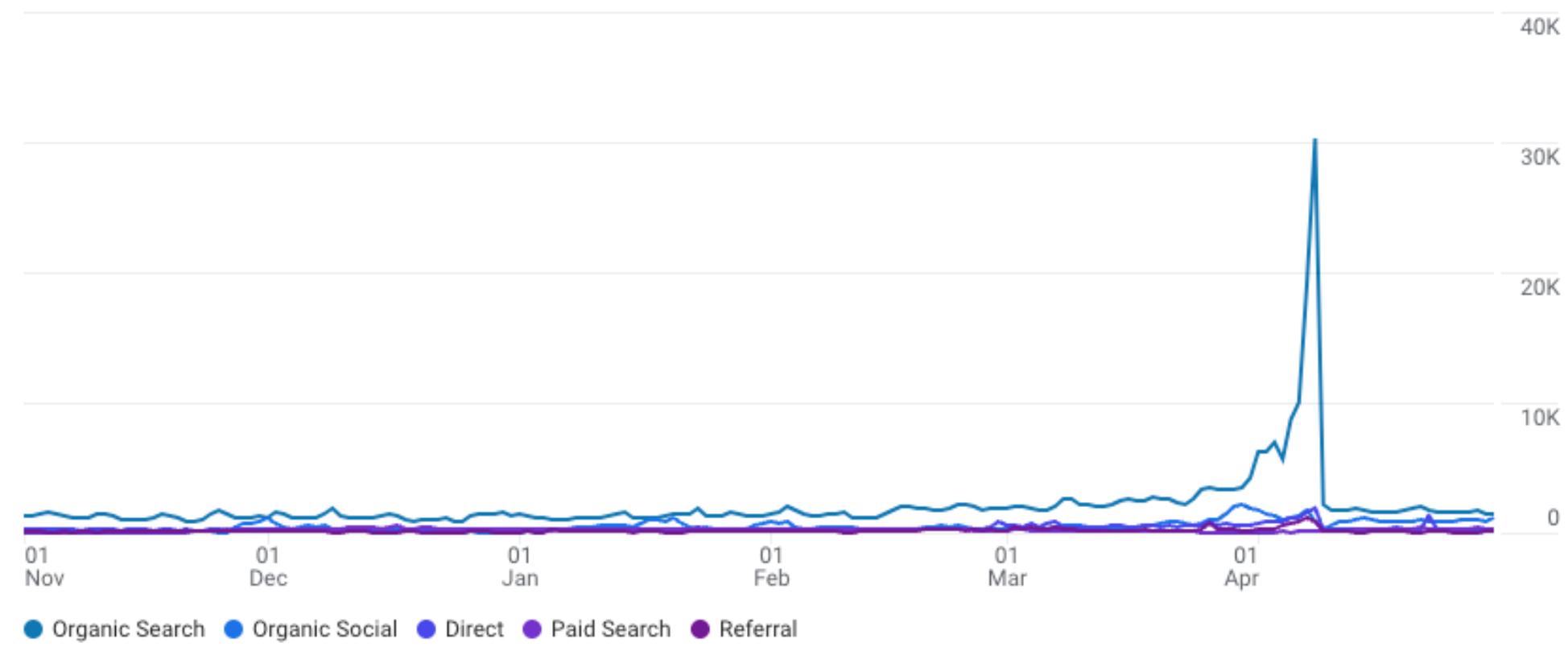
235,195 Total Website Sessions

380,542 Total Website Pageviews

165,584 Pageviews on Eclipse content

SOURCE TRAFFIC

Users by Session primary channel group (Default Channel Group) over time

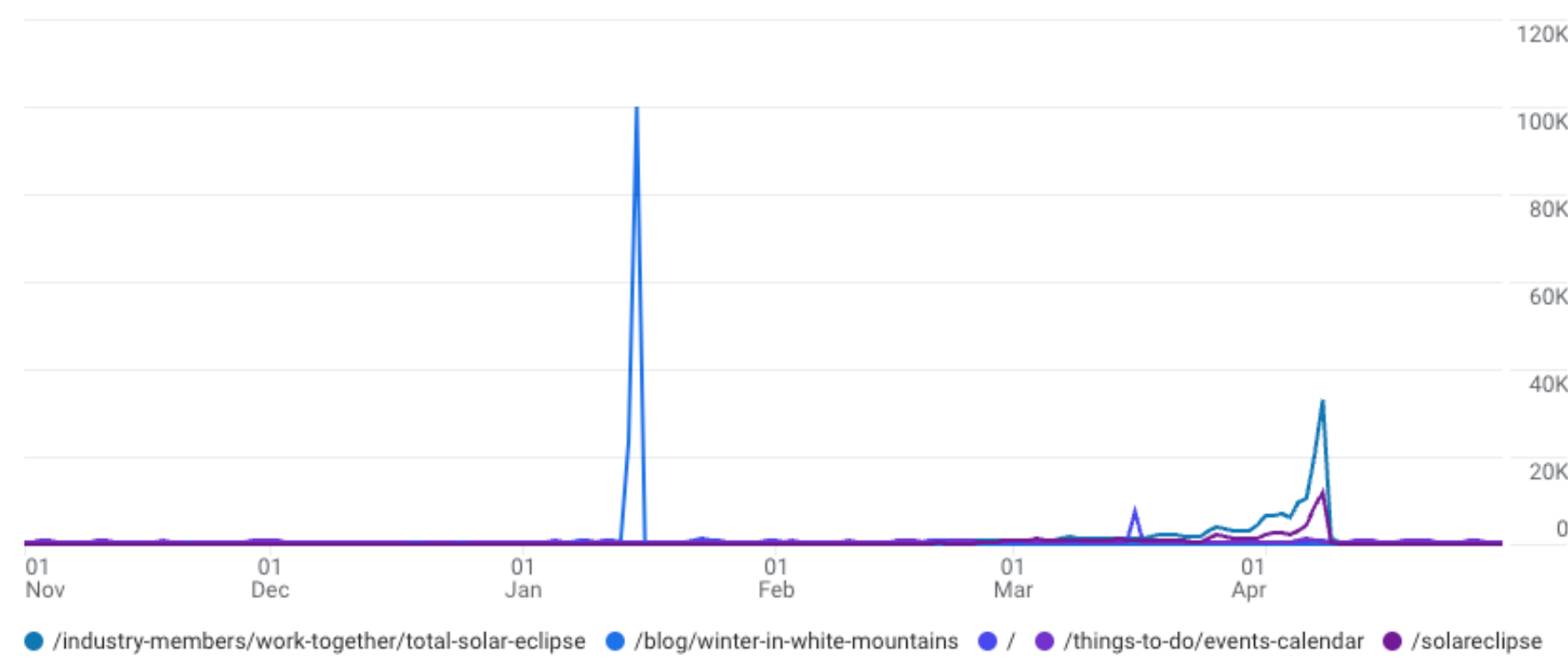


- Overall traffic for the winter and spring periods recorded a 108% increase in traffic, mostly from Solar Eclipse content.

Session primary...Channel Group) ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
		582,544 100% of total	717,353 100% of total	385,675 100% of total	39s Avg 0%	0.66 Avg 0%
1	Organic Search	344,736	440,819	290,115	45s	0.84
2	Social	92,148	101,928	18,545	9s	0.20
3	Direct	63,944	78,205	29,649	34s	0.46
4	Paid Search	37,381	43,650	27,483	49s	0.74
5	Referral	26,007	32,204	16,307	52s	0.63
6	Display	6,048	6,538	644	4s	0.11
7	Email	4,878	6,246	2,839	47s	0.58
8	Unassigned	1,990	1,890	222	2m 08s	0.11
9	Organic Video	1,431	1,550	250	5s	0.17
10	Social	1,025	1,099	126	4s	0.12
11	Cross-network	691	910	460	36s	0.67
12	Audio	581	599	78	3s	0.13
13	Organic Shopping	86	88	28	9s	0.33

PAGE TRAFFIC

Views by Page path and screen class over time



- The first spike in January was the “Winter in the White Mountains” blog, while the spikes in early April are for Solar Eclipse content pages.
- Upon further investigation, it appears that a single user made over 90,000 pageviews on the Winter in White Mountains blog page. There is no way for us to filter this out, but we suspect some kind of fraudulent activity.

	Page path and screen class ▼	+ ↓ Views	Users	Views per user	Average engagement time
		1,515,366 100% of total	582,544 100% of total	2.60 Avg 0%	48s Avg 0%
1	/industry-members/work-together/total-solar-eclipse	184,616	116,137	1.59	32s
2	/blog/winter-in-white-mountains	123,341	95	1,298.33	36s
3	/Homepage	90,516	61,786	1.46	18s
4	/things-to-do/events-calendar	82,493	45,519	1.81	1m 19s
5	/solareclipse	78,566	53,279	1.47	35s
6	/things-to-do/scenic-drives/white-mountains	64,697	1,947	33.23	34s
7	/agriculture/farm-to-fork/maple	40,844	358	114.09	15s
8	/things-to-do/attractions/kid-friendly-attractions	26,777	14,973	1.79	52s
9	/things-to-do	19,915	13,160	1.51	20s
10	/blog/holiday-lights-and-events	19,393	14,818	1.31	38s

Paid Media

RECOMMENDATIONS

Display

- If Sightly is used for YouTube advertising again, it is recommended to run similar videos on social platforms including Pinterest, Waze and others to reach new viewers.
- For more consistent promotion of the breadth of activities available in NH, create more of a balance of advertising that showcases both outdoor activities and fewer weather-dependent activities. This will allow us to use more native and rich media to drive engagement regardless of weather conditions.

Paid Social

- As part of our growth strategy to increase the number of new followers from outside markets, allocate more budget to Long Drive markets, rather than Core, for future Fan Growth campaigns.
- Add dollars to *organic* Instagram reels to promote further reach on the platform and encourage more engagement on the post.
- Consider a larger "Shop Local" holiday campaign and Spring Campaign, as increased engagements surrounded the Holiday and Spring seasons.

SEM

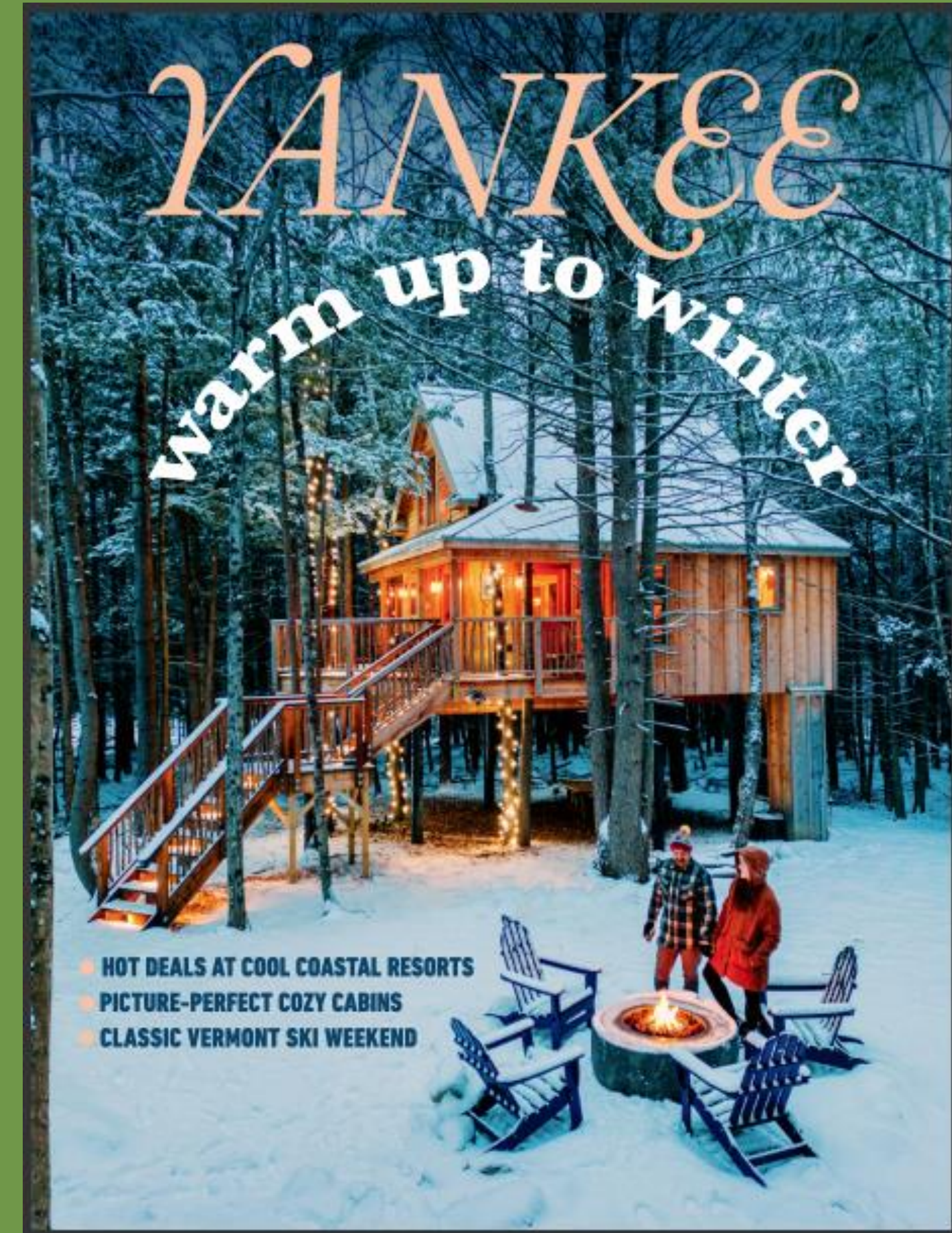
- Increase the Winter Getaways budget from 11% in FY24 to 35% since it drove the highest level of NH Winter Vacation awareness as the top keywords were “places to visit in the winter” and “winter getaway” keywords.
- Increase the Non-ski Activities budget from 10% in FY24 to 25% as this top-performing campaign including “things to do in the winter” and “things to do in the snow” drove over 1K clicks each with CTRs above 9%.
- Lower the General Visit NH budget which spent 24% to 10% to ensure we’re driving more net-new awareness.
- Test YouTube Shorts as well as add first-party website conversions and the new Look-a-like targeting capabilities based on visitnh.gov website visitors in light of the 0.28% decrease YoY in CTR for Demand Gen ads.

Source: <https://searchengineland.com/google-search-ads-cpc-spend-436959>

YANKEE CO-OP

Visit NH continued to support the Industry through Yankee's Co-op Program

- Opening spread
- Co-op pages contribution
- Digital component including 2 New England Today native text ads
- 200,000 Native ad unit impressions
 - Total Net Cost: \$45,032



TV

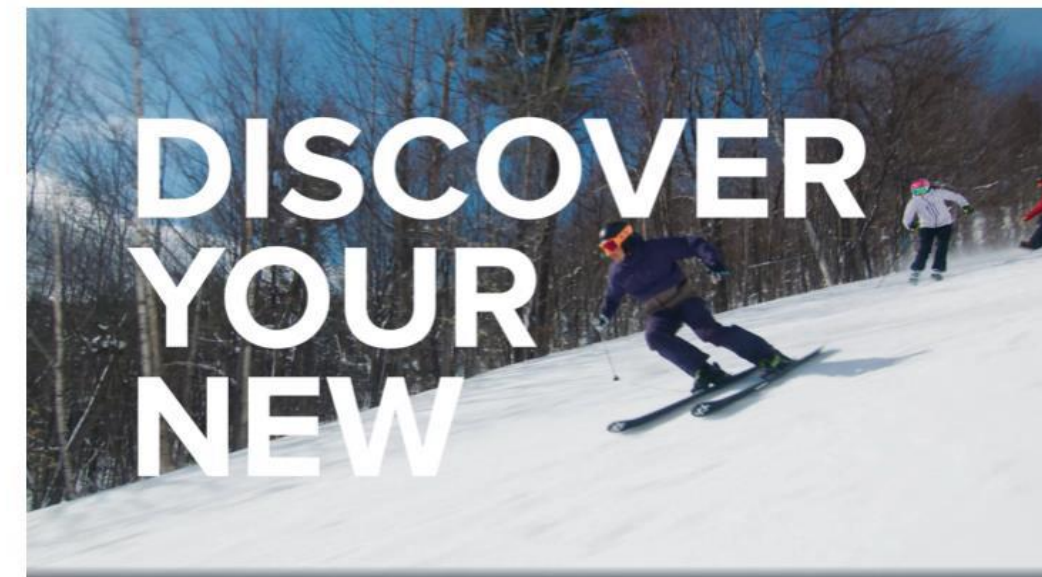
Expanded reach through WCVB Ski Sponsorship

- NH Tourism Ski Report on WCVB (ABC)
 - 1/1 - 3/31/24
 - 313 total # of spots (:30s; :10 ski report; :05 BB)
 - Linear impressions delivered: 4,339,200 (+28.6% vs. 3,373,600 purchased)
 - Digital impressions delivered: 1,176,086
 - Overall CTR was .39% (vs. industry benchmark of 0.04%)
 - Pre/Mid-roll - 0.54% CTR
 - Skyclimber - 0.36% CTR
 - Total Net Spend: \$116,025

GYK

NewsCenter 5 EyeOpener

Share   

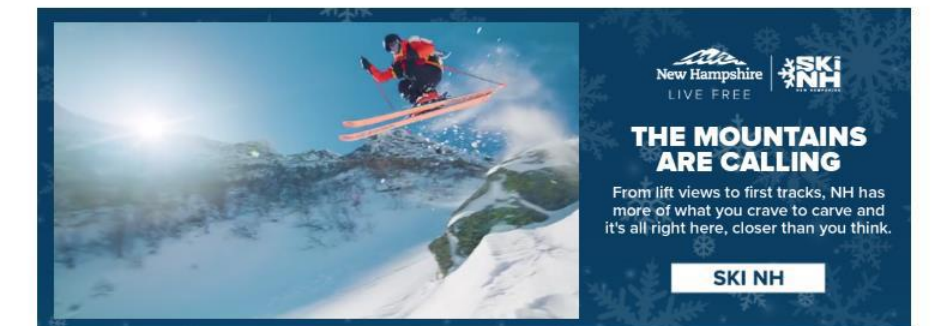


 SIMPLE

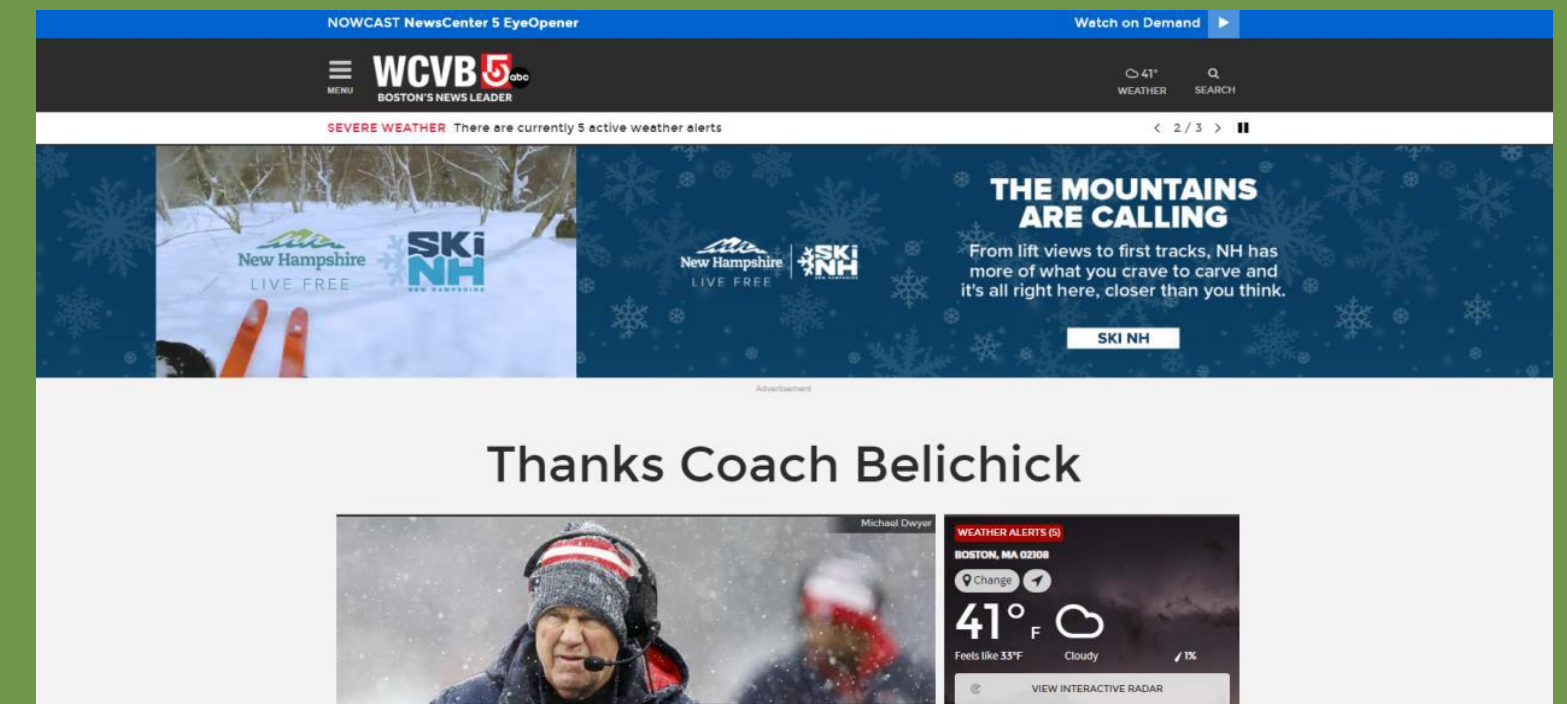
Get Boston news and weather from NewsCenter 5. Live weekdays at 4:30 a.m. to 7 a.m., 12 p.m., 4 p.m. to 6:30 p.m., 7 p.m., 10 p.m. and 11 p.m.

FOXBOROUGH, Mass. — After 24 seasons, it appears the **New England Patriots are parting ways with head coach Bill Belichick**, but what is next for one of the greatest coaches in NFL history?

Sources told ESPN that Belichick wants to continue coaching, and there are currently seven other NFL teams with head coach openings — the Los Angeles Chargers, Washington Commanders, Atlanta Falcons, Las Vegas Raiders, Carolina Panthers, Tennessee Titans and Seattle Seahawks.



MORE COVERAGE: [Parting ways with Belichick](#) | [What's next for Bill?](#) | [Next coach rumors](#)



2 Mattapan Line trolleys become disabled trying to move stopped trolley, MBTA says

Share   

WCVB 5 Updated: 6:05 AM EST Jan 2, 2024

Infinite Scroll Enabled 

 Russ Reed



CONFIDENTIAL

OOH

Billboards generated awareness and built frequency

- A combination of static and digital billboards were purchased in Boston, Providence and Worcester.
 - 3 static and 10 digital boards purchased in Boston
 - 2 digital boards in Worcester
 - Extension static unit utilized on I-95 in Providence
 - Total Net Spend: \$94,318



CTV

StackAdapt

CTV was purchased in the Boston and Providence DMAs.

Worcester is included in Boston.

- \$74K in media plan with \$14K in added value.
- Snowmobilers were the least cost efficient to reach using CTV, generating an average eCPM of \$31.35, but they generated the highest CTRs (0.04%).
- Top apps where ads were served included Samsung TV Plus, Roku Channel, Pluto TV, DistroTV and Tubi.
- Ads viewed on Smart TVs recorded higher completion rates (98%), while viewing on Tablets drove the highest CTR (0.40%).
- We only ran two spots, with the :15s Skiing ad showing a slightly higher VCR (97.4% VCR) than the :30s Winter ad (96.5% VCR).

Video Completion Rate Benchmark: 90%

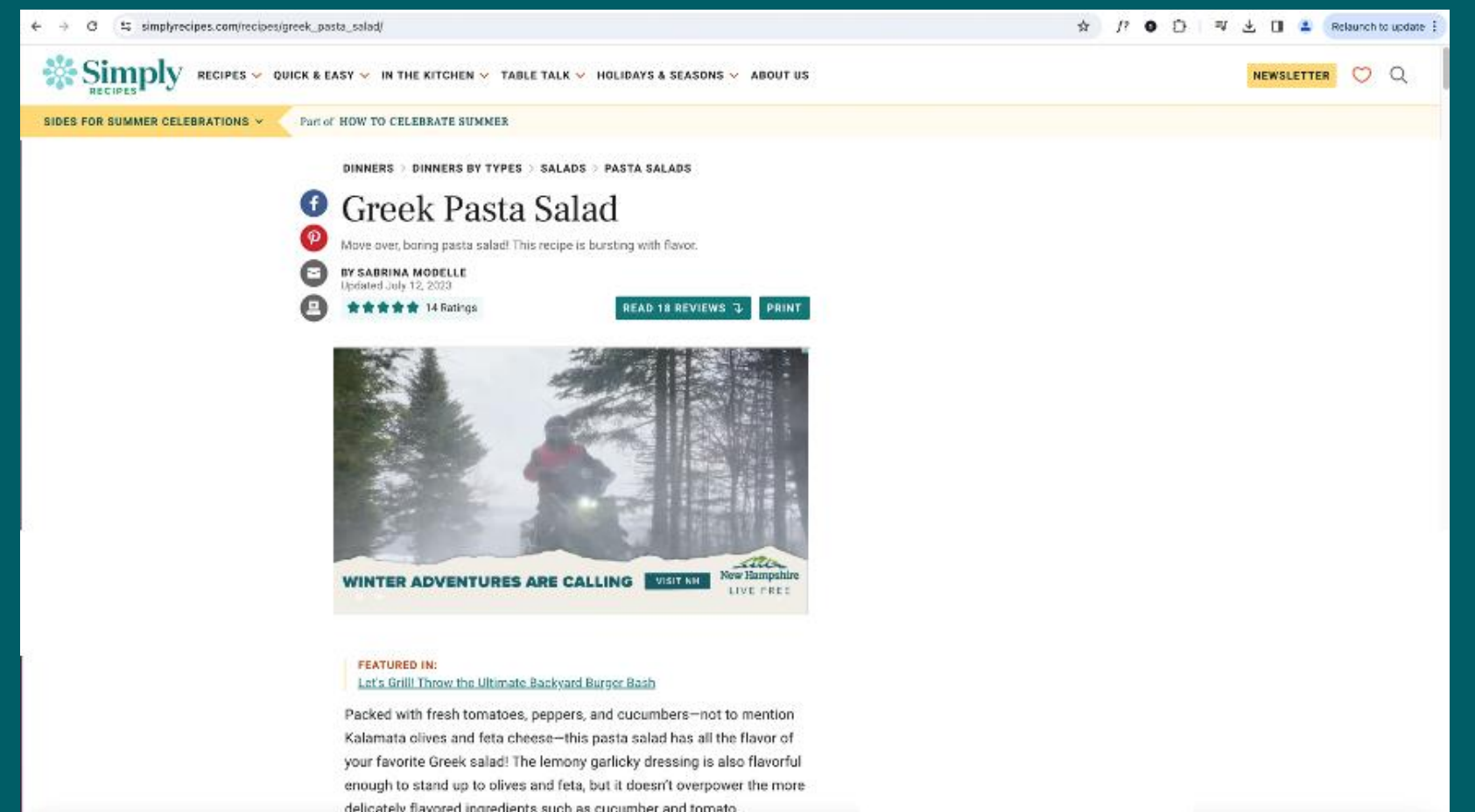
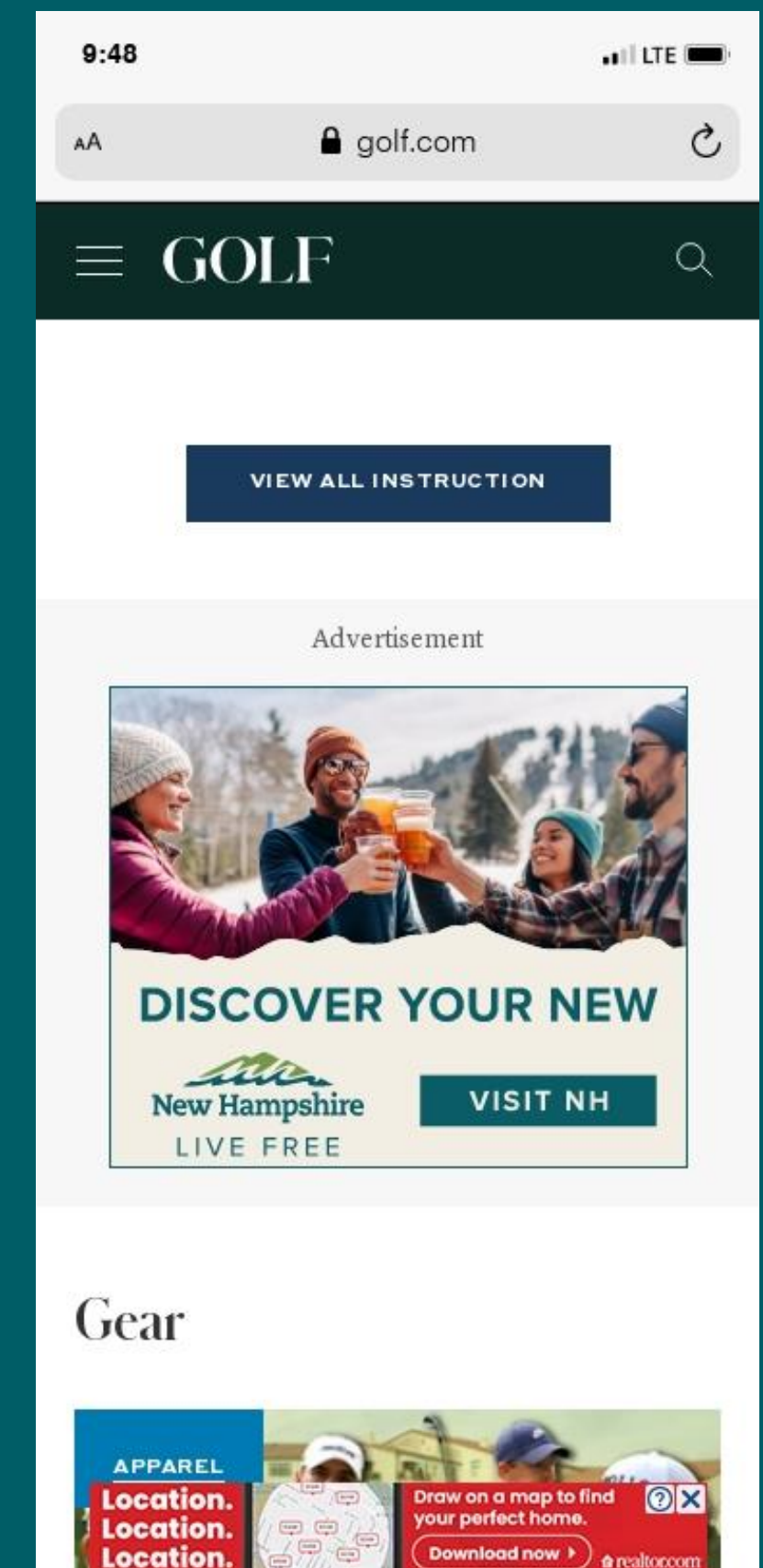
	Video Views	Video Completions	CPV	VCR	Cost
Core	3,148,072	3,054,621	\$0.03	97%	\$74,242.46
Grand Total	3,148,072	3,054,621	\$0.03	97%	\$74,242.46

DIGITAL

AdTheorent

	Impr.	Clicks	CTR	Cost	CPC	Video Views
VisitNH_Winter_FY24	6,695,889	5,145	0.08%	\$35,239.43	\$6.85	0
Visit Winter FY24 Core	707,653	214	0.03%	\$12,369.82	\$57.80	697,541
Visit Winter FY24 Canada	302,044	81	0.03%	\$5,279.75	\$65.18	295,775
Grand Total	7,705,586	5,440	0.07%	\$52,889.00	\$9.72	993,316

- AdTheorent ran a mixture of standard display, rich media and interactive video to achieve landing page visits to the VisitNH website.
- Across standard display and rich media, the Core audience performed the best, delivering the strongest KPIs.
- VCR performance across the interactive video placement was very consistent, with the Canada audience delivering marginally stronger performance.
- Of the three 15s Interactive Video that appeared on hobbies & interests content and technology & computing content, the :15s Ripper Video drove the strongest CPA performance.
- Home & garden content drove strong engagement rate performance.
- Hobbies & interests content led VCR performance, while also accounting for 46% of delivery.
- The Standard Display Core line outperformed the campaign average by 13%.
- The Rich Media Core placement outperformed the campaign average by 15%.



DIGITAL

Outside Magazine

	Impr.	Clicks	CTR	Cost	CPC
High Impact - Inline Video	349,239	483	0.14%	\$8,604.79	\$17.82
Email	24,219	187	0.77%	\$3,000.00	\$16.04
Grand Total	373,458	670	0.18%	\$11,604.79	\$17.32

- The Q&A article on “SKI Magazine Online” earned 2,244 pageviews (49% higher than goal), above average time engaged on page of 0:47 and a 3.88% LCTR (72% above the 2.25% benchmark).
- Top clicked outbound link was a tie between “Bretton Woods” and “Ski Resorts in NH,” and contributed a combined 39% of total clicks. Both of these links were in the second to last question indicating that there were a lot of readers who read the entire article.
- 2 FB and 2 IG dark posts promoted the custom Q&A and earned 201.1K impressions, an 18% over-delivery. FB posts contributed 76% of impressions with a 1.9% CTR (vs. 1.1% benchmark). IG posts saw a 0.84% engagement rate (vs. 0.87% benchmark), with Canada seeing a higher click-through.
- Across 3 email sends, the average open rate of 25.8% was more than double the 10.3% network benchmark, with Canada seeing a slightly higher open rate of 29.1%.
- Total net spend: \$28,441.49

View in browser

Outside
A MESSAGE FROM OUR BRAND PARTNER

VISIT NH

New Hampshire
LIVE FREE

Fun at every altitude

Head to the heart of New England for every type of winter adventure like a sleigh ride for two, sipping your favorite microbrew, local shopping and everything in between. Whether you want to be slope side or just want to enjoy the frosty view, a winter escape in New Hampshire is waiting for you. Discover Your New

Visit NH

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BACKPACK

OUTSIDE FEED GEAR TRIPS SKILLS SURVIVAL NEWS & EVENTS VIDEOS STORES WINTER GEAR GUIDE

BACKPACKING FITNESS BACKPACKING GEAR CHECKLISTS BEGINNER SKILLS COOKING GEAR REPAIR MORE

WINTER IS THE BEST TIME TO MEAL PREP FOR HIKING SEASON

Experimenting with your dehydrator is a fun and productive way to while away the cold months.

PUBLISHED OCT 2023 • LILY KRASS BITTER

Most of us will be hanging up our overnight packs for the colder months, but dark evenings are a great excuse to spend some time in the comfort of our own homes, planning and experimenting with dehydrating backpacking meals.

Even planning out what you're going to eat next summer on the trail sounds like overkill, right? Maybe. But getting timely with your dehydrator (or even just a food dehydrator) is a fun way to prep up an effective strategy before winter sets in, and the reward of easy homemade food on the trail will be oh, so worth it.

There are different avenues for making your own dehydrated food, and it might take some tinkering to figure out what works best for you. Here are a few tips and tricks to get started with homemade dehydrated meals.

Dehydrate fruit for easy trail snacks

Dehydrated fruit is one of the easiest ways to dig your toes into making your own backpacking food. Freeze-dried fruit can be done in an oven on the lowest temperature setting if you don't have a dehydrator. Slice apples, pineapple, peaches, pears (whatever sounds good) into 1/4-inch slices and dehydrate until they feel dry to the touch and there is no visible moisture. You can add spices if you'd like, or enjoy them plain.

Know what foods to avoid

Dairy, whole high-fat foods (like nut butters), and eggs don't work well for dehydrating at home. Instead, buy them separately and add to your meals later on. Peanut butter packets, cheese, and powdered eggs are all easy items to leave out of your dehydrated meals and pack to with it.

Start with a few versatile bases, then mix and match

I like to use similar base ingredients for a variety of different dinners. For instance, chowling a pasta and then mixing and matching different sauces and vegetables can be an easy way to make three or four dinners at once. Same with grains and bean bowls, by creating a base you like, you could have anything from burrito bowls to peanut sauce and stir-fry bowls.

Dehydrate a full meal at once

There are plenty of full meals that can be pre-made, dehydrated all at once, and packed up for the trail. This is my personal favorite way to bring my own meals on the trail, since I can control all the spices and flavor easily before I dehydrate it. Dehydrating risotto is one of my favorite easy backpacking meals since it's easy to make a big batch that I can throw up into a few containers. Vegetable chili and meat soup are also favorites, since they already have a pretty uniform consistency that makes it easy to dehydrate. If the structure of the meal is crucial (like enchiladas) it can be tough to dehydrate since it's almost impossible to preserve the size and shape.

Lily Krass Ritter
Lily is a freelance writer, editor, and cookbook author living in Jackson, Wyoming.

This ad was created on the Outside Ad Manager

Similar Reads

The Best Hiking Destinations for Every Month in 2024

Discover How to Pack Your Backpacking Gear

Back Inside The Winter's Snowy Mountain World

This is the Best 2-Course Addition to Your Hiking Kit

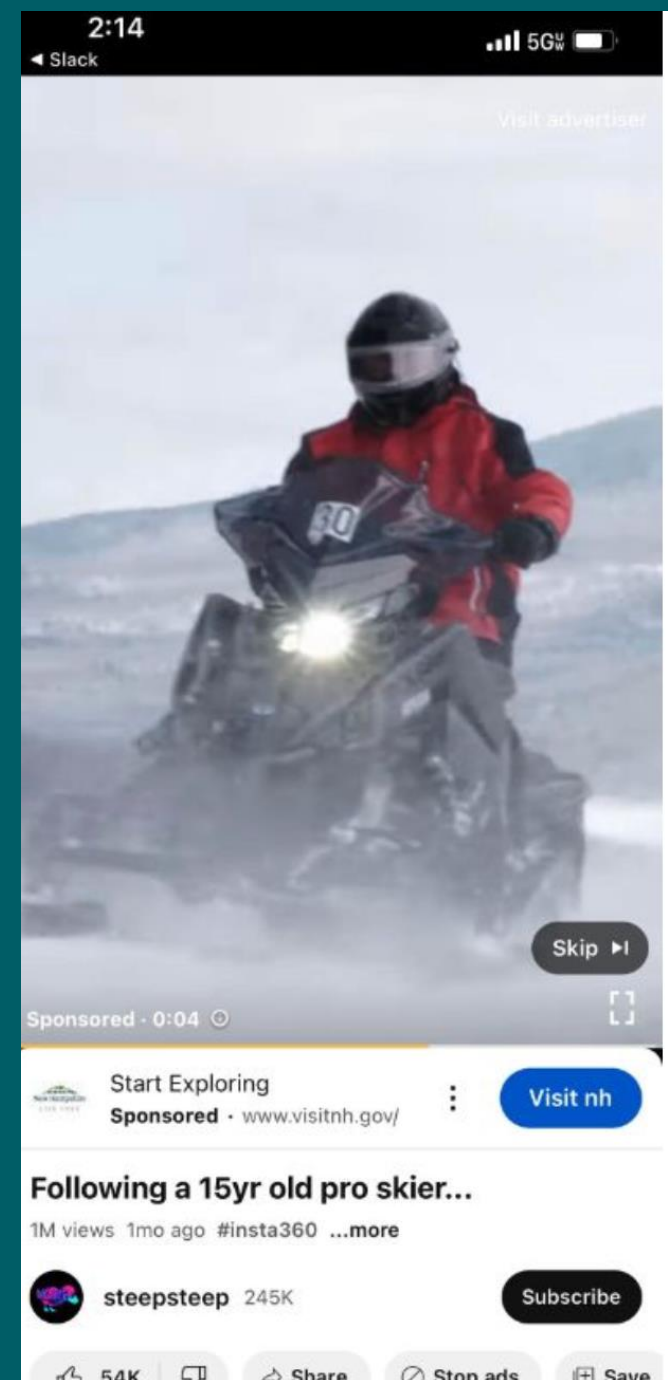
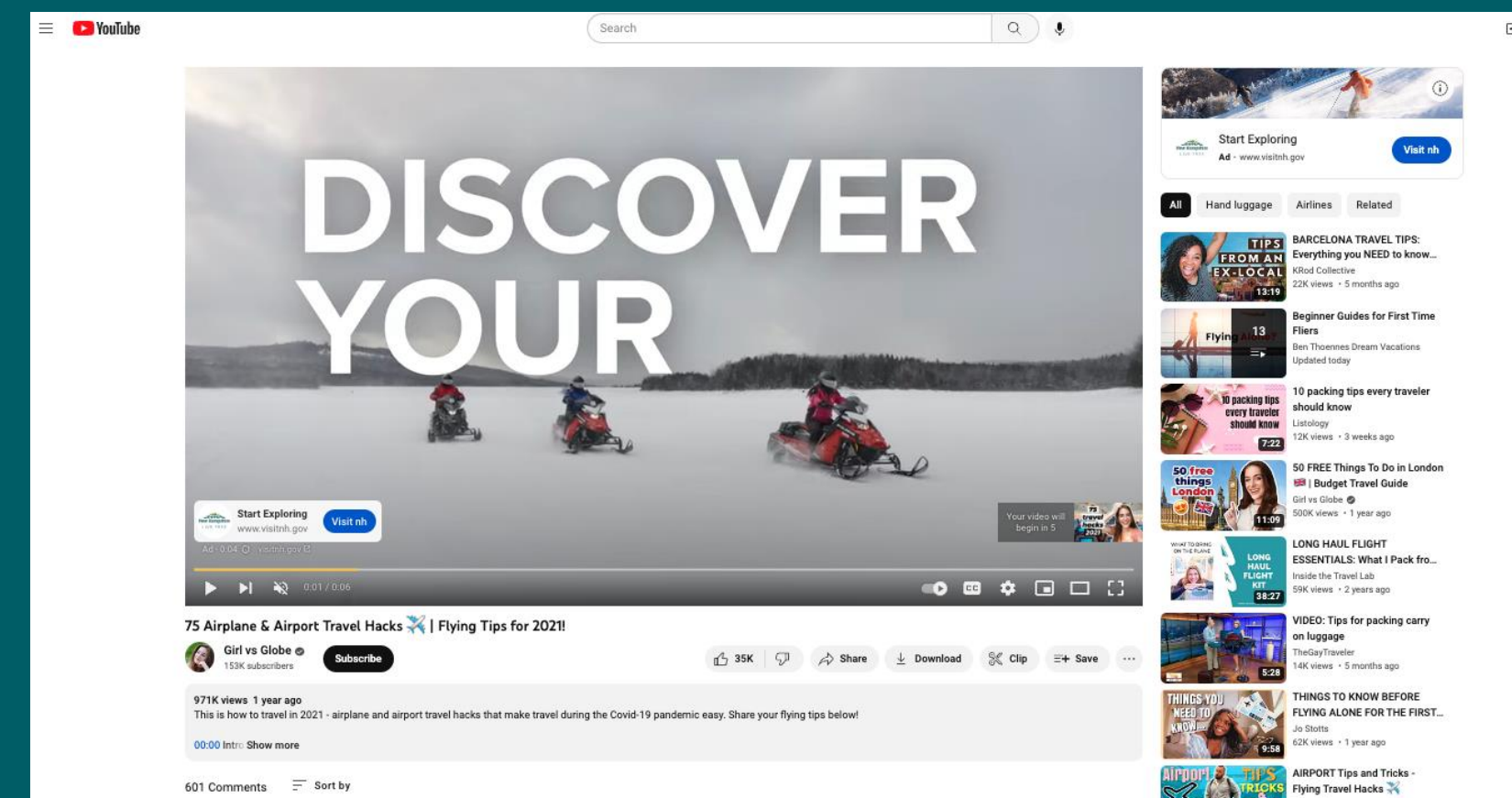
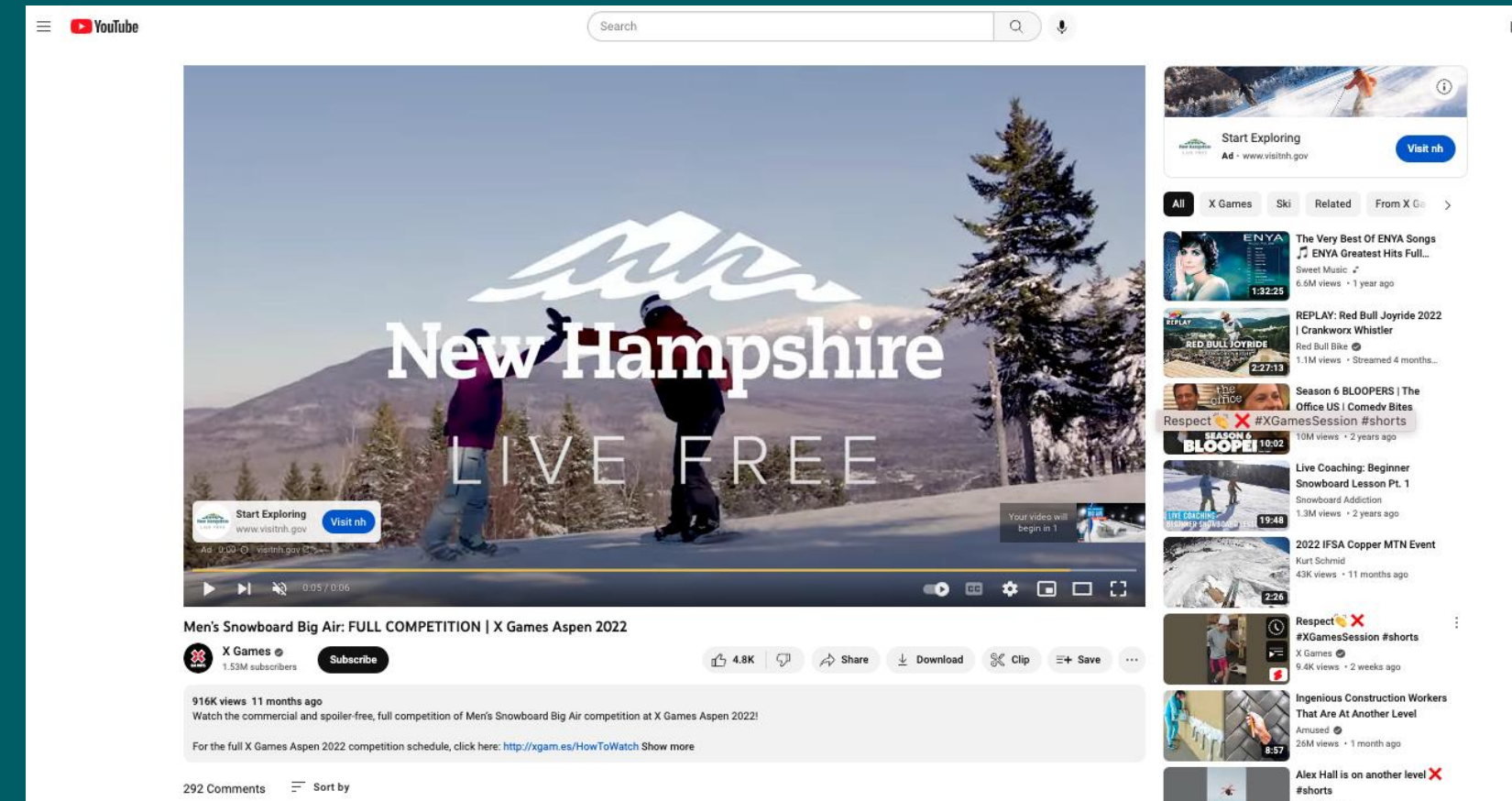
POWERED BY **Outside**

DIGITAL

Sightly/YouTube

	Video Views	Video Completions	CPV	VCR	Cost
Canada	462,523	421,390	\$0.02	90%	\$7,400.33
Core	285,896	248,943	\$0.08	53%	\$5,988.31
Grand Total	748,419	670,333	\$0.05	72%	\$13,388.64

- YouTube was used to increase awareness by using In-stream (:10s) and Bumper (:06s) videos.
 - The in-stream skippable campaign generated a view rate of 72%, surpassing benchmark by 44%.
 - The CTA extension proved effective in enticing viewers to engage, illustrated by the 0.17% CTR.
- Age 35-54 Snowmobilers had the highest VCR at 73%, and drove the second highest CTR at 0.17%, showing interest by those who love extreme winter sports.
- Moms A25-54 were the most engaged audience with a CTR of 0.19%, showing the audience's desire to learn more about family-friendly activities available in NH.



SEM

Google - Winter

	Impr.	Clicks	CTR	Cost	CPC
Opportunity	339,240	9,711	2.86%	\$10,602.70	\$1.09
Canada	256,342	3,931	1.53%	\$6,243.65	\$1.59
Core	433,009	25,038	5.78%	\$16,573.53	\$0.66
Grand Total	1,028,591	38,680	3.76%	\$33,419.87	\$0.86

- YoY, we increased spend by \$4K, but clicks fell by nearly 15K as the overall CPC rose by \$0.31 and CTRs were flat.
- Canada saw the largest YoY increase in CPC up \$1.01, while Opportunity and Core saw smaller, yet significant increases of \$0.38 and \$0.27, respectively.
- 63% of spend was allocated toward Visit NH, leisure and accommodation keywords and 37% to Winter activities (largely due to sporadic winter weather).
- The General Visit NH keywords drove the most clicks, just shy of 10K.
- For the second straight winter flight, we ran Google Demand Gen ads which also saw a YoY spike in CPC, rising \$0.58 while the CTR fell 0.28%. Yet, the 0.46% CTR surpassed all other Display partner CTRs, highlighting the effectiveness of this campaign type.
- Clicks were 56% Female vs. 44% Male as A25-64 drove 75% of clicks, even across each age group.

Google Search

Campaigns	Impr.	Clicks	Cost	CPC	CTR
General	115,339	9,853	\$6,708	\$0.52	5.37%
Skiing/Snowboarding	94,242	5,046	\$4,952	\$0.70	3.88%
Snowmobiling	79,314	7,529	\$5,717	\$0.57	6.58%
Winter Getaways	56,552	4,168	\$3,575	\$0.73	5.17%
Non-Ski Activities	55,377	4,540	\$2,856	\$0.48	5.56%
Places to Stay	50,160	3,717	\$3,275	\$0.72	6.37%
Dining/Brews	26,341	842	\$583	\$0.61	2.74%
Competitors	6,448	256	\$258	\$0.80	2.80%
Shopping	2,942	233	\$392	\$1.13	9.50%
Extreme Activities	624	22	\$ 22	\$0.64	5.61%
Grand Total	487,339	36,206	\$28,338	\$0.69	5.36%

Google Demand Gen

Demand Gen Ad Groups	Impr.	Clicks	Cost	CPC	CTR
General NH	175,902	754	\$1,812.66	\$2.40	0.43%
Retargeting	129,985	785	\$1,220.93	\$1.56	0.60%
Winter Activities	80,587	337	\$681.46	\$2.02	0.42%
Winter Leisure	60,433	197	\$486.89	\$2.47	0.33%
Affinity & In-Market	44,218	190	\$420.90	\$2.22	0.43%
Competitor - Visit Websites	42,584	180	\$407.66	\$2.26	0.42%
Competitor - Booking Websites	7,543	31	\$51.69	\$1.67	0.41%
Grand Total	541,252	2,474	\$5,082.19	\$2.05	0.46%

SEM

Google - Winter

- We ran SEM across three Google Ads campaign networks: Google Search, Google Search Network and Google Demand Gen.
- Google Search is the most important network and 2 out of 3 campaigns surpassed the 4.68% Travel & Tourism benchmark.
 - Canada was the most expensive and drove the lowest CTR.
- An Opportunity campaign targeting CT and NY residents was included and Google Search results were strong, driving a 6.99% CTR.
- We recommend continuing to target CT and NY residents during the Winter flights due to the high demand for winter getaways, skiing and snowmobiling from these states.
- In Canada, we tested a French General campaign targeting only French speakers and using French ad copy. It proved successful with an 8.27% CTR, well above the 4.68% benchmark and slightly below the Canada English General campaign with a 9.94% CTR. We'll recommend using French ads more frequently in future flights.
- We increased our Competitor keywords FY24 with little success as it had the second lowest CTR, 2.80%.
- In future Winter flights, budget will be more worthwhile spending on Winter keywords not associated with nearby ME or VT such as winter getaways and things to do in the winter.

Google Ad Networks

	Impr.	Clicks	CTR	Cost	CPC
Google Ads	396,265	35,248	8.90%	\$27,917.15	\$0.79
Google Ads Demand Gen	541,252	2,474	0.46%	\$5,082.19	\$2.05
Google Ads Search Network	91,074	958	1.05%	\$420.53	\$0.44
Grand Total	1,028,591	38,680	3.76%	\$33,419.87	\$0.86

Google Search Only

	Impr.	Clicks	CTR	Cost	CPC
Core	280,442	23,950	8.54%	\$14,691	\$0.61
Opportunity	128,585	8,987	6.99%	\$8,685	\$0.97
Canada	78,312	3,269	4.17%	\$4,961	\$1.52
Grand Total	487,339	36,206	7.43%	\$28,338	\$0.78

Google Demand Gen Only

	Impr.	Clicks	CTR	Cost	CPC
Core	152,567	1,088	0.71%	\$1,882	\$1.73
Boost	Opportunity	724	0.34%	\$1,917	\$2.65
Canada	178,030	662	0.37%	\$1,282	\$1.94
Grand Total	541,252	2,474	0.46%	\$5,082	\$2.05

- Google Search: Ads appear on Google search results only
- Google Search Network: Ads appear on Google's partner networks
- Google Demand Gen: Ads appear across Gmail, Discovery & YouTube

SEM

Google - Spring

	Impr.	Clicks	CTR	Cost	CPC
Spring	30,242	3,967	13.12%	\$4,934.45	\$1.24
Grand Total	30,242	3,967	13.12%	\$4,934.45	\$1.24

- Across all Ad Groups, Camping keywords were the top clicked with 4 of the top 10 including camping terms.
- Impressions (-186%) and clicks decreased YoY despite similar spend, likely resulting from the late season snow disrupting people’s spring planning.
- The Visit NH ad group was the most efficient, driving the most clicks and impressions as well as the lowest CPC of all ad groups.
- Overall CPC YoY has increased as overall inflation has affected the advertising space from FY23 to FY24.

Ad Groups	Impr.	Clicks	Cost	CPC	CTR
Visit_NH	15,224	1,937	\$1,730.62	\$0.89	12.72%
Camping	10,277	1,715	\$2,362.00	\$1.38	16.69%
Hikes	1,678	179	\$259.00	\$1.45	10.67%
Dining	2,777	124	\$397.00	\$3.20	4.47%
Arts/Culture	286	12	\$185.00	\$15.42	4.20%
Grand Total	30,242	3,967	\$4,934.45	\$1.24	13.12%

Keywords	Impr.	Clicks	Cost	CPC	CTR
"camping nh"	3,200	504	\$622.97	\$1.24	15.75%
"best campgrounds in nh"	2,312	368	\$427.93	\$1.16	15.92%
"visit nh"	2,252	272	\$190.55	\$0.70	12.08%
"camping nh"	1,325	232	\$468.21	\$2.02	17.51%
"things to do in nh"	2,709	210	\$217.82	\$1.04	7.75%
"things to do in new hampshire"	889	202	\$157.34	\$0.78	22.72%
"things to do in new hampshire"	1,350	192	\$146.81	\$0.76	14.22%
"visit nh"	1,173	175	\$190.24	\$1.09	14.92%
"visit new hampshire"	758	158	\$114.64	\$0.73	20.84%
"best campgrounds in nh"	836	145	\$245.39	\$1.69	17.34%
Grand Total	16,804	2,458	\$2,781	\$1.12	15.91%

Top-performing keywords above which is why total is less than 30,242

PAID SOCIAL – OVERVIEW

Facebook/Instagram

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Landing Page Views	CPLV	Engagements	CPE	Video Views	CPV	Page Follows
Shop Local	895,617	4,797	0.54%	\$5,000.00	\$1.04	2,467	\$2.03	5,121	\$0.98	N/A	N/A	N/A
VisitNH FY24 Winter	11,432,419	92,908	0.81%	\$34,576.93	\$0.37	40,792	\$0.85	761,226	\$0.05	651,482	\$0.06	962
VisitNH FY24 Spring	1,130,426	10,039	0.89%	\$3,200.17	\$0.32	7,448	\$0.43	26,604	\$0.12	13,846	\$0.11	N/A
Solar Eclipse	2,076,588	19,658	0.95%	\$6,749.68	\$0.34	12,937	\$0.52	236,232	\$0.03	213,726	\$0.11	N/A
Grand Total	15,535,050	127,402	0.82%	\$49,526.78	\$0.39	63,644	\$0.78	1,029,183	\$0.05	879,054	\$0.11	962

- “Shop Local” was live for the majority of December, encouraging people to shop local for the Holiday 2023 season.
- The Winter FY24 campaign ran from November 1, 2023, to March 22, 2024. Promoted Posts were live in November, with the rest of the paid ads launching in early January 2024.
- Spring Ads launched March 25 and ran through April 30, due to an early spring in NH.
- Solar Eclipse Ads were circulated into market March 7 through April 8 in Canada and the Core Markets.

Facebook/Instagram

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Landing Page Views	CPLV	Engagements	CPE
Holiday Shoppers	782,700	3,949	0.50%	\$4,134.76	\$1.05	1,937	\$2.13	4,181	\$0.99
Millennial/Gen X Moms	74,239	367	0.49%	\$429.09	\$1.17	209	\$2.05	399	\$1.08
Website Retarget/ Current Fans	38,678	481	1.24%	\$436.15	\$0.91	321	\$1.36	541	\$0.81
Grand Total	895,617	4,797	0.54%	\$5,000.00	\$1.04	2,467	\$2.03	5,121	\$0.98

- The “Support Local Shopping” creative performed slightly better than “Support Local Restaurants” creative.
- Women drove the majority of traffic, specifically age 45-54, followed closely by the 35-44 age group.
- Next year, we recommend starting the campaign earlier, to allow awareness of Shopping Local to start around Thanksgiving in conjunction with the traditional start to Holiday shopping.



Support Local Shopping Ad

- Impressions: 437,378
- Engagements: 2,702
- Landing Page Views: 1,259



Support Local Restaurants Ad

- Impressions: 458,239
- Engagements: 2,419
- Landing Page Views: 1,208

Facebook/Instagram

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Landing Page Views	CPLV	Engagements	CPE	Video Views	CPV	Page Follows
Promoted Posts	3,386,653	41,187	1.22%	\$11,620.22	\$0.28	29,338	\$0.40	74,596	\$0.16	23,973	\$0.48	N/A
Fan Growth	278,070	872	0.31%	\$1,999.93	\$2.29	37	\$54.05	1,918	\$1.04	N/A	N/A	962
Static In-Feed	1,367,628	7,869	0.58%	\$3,355.83	\$0.43	4,641	\$0.72	9,138	\$0.37	N/A	N/A	N/A
Video In-Feed	1,451,187	13,757	0.95%	\$4,249.93	\$0.31	2,453	\$1.73	386,875	\$0.01	371,602	\$0.01	N/A
Carousel	1,861,465	7,185	0.39%	\$3,999.96	\$0.56	2,720	\$1.47	8,032	\$0.50	N/A	N/A	N/A
Reels	2,276,854	12,104	0.53%	\$5,750.00	\$0.48	817	\$7.04	199,979	\$0.03	185,442	\$0.03	N/A
Story	810,562	9,934	1.23%	\$3,601.06	\$0.36	786	\$4.58	80,688	\$0.04	70,465	\$0.05	N/A
Grand Total	11,432,419	92,908	0.81%	\$34,576.93	\$0.37	40,792	\$0.85	761,226	\$0.05	651,482	\$0.06	962


- In comparison to the FY23 Winter campaign, the FY24 campaign showed an overall 6% increase in impressions, with a 24% decrease in engagements and a 25% decrease in video views.
 - The decrease in engagement and views may be attributed to a combination of the following reasons: shorter time in market, targeting a smaller geography, overall messaging fatigue and seasonal weather conditions.
 - For future consideration given climate change effects, develop more messaging for activities that are not as reliant on snow conditions to be used in balance with the snow-based activity messaging.
- Of the 962 page follows that the Fan Growth Campaign brought to the Facebook Page, 65% came from the Core audience and 35% came from the Canada audience.
- The top-performing Winter ad was the :15s “Traditional Skiing French” in-feed video ad, totaling nearly 189K video views, with an average watch time of :06s, and generated 526 landing page views.
- Women drove the majority of traffic, specifically age 45-54, followed closely by the 35-44 age group.
- The top-performing regions in order: Massachusetts, New Hampshire, Quebec, Maine and Rhode Island.

PAID SOCIAL – WINTER CREATIVE

Facebook/Instagram

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skinh.com
Long Runs Are Closer Than You Think [Learn more](#)

VisitNH - New Hampshire Sponsored

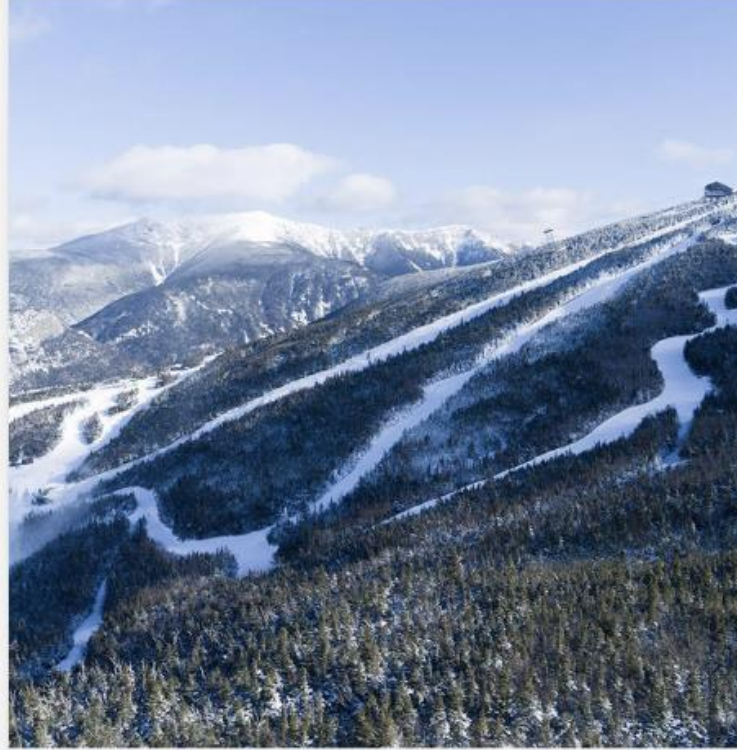
Explore winter adventures in NH.



Downhill Adventure [Learn more](#) VisitNH.gov
Glades Powder VisitNH

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Carve out winter thrills. Follow us for more winter inspiration.



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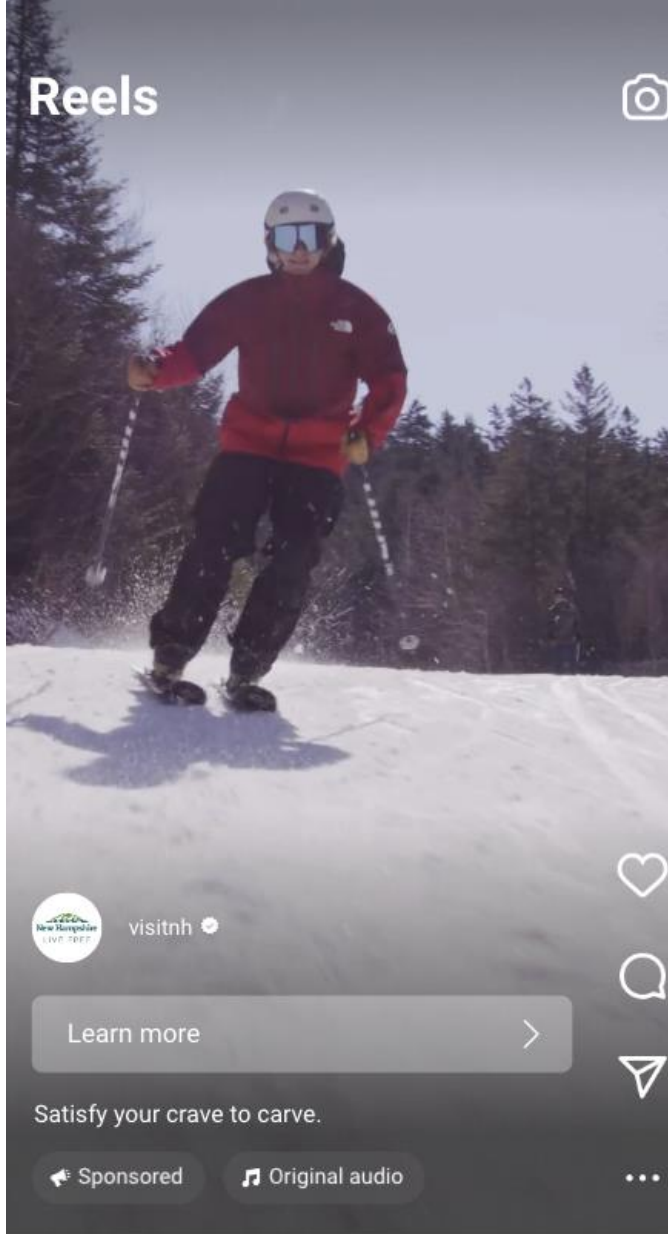
VisitNH - New Hampshire Sponsored

Des vues panoramiques des remontées mécaniques aux premières pistes, NH a tout ce dont vous avez besoin pour dévaler les pentes, et c'est ici, plus près que vous ne le pensez.



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Les Montagnes vous attendent [Learn more](#)

Reels



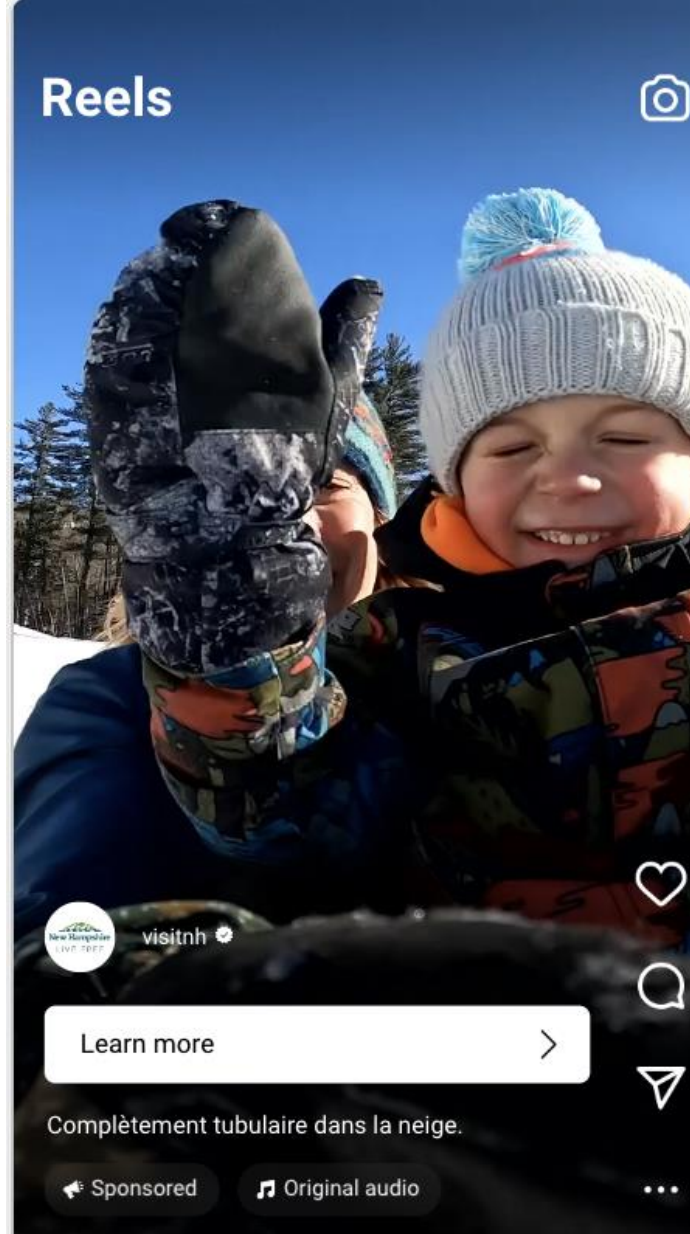
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Reels



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PAID SOCIAL - SPRING

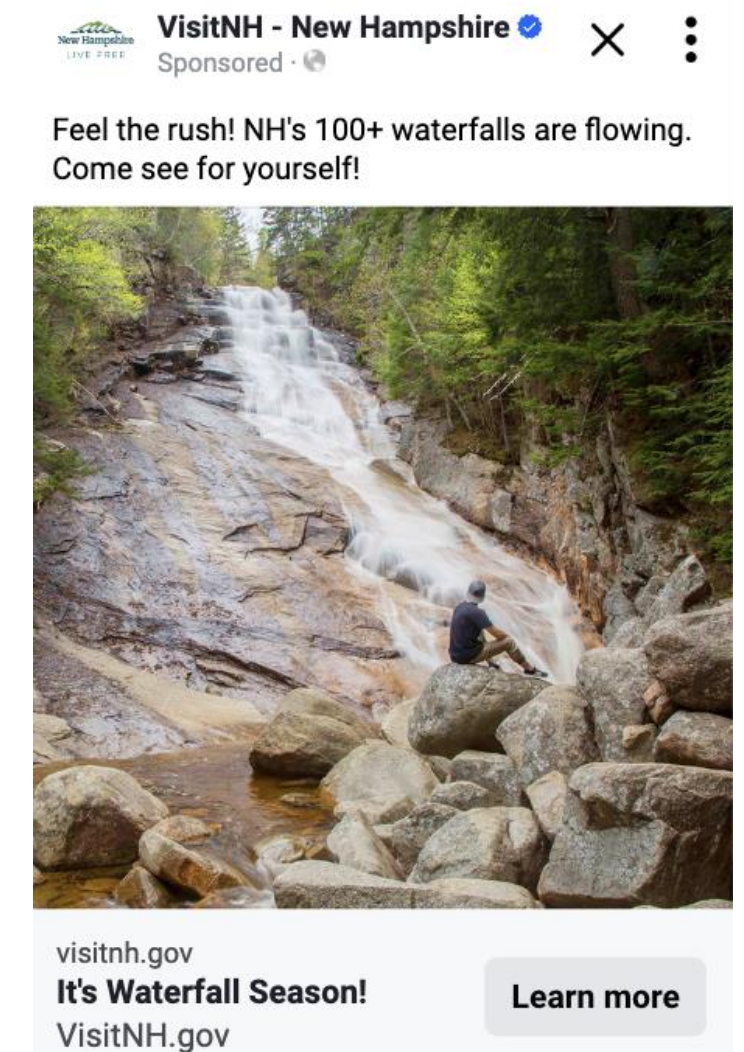
Facebook/Instagram

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Landing Page Views	CPLV	Engagements	CPE	Video Views	CPV
Static In-Feed	864,954	7,828	0.91%	\$1,644.06	\$0.21	6,294	\$0.26	10,540	\$0.16	N/A	N/A
Story	265,472	2,211	0.83%	\$1,556.11	\$0.70	1,154	\$0.35	16,064	\$0.10	13,846	\$0.11
Grand Total	1,130,426	10,039	0.89%	\$3,200.17	\$0.32	7,448	\$0.43	26,604	\$0.12	13,846	\$0.11

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Landing Page Views	CPLV	Engagements	CPE	Video Views	CPV
Adventure Seekers	219,206	1,906	0.87%	\$631.66	\$0.33	1,337	\$0.47	5,497	\$0.11	3,151	\$0.11
Childless Millenials	817,735	7,305	0.89%	\$2,382.13	\$0.33	5,466	\$0.44	19,395	\$0.12	10,322	\$0.11
Millennial/Gen X Moms	17,767	132	0.74%	\$26.74	\$0.20	103	\$0.26	208	\$0.13	1	\$0.25
Website Retarget/Current Fans	75,718	696	0.92%	\$159.64	\$0.23	542	\$0.29	1,504	\$0.11	372	\$0.11
Grand Total	1,130,426	10,039	0.89%	\$3,200.17	\$0.32	7,448	\$0.43	26,604	\$0.12	13,846	\$0.11



- The Core Market received all advertising support for Spring.
 - The top-performing regions in descending order are Massachusetts, New Hampshire, Rhode Island and Maine
- The audience YoY reacted positively with the Spring Ads, showing excitement for the warmer weather.
 - We received 83 comments, 1,935 post shares and 312 post saves.
- Of the two in-feed static ads, the "Spring Waterfalls" creative was the top performer, generating 688K impressions, 8.2K post engagements and 4.5K landing page views.



PAID SOCIAL – SOLAR ECLIPSE

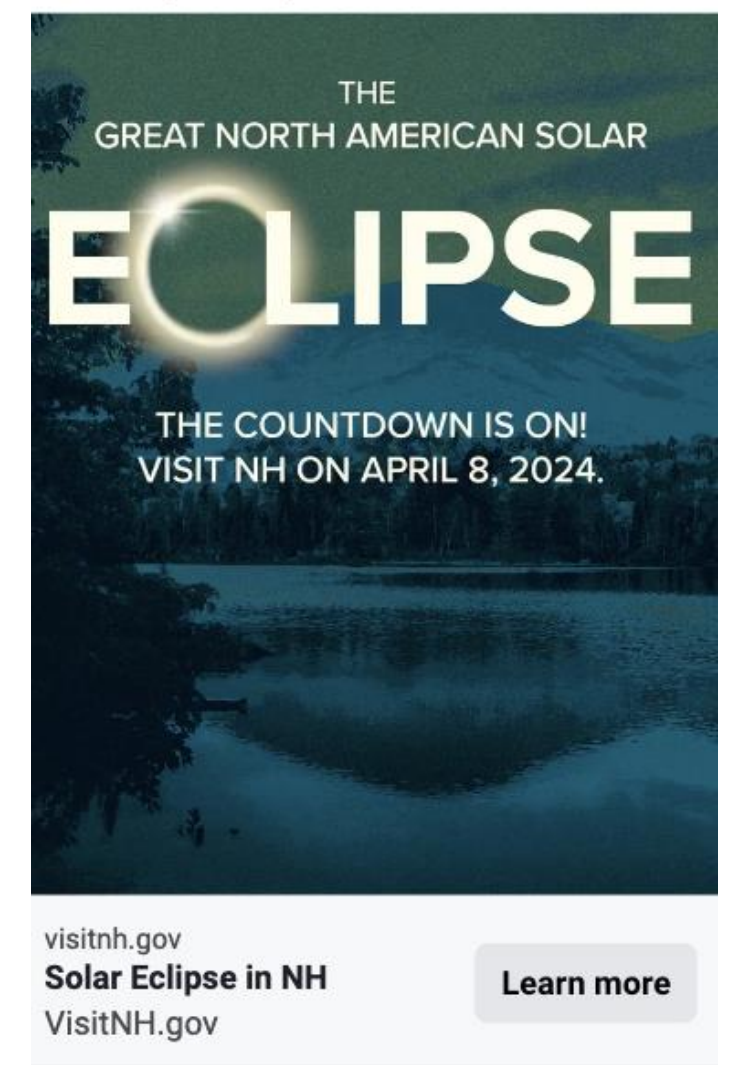
Facebook/Instagram

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Landing Page Views	CPLV	Engagements	CPE	Video Views	CPV
Video In-Feed	1,178,546	14,555	1.23%	\$3,249.71	\$0.22	10,260	\$0.32	170,668	\$0.02	154,142	\$0.02
Reel	503,465	2,556	0.51%	\$1,750.00	\$0.68	1,514	\$1.16	43,333	\$0.04	39,906	\$0.04
Story	394,577	2,547	0.65%	\$1,749.97	\$0.69	1,163	\$1.50	22,231	\$0.08	19,678	\$0.09
Grand Total	2,076,588	19,658	0.95%	\$6,749.68	\$0.34	12,937	\$0.52	236,232	\$0.03	213,726	\$0.11

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Landing Page Views	CPLV	Engagements	CPE	Video Views	CPV
Adventure Seekers	466,669	4,234	0.91%	\$1,542.01	\$0.36	2,599	\$0.59	48,288	\$0.03	43,589	\$0.04
Childless Millenials	1,195,844	10,753	0.90%	\$3,932.59	\$0.37	7,083	\$0.56	135,989	\$0.03	123,511	\$0.03
Millennial/Gen X Moms	392,376	4,392	1.12%	\$1,175.44	\$0.27	3,050	\$0.39	48,879	\$0.02	43,931	\$0.03
Website Retarget/Current Fans	21,699	279	1.29%	\$99.64	\$0.36	205	\$0.49	3,076	\$0.05	2,695	\$0.04
Grand Total	2,076,588	19,658	0.95%	\$6,749.68	\$0.34	12,937	\$0.52	236,232	\$0.03	213,726	\$0.11

- The ads resonated especially with the Childless Millennial audience but had a very positive reaction across all audiences.
 - The ads collected over 80 comments, 2,000 post reactions and 637 post shares.
- Women were responsible for 60% of all traffic to the website, with 45-54-year-olds the most interested, followed closely by the 35-44.
- The top-performing region in all metrics was Quebec, followed by Massachusetts, New Hampshire, Rhode Island and Maine.

Make your plan for the long weekend of the century! Visit NH for the Great North American Solar Eclipse on April 8th.



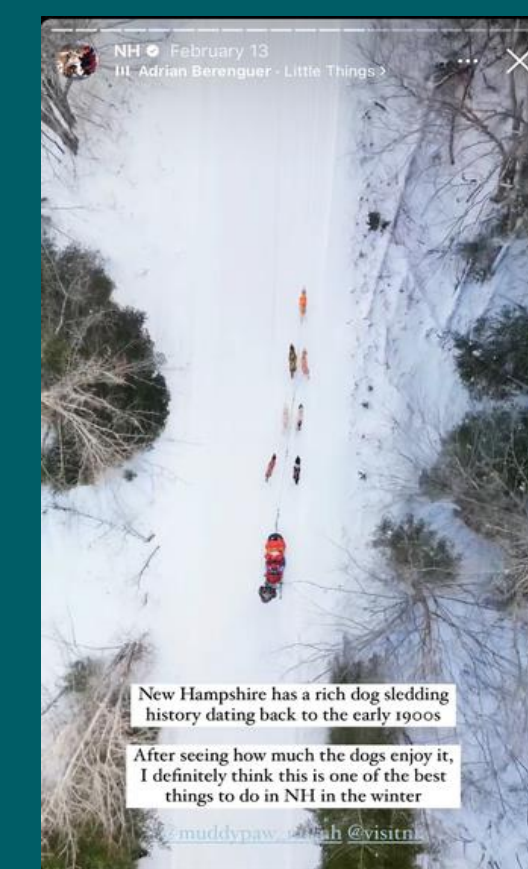
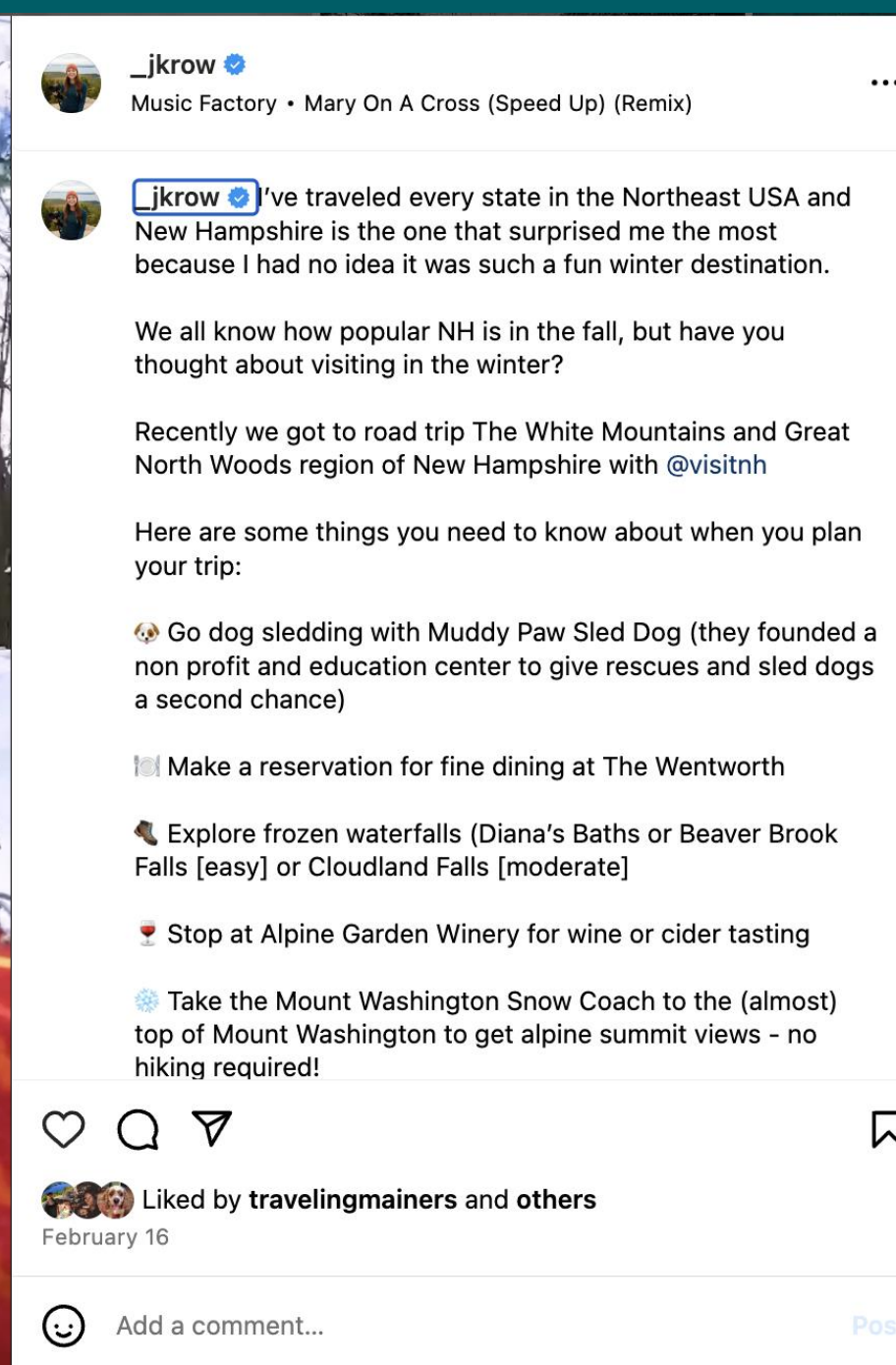
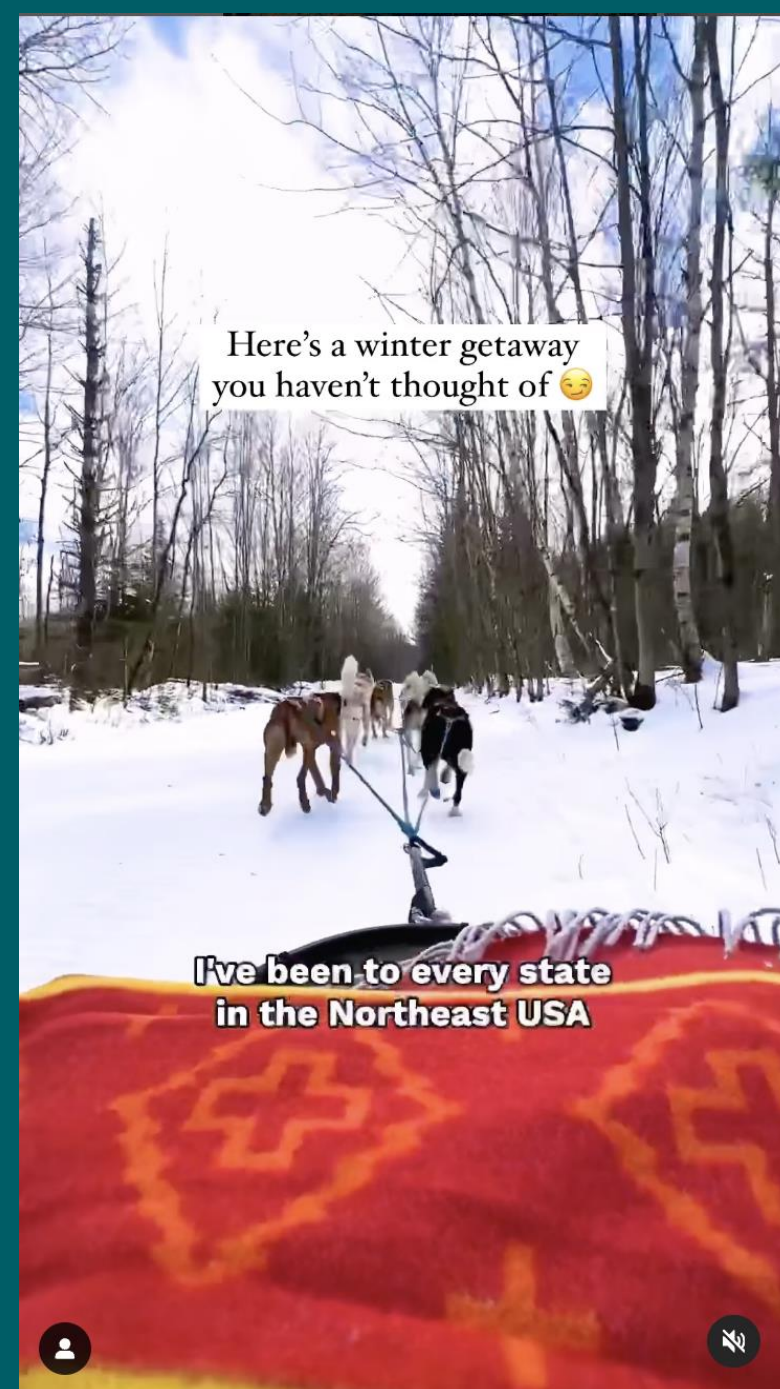
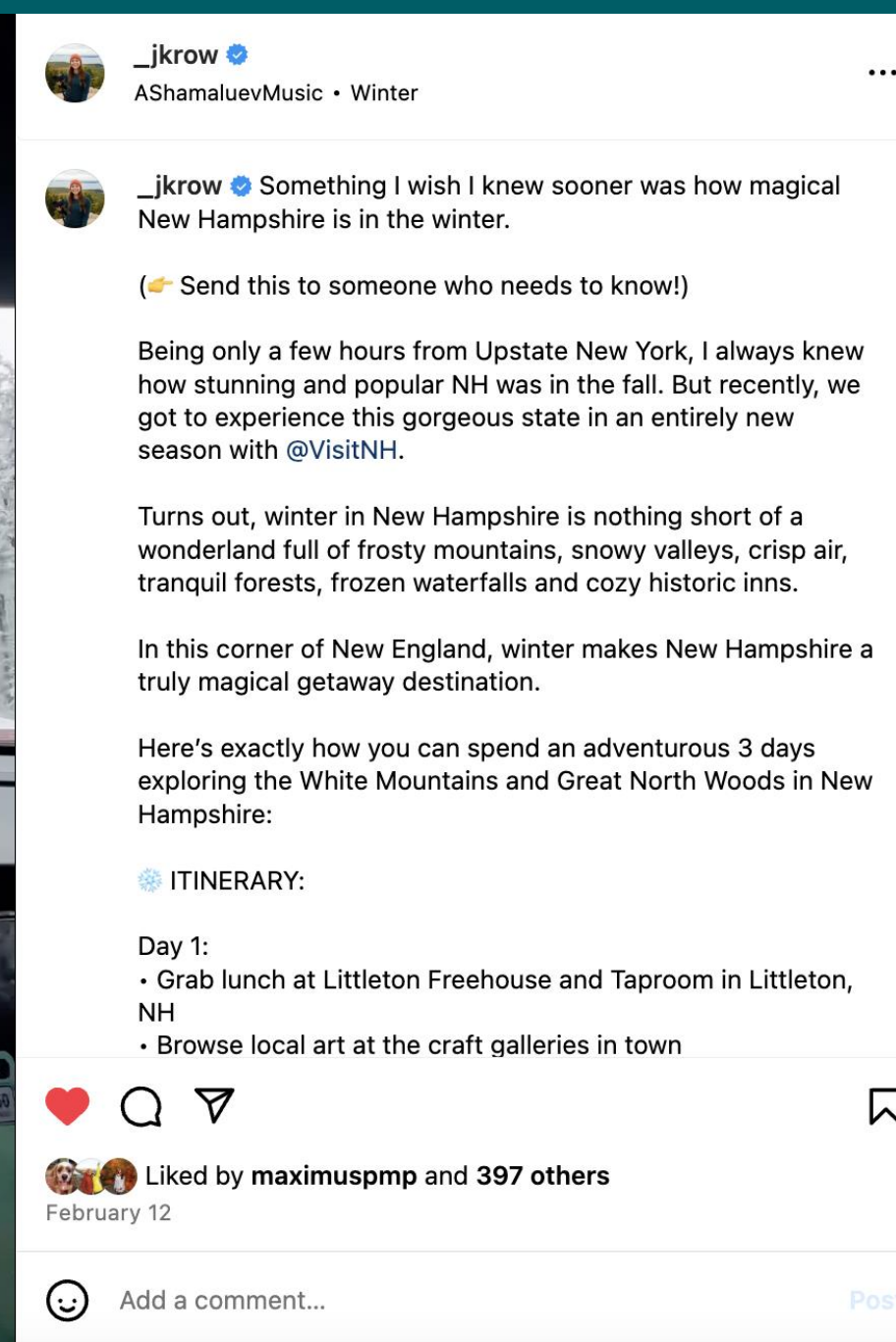
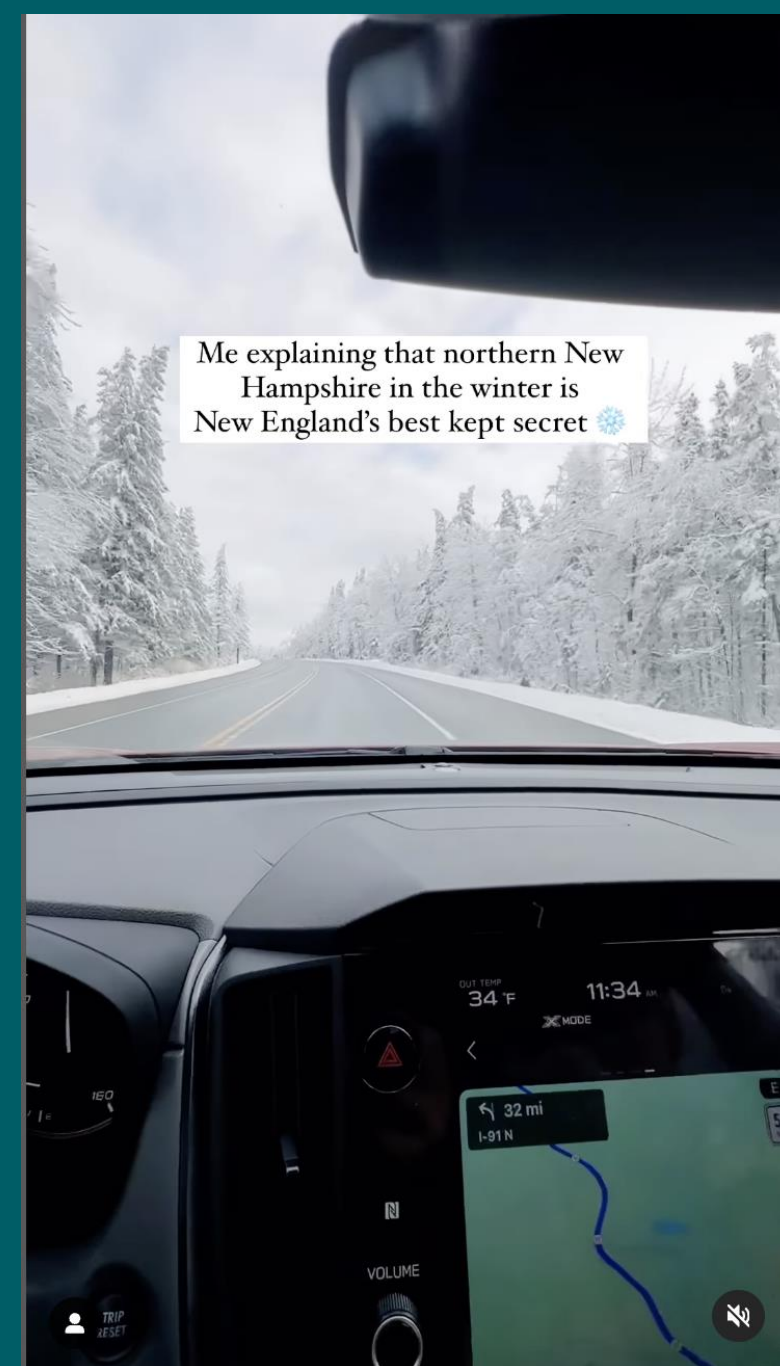
INFLUENCERS

Jacqueline Krawiecki
@_jkrow



- Jackie created a 3-day itinerary of winter activities for NH visitors. Activities ranged from dogsledding to mountain hikes.
- In relation with Jackie posting, the VisitNH Instagram account gained 43 followers.
- She delivered 2 reels and 4 story sets, with 33 story slides total, along with 12 images (2 images were AV) and a blog titled "The Best Things to do in New Hampshire's White Mountains and Great North Woods in the Winter" on www.theadventuresatlas.com.
- Her first reel had an engagement rate of 5.42% and reached over 11.4K accounts. Both reels had nearly 28K impressions/plays.
- The @VisitNH tag was visited 55 times via Jackie's Instagram stories.

GYK



CONFIDENTIAL

INFLUENCERS

Elizabeth Clark
@travelingmainers



- Elizabeth and her husband took two weekend trips to NH this winter in January and February. They delivered 4 reels in total, with an AV carousel in-feed post, focused on scenic winter hikes and local eats.
- In relation with The Traveling Mainers posting, the VisitNH Instagram account gained 64 followers.
- The January reels reached over 30K accounts and had 43K plays.
- The February reels reached over 46.4K accounts and over 67K plays.
- The Traveling Mainers posted 17 total stories over the course of their 2 trips.



travelingmainers and visitmonadnocknh
Paid partnership with visitnh
andreashaushild_ · Original audio

travelingmainers Get Ready For An Amazing Day Trip To The @visitmonadnocknh Region Of New Hampshire!!

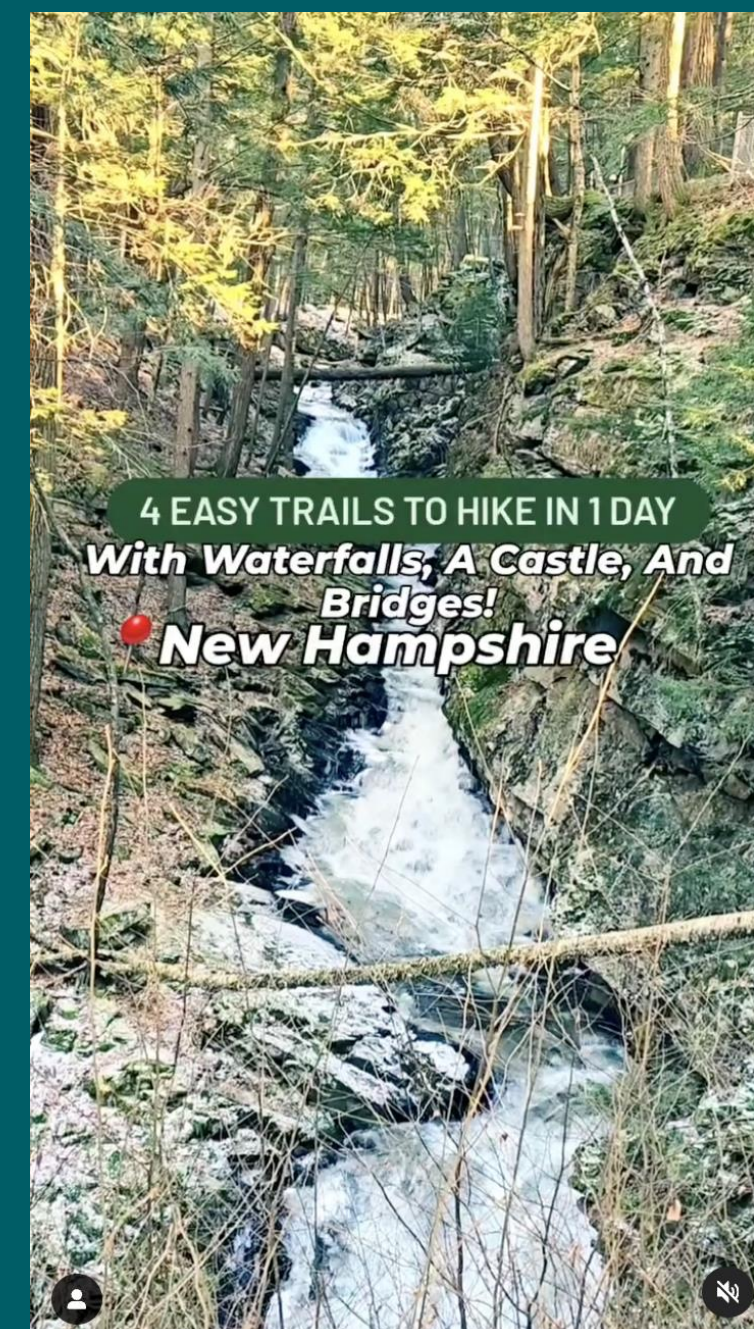
Here Is Our Itinerary For A Fun Getaway:
Save

- First Stop On Our Trip: Gilsun Stone Arch Bridge in Gilsun This is a spectacular feat of engineering and an absolutely breathtaking roadside stop!
- Next: Take a drive through Chesterfield and check out the beautiful historical buildings
- Warm up with cocoa and grab some sweets at LA Burdick @burdickchocolate in Walpole
- Head to Swanzey to see 4 covered bridges:
 - You find them all on Google maps: Slate Bridge, Cresson(Saywers Crossing) Bridge, Denman Bridge, And Carlton Bridge

View insights Boost reel

Liked by entropictruth and others
January 22

Add a comment... Post



travelingmainers
Paid partnership with visitnh
marianneemusic · Original audio

travelingmainers We Just Took A Trip To Explore The @visitmonadnocknh Region Of New Hampshire And Checked Out Some Amazing Trails!

These Are 4 Easy Ones That You Can Hike In 1 Day:
Save

- 1: Chesterfield Gorge:
 - Location: 1823 NH-9, Chesterfield
 - Parking: Yes
 - Dogs: Yes
 - Trail Length: .7 miles
 - Difficulty: Easy
- 2: Madame Sherri Castle And Forest:
 - Location: West Chesterfield, the trail head is at the end of a long road that can be icy in the winter
 - Parking: Yes
 - Dogs: Yes
 - Trail Length: There are several different trails. We took Anne Stokes To Indian Pond, it's a 1.3 mile out-and-back
 - Difficulty: The route we did is moderate.

View insights Boost reel

Liked by morgandrease and others
January 19

Add a comment... Post



Ski NH Partnership

SKI NH

Objectives and Strategies

In partnership with Ski NH, Visit NH ran a campaign to generate awareness and drive consideration for skiing in New Hampshire.

Objectives

- Reinforce Ski NH messaging and display a cohesive representation of the variety of resorts to explore.
- Drive traffic to Ski NH website to learn more or purchase tickets.

Strategies

- Target W25-54 Millennial and Gen X Moms; Childless Millennials, Gen Z and Gen X; and Adventure seekers, primarily M25-45
 - 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 was focused within Core and Opportunity markets
 - New Hampshire
 - RI counties of Providence, Kent and Washington
 - MA counties of Worcester, Middlesex, Essex, Suffolk, Norfolk, Bristol and Plymouth
 - ME counties of York, Oxford and Cumberland
 - CT and NY were included in SEM ONLY

Total Net Budget

- \$60,000

Media Mix

- Used a combination of Paid Search, Paid Social and Digital Display with Outside and On the Snow

SKI NH FY24 FLOWCHART

BEA
SkiNH Campaign FY24 Media Plan

Media Channel	November				December				January				February				March				April				Total Spots/Impressions															
	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8		15	22													
DISPLAY																																								
SkiNH: Outside Magazine											1/8/24-3/15/24																												609,023	
SkiNH: OnTheSnow											1/8/24-3/15/25																													1,276,190
SOCIAL																																								
Facebook											1/8/24-3/15/24																													2,766,667
SEM																																								
GYK - SkiNH									12/18/23-1/31/24																													200,000		
SkiNH														2/1/24 - 3/15/24																										N/A
TOTAL IMPRESSIONS																																								
																													4,851,880											

DISPLAY – SKI NH

On the Snow and Outside

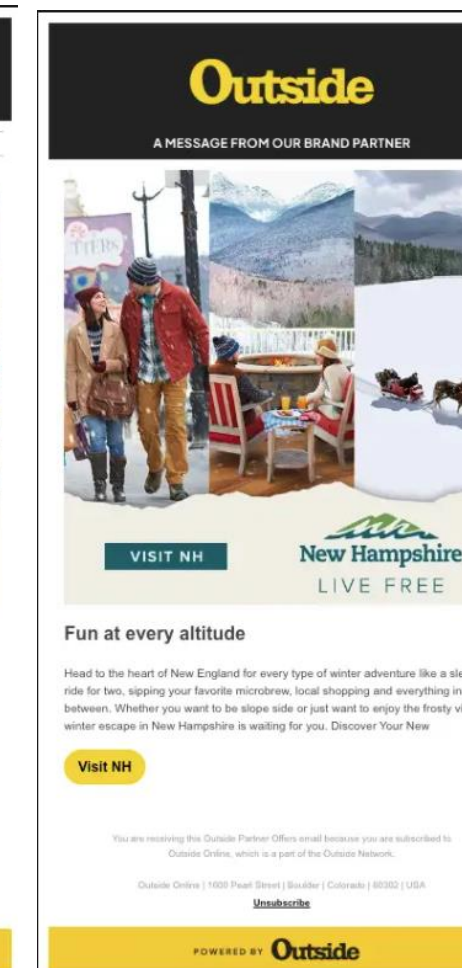
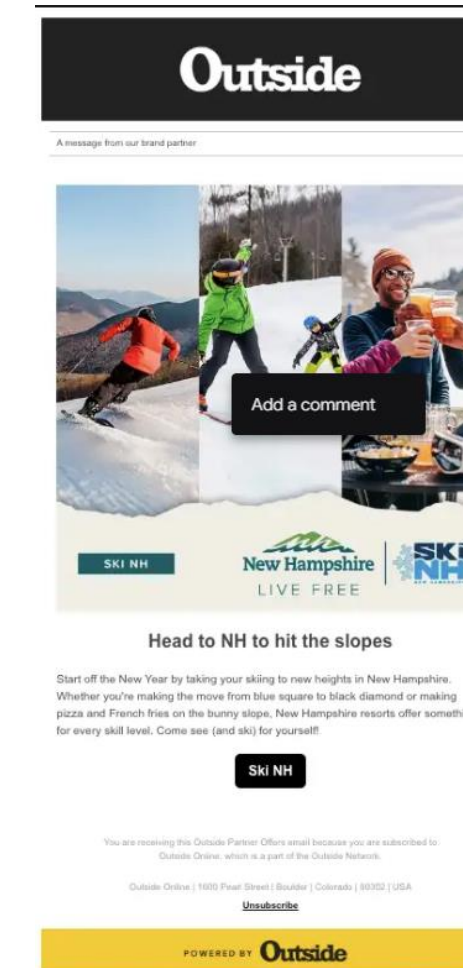
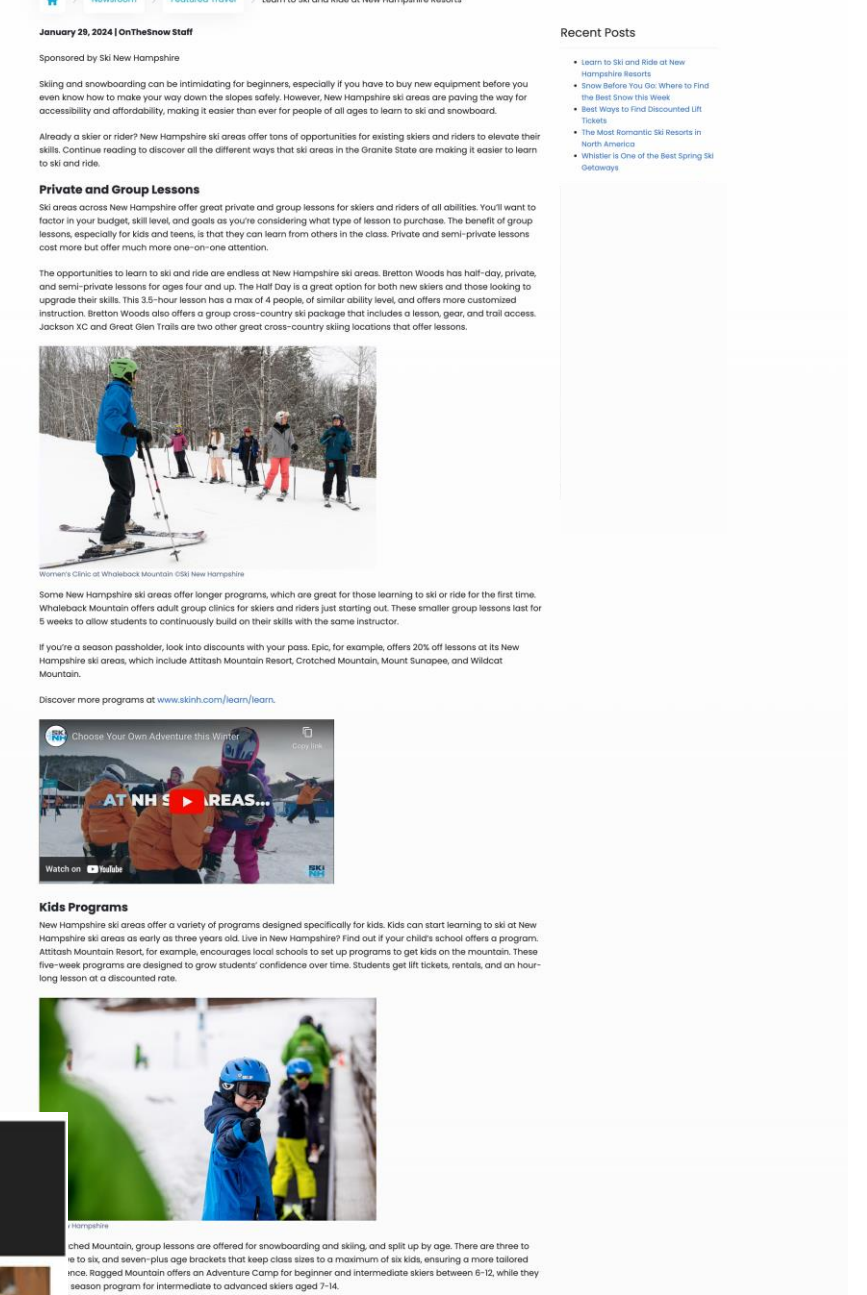
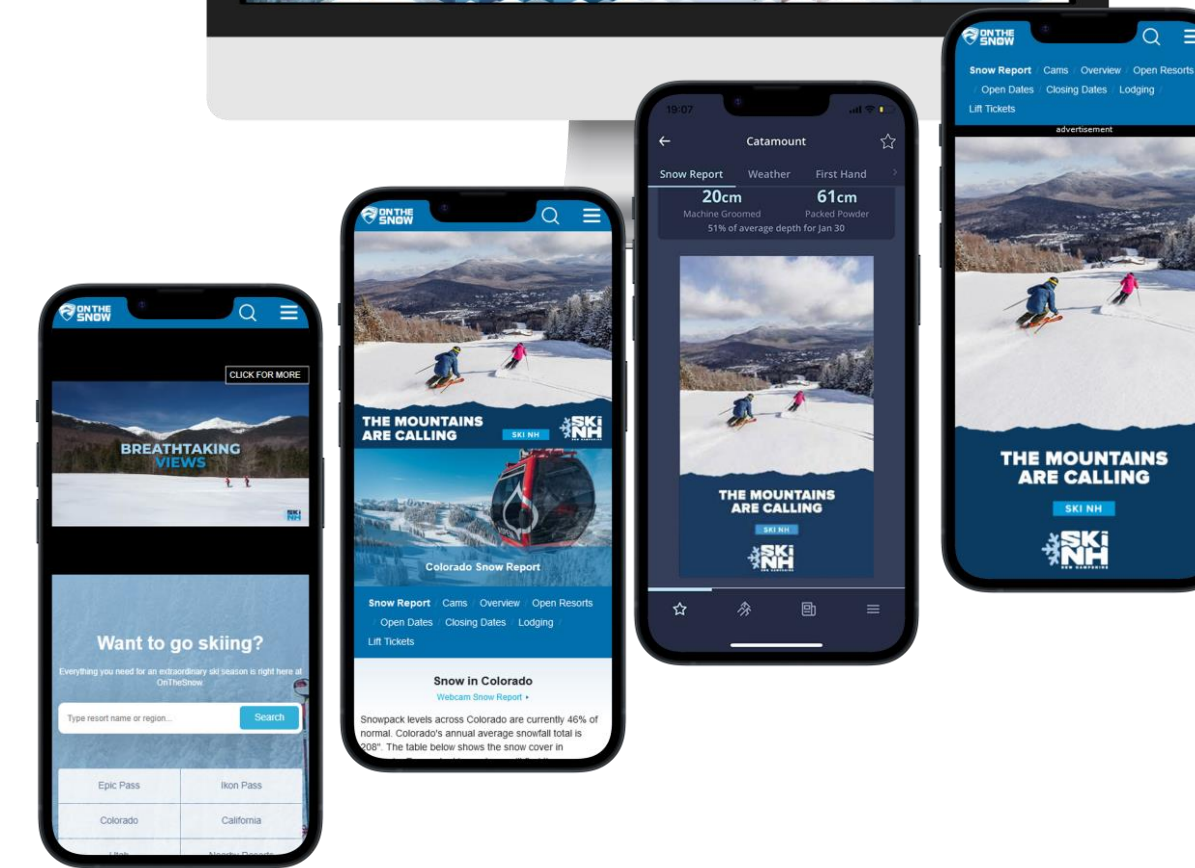
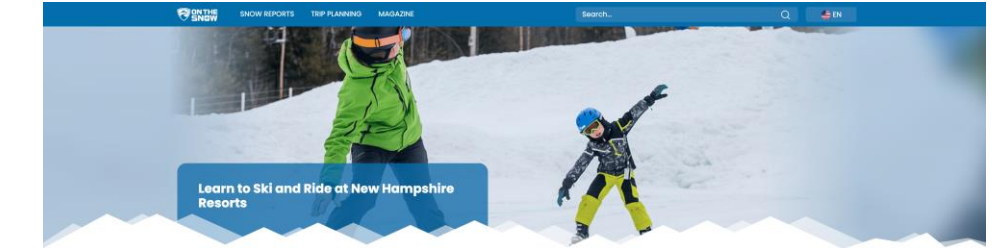
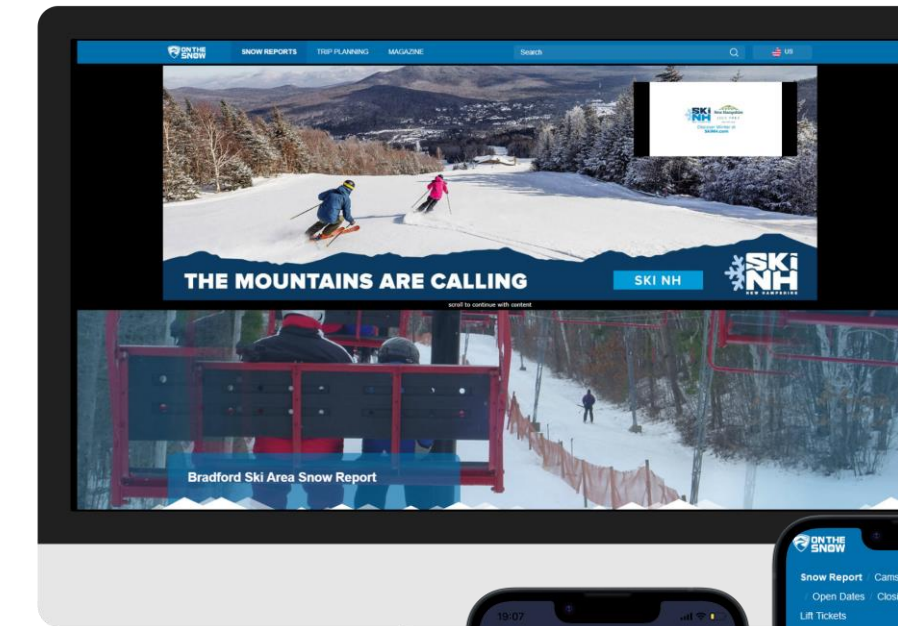
Campaign	Impressions	Link Clicks	CTR	Cost	CPC
On The Snow High Impact Display	489,968	2,010	0.41%	\$15,000.00	\$7.46
On the Snow Big Snow Alerts	1,229,939	9,453	0.77%	\$5,000.00	\$0.53
Grand Total On the Snow	1,719,907	11,463	0.67%	\$20,000.00	\$1.74
Outside :30s Video	97,116	210	0.22%	\$7,884.71	\$37.55
Outside Display	266,063	263	0.09%	\$0.00	\$0.00
Grand Total Outside:	363,179	473	0.13%	\$7,884.71	\$16.67

On the Snow

- Custom content was produced as a Spotlight article and Big Snow Alert.
- High impact display
 - 0.41% CTR was below OTS benchmarks of 0.61% (Targeted)
 - Received 2.9% AV impressions
- Engagement rate was 0.67%, skewing above average for OTS's benchmark
- Recommendation: Introduce a CTA in the headline on high impact display units and retarget spotlight page visitors with other ads.
- Total Net Spend: \$20,000

Outside

- High impact display, in-stream video units on Outside TV and ROS display
- Skywalker unit had the highest engagement with a 0.34% CTR
- Inline video outperformed the 0.14% CTR benchmark with a 0.22% CTR
- Total Net Spend: \$7,884.71



SEM



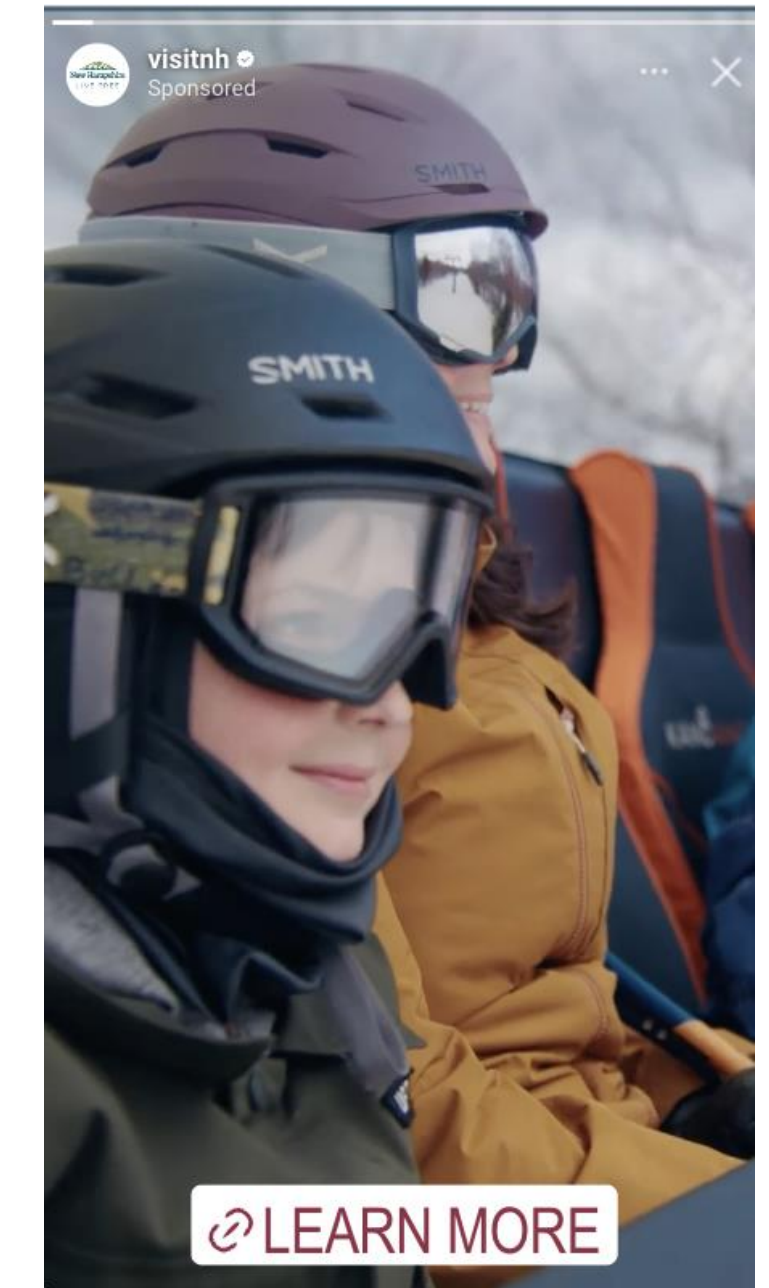
	Impr.	Clicks	CTR	Cost	CPC
Ski NH	48,677	9,273	19.05%	\$9,930.91	\$1.07
Grand Total	48,677	9,273	19.05%	\$9,930.91	\$1.07

- The Ski NH Paid Search campaign ran 12/18-1/31 and delivered 48K impressions and 9.2K clicks.
- YoY, the budget increased from \$5K to \$10K which resulted in 240 more clicks. CPC increased by \$0.52, but the CTR improved significantly by 9%.
- The Ski New Hampshire and Ski NH keywords combined for 63% of clicks.
- Overall, the campaigns had a 14% impression share which ranked above competitors Airbnb (<10%) and Vrbo (<10%), bidding on the same terms.
- Core significantly outperformed Opportunity with a more efficient \$1.05 CPC, generating 3.8K more clicks.
- Clicks were 56% Male, but clicks were even among all age groups though A45-64 delivered the most clicks.

Keyword	Impr.	Clicks	Cost	CPC	CTR
"ski new hampshire"	15,011	2,859	\$3,319	\$0.66	19.23%
"ski nh"	13,224	3,001	\$2,486	\$0.58	20.79%
"nh ski resorts"	4,791	586	\$811	\$1.41	12.23%
"new hampshire ski resorts"	2,850	556	\$684	\$1.38	20.33%
"where to ski in new hampshire"	2,650	297	\$394	\$0.66	11.24%
"ski resorts in new hampshire"	2,102	319	\$433	\$1.43	15.18%
"new hampshire skiing"	1,631	285	\$316	\$1.36	18.68%
"skiing in new hampshire"	1,145	204	\$249	\$1.38	18.55%
"ski resorts new hampshire"	1,144	182	\$218	\$1.42	16.91%
"nh skiing"	610	99	\$138	\$1.46	16.18%
"best skiing in nh"	519	76	\$107	\$1.44	14.71%
"skiing nh"	499	70	\$59	\$0.85	14.03%
"new hampshire ski"	379	62	\$50	\$0.81	16.36%
"ski report new hampshire"	306	106	\$88	\$0.83	34.64%
"best ski resorts in new hampshire"	291	33	\$35	\$0.63	10.74%
"nh ski report"	242	129	\$100	\$0.78	53.31%
Grand Total	47,394	8,864	\$9,487	\$1.07	19.56%

PAID SOCIAL – SKI NH

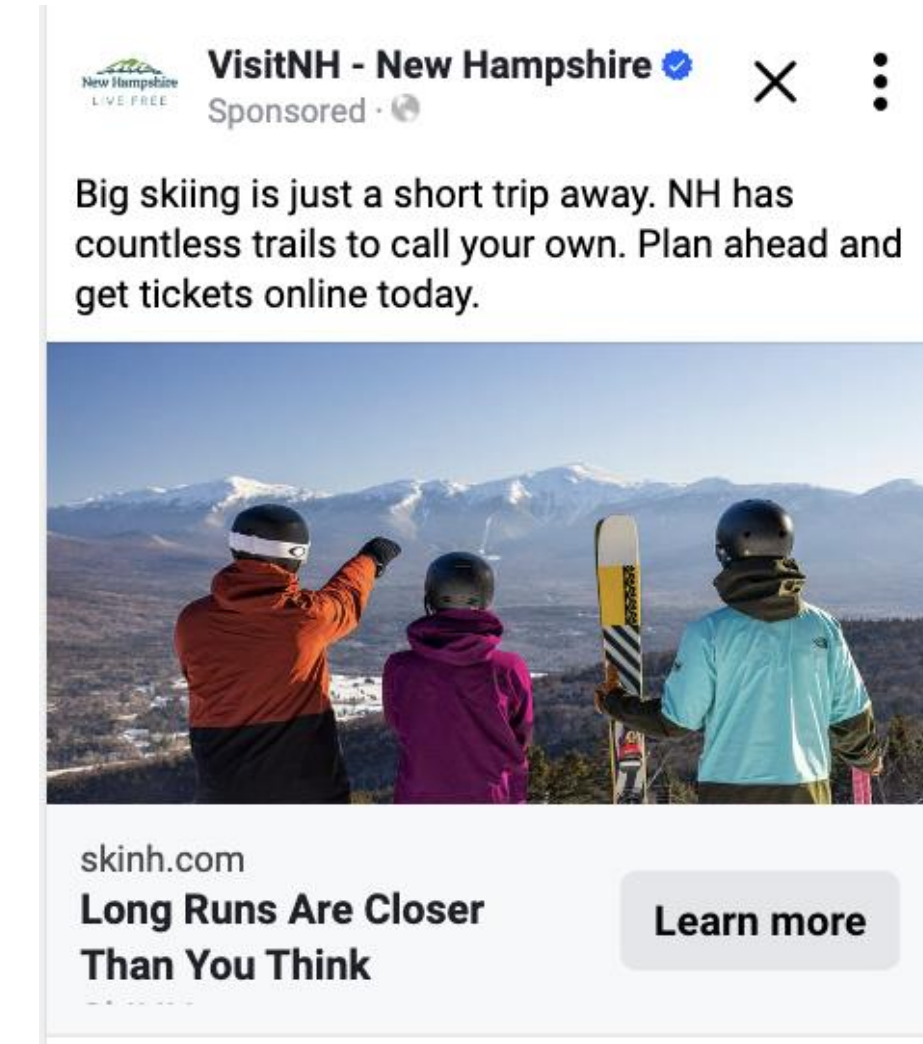
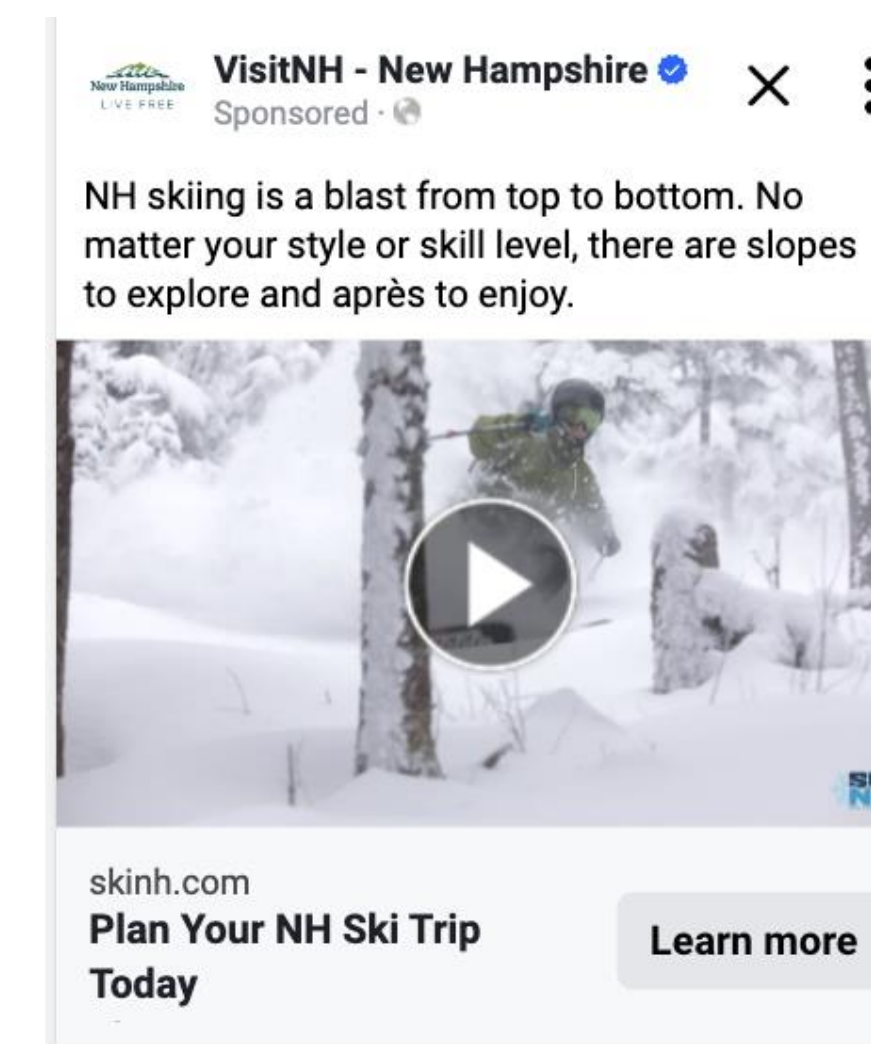
Facebook/Instagram



Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Engagements	CPE	Video Views	CPV
Static In-Feed	1,213,585	5,863	0.48%	\$3,999.96	\$0.68	6,778	\$0.59	N/A	N/A
Story	568,592	4,989	0.88%	\$3,499.94	\$0.70	39,625	\$0.09	34,630	\$0.10
Video In-Feed	879,177	7,085	0.81%	\$3,999.70	\$0.56	223,660	\$0.02	21,610	\$0.02
Grand Total	2,661,354	17,937	0.67%	\$11,499.60	\$0.64	270,063	\$0.04	56,240	\$0.11

Campaign	Impressions	Link Clicks	CTR	Spend	CPC	Engagements	CPE	Video Views	CPV
Childless Millenials	2,303,732	15,904	0.69%	\$10,088.55	\$0.70	256,430	\$0.04	239,445	\$0.04
Millennial/Gen X Moms	326,415	1,840	0.56%	\$1,283.32	\$0.11	11,765	\$0.11	9,676	\$0.13
Website Retarget/Current Fans	31,207	193	0.62%	\$127.73	\$0.66	1,868	\$0.07	1,611	\$0.08
Grand Total	2,661,354	17,937	0.67%	\$11,499.60	\$0.64	270,063	\$0.04	250,732	\$0.11

- The Ski NH ads were live January 22–March 15, targeting the Core audience.
- Ads resonated heavily with the Childless Millennial Audience.
- The “Ski NH :30s In-feed Video” was the top-performing creative for the whole Ski NH paid social campaign.
- The top-performing region in all metrics was Massachusetts, followed by New Hampshire, Rhode Island and Maine.
- The Après Ski and Spring Skiing Ads were swapped in March 1–March 15, and gathered 303K impressions, 2,500 link clicks with a healthy CTR of 0.82%.
 - Of the two, the Spring Skiing Static ad was the top-performer, bringing in 72% of the Spring engagements.



Organic Social

ORGANIC SOCIAL

Takeaways

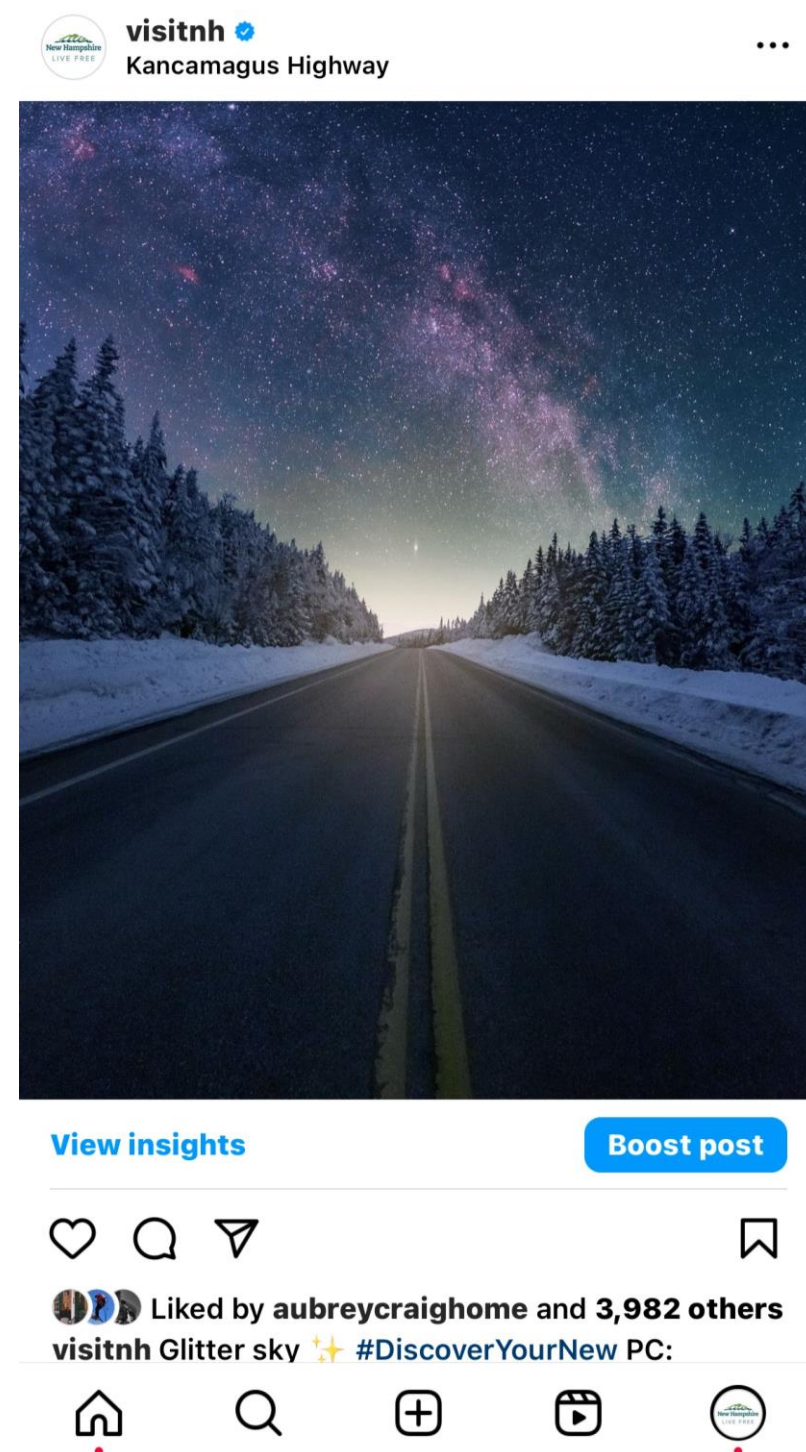
	Facebook	Instagram	X	Pinterest
Followers	427K	145K	36.3K	3.9K
Engagements	342K	197K	3.3K	6.65K
Impressions	21.7M	8.4M	93K	161K

- **On Facebook**, Women **45–54** are the most engaged audience group.
 - Top cities in terms of reach are Montreal, Quebec and Boston.
 - Compared to Winter 2023, engagements decreased by 80%, while the overall impressions grew by 8.5%. Weather could have been a key factor in the decline.
 - Facebook gained over 3K followers during the winter campaign, which is 2K less followers than the Winter FY23 campaign
- **On Instagram**, Women **35–44** are the most engaged audience group.
 - Top cities in terms of reach are Manchester, NH; New York, NY and Nashua, NH.
 - Compared to Winter 2023, engagements decreased by 10%, while the overall impressions grew by 53%.
 - Instagram gained 3K followers during the Winter Campaign, which is 2K less followers than the Winter FY23 campaign.
- **On X (Twitter)**, both Men and Women **35-44** are the most engaged audience group.
 - X gained 250 followers during the Winter Campaign.
- **On Pinterest**, Women **25-34** are the most engaged audience group.
 - Pinterest gained 17 followers during the Winter Campaign.

ORGANIC SOCIAL: UGC

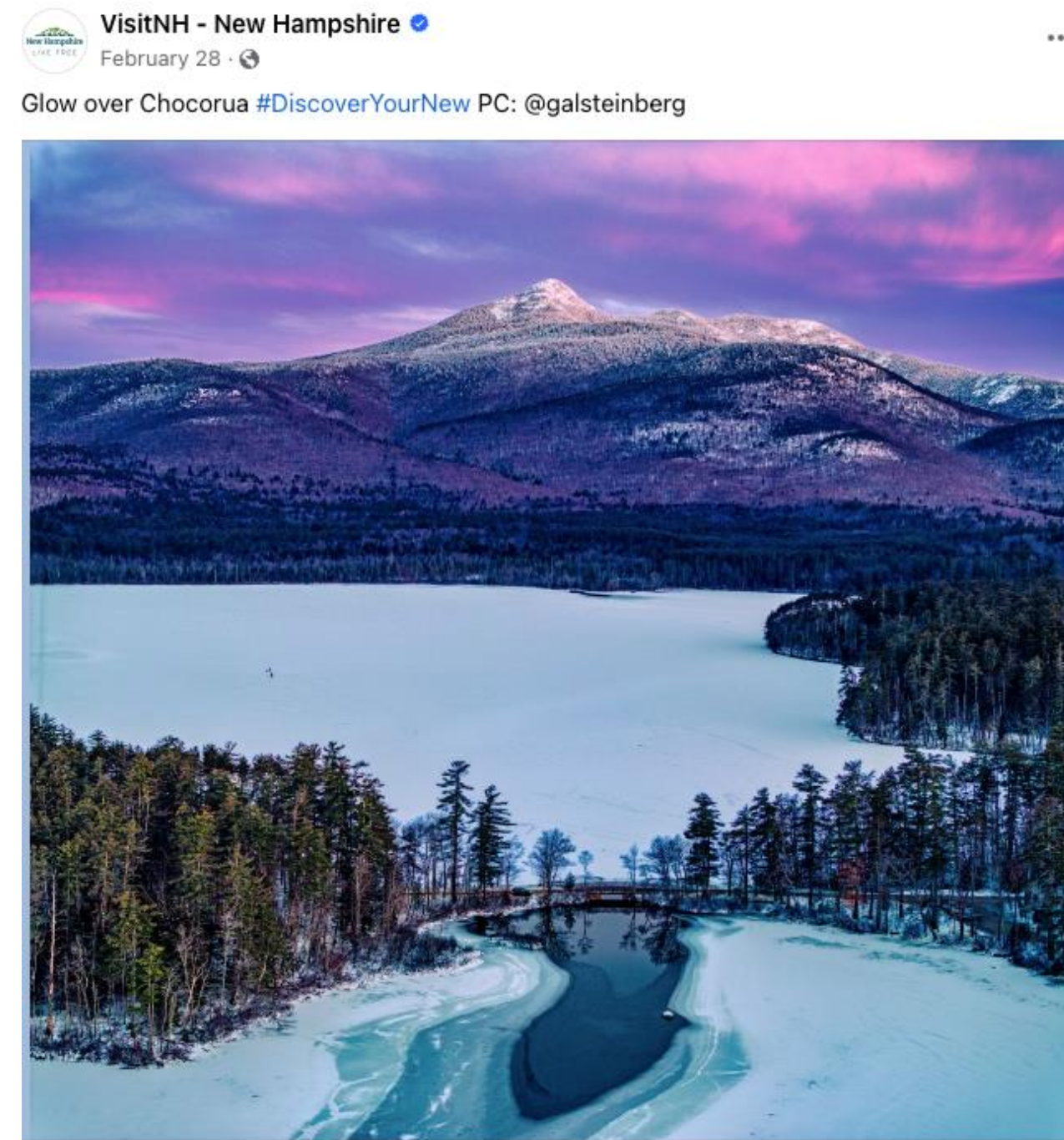
Top Posts by Platform

INSTAGRAM



Total Engagements	4,470
Likes	3,983
Comments	18
Shares	347
Saves	122

FACEBOOK



Total Engagements	2,955
Reactions	1,793
Comments	127
Shares	194
Other Post Links	841

X (TWITTER)

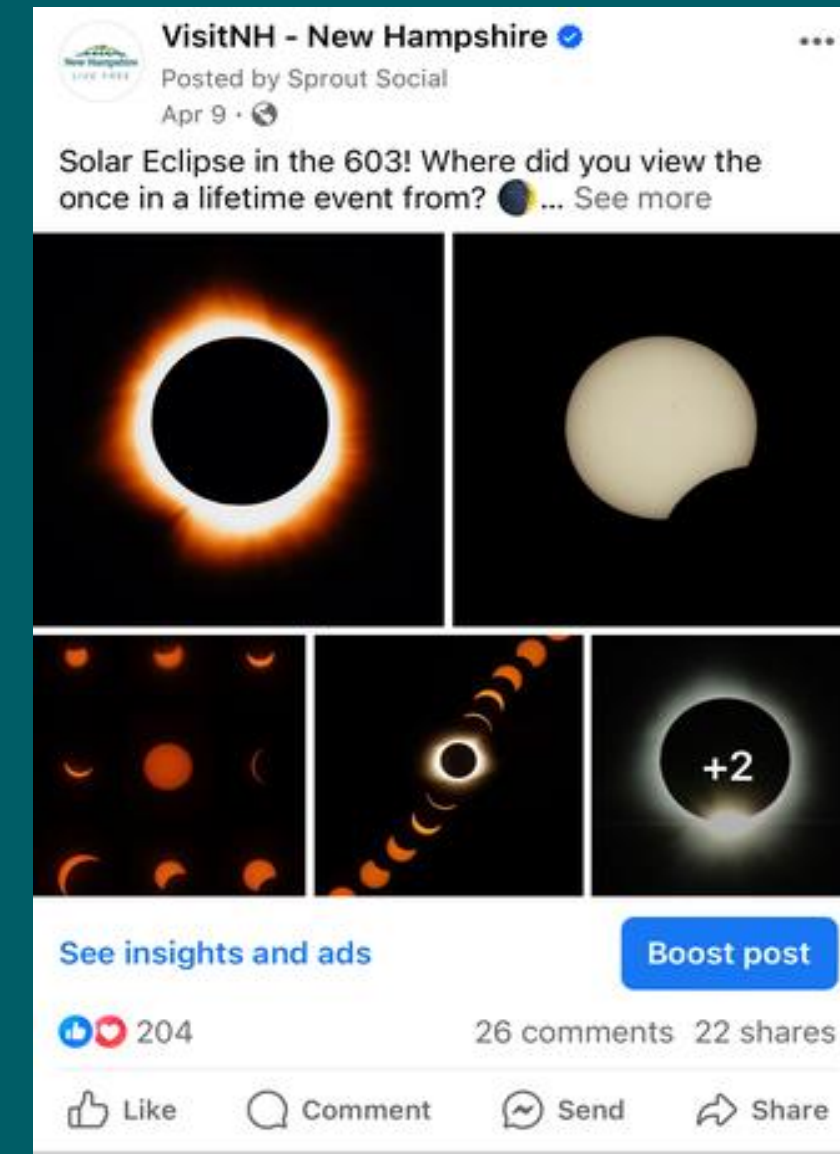


Total Engagements	205
Likes	152
Replies	3
Reposts	16
Other Post Links	34

ORGANIC SOCIAL: POST HIGHLIGHT

Facebook/Instagram Solar Eclipse

- New Hampshire witnessed the Solar Eclipse in totality on April 8, 2024. This was featured on organic social channels using UGC posts to engage followers & feature this once-in-a-lifetime event.
- The first Eclipse post on Instagram, posted April 9, received 2,651 total post interactions, with 72 profile visits and 2 page follows.
- The second Eclipse post on Instagram, posted April 18, received 1,247 post interactions, with 54 profile visits and 4 page follows.
 - While overall engagements were average for the Instagram page, the number of comments left on the post were above average for the Winter Campaign.

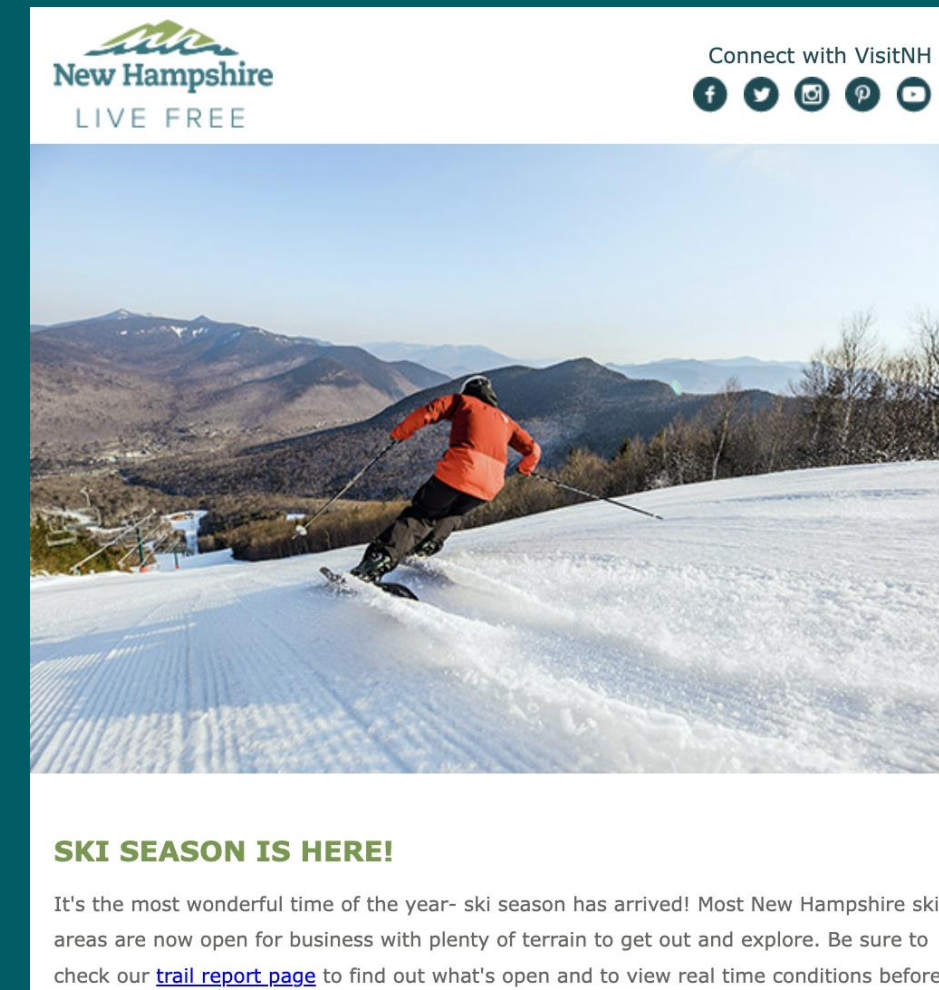


Email Performance

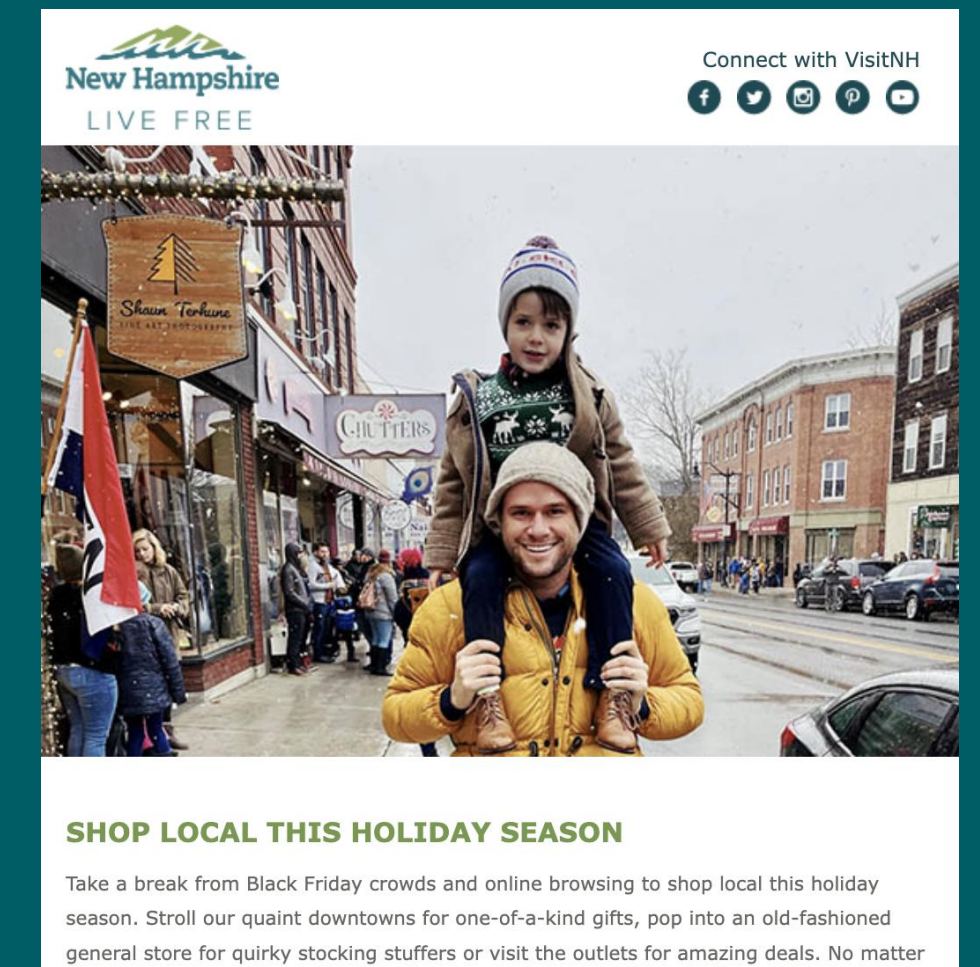
Email Performance

We distributed three emails to subscribers.

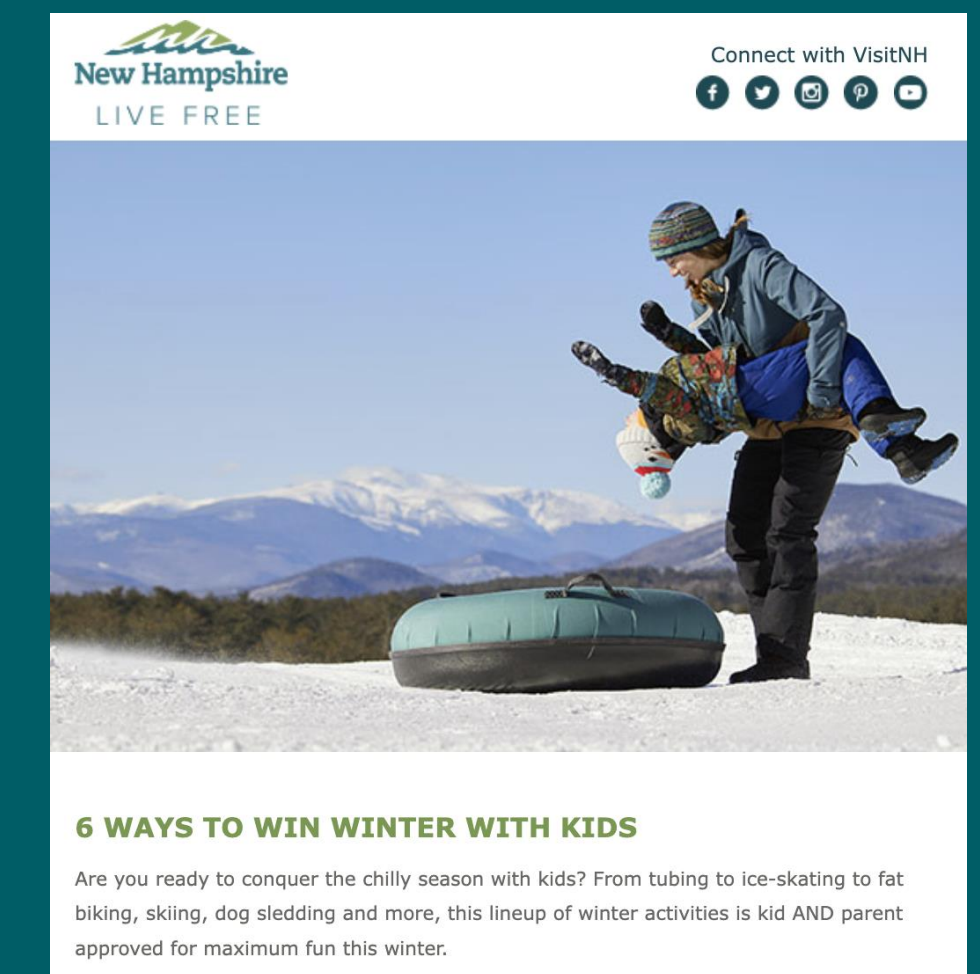
- 11/17 email: “New Hampshire's Holiday Getaway Guide 🎄”
 - 6.88% CTOR
- 12/15 email: “Cool Adventures and Tasty Ways to Warm Up in NH ❄️☕️”
 - 5.50% CTOR
- 3/16 email: "20+ Ways to Enjoy a Snow Day in NH ❄️"
 - 5.80% CTOR
- The emails contributed 3,474 sessions to site volume.
- Top pages viewed from email were the Homepage, Solar eclipse page/events, 5 Odd Museums in NH blog, Holiday Light events blog and Wild NH Hikes blog.



12/15/23 deploy



11/17/23 deploy

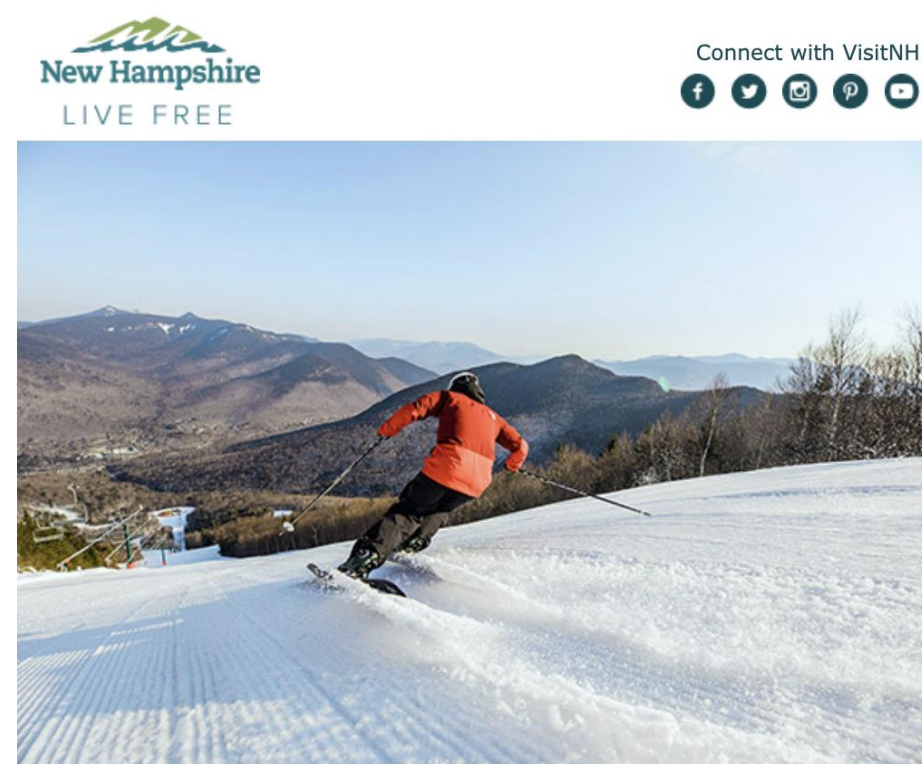


1/16/24 deploy

EMAIL PERFORMANCE

We distributed three emails to subscribers.

- 11/17 email: "New Hampshire's Holiday Getaway Guide 🎄"
 - 6.88% CTOR
- 12/15 email: "Cool Adventures and Tasty Ways to Warm Up in NH ❄️☕"
 - 5.50% CTOR
- 3/16 email: "20+ Ways to Enjoy a Snow Day in NH ❄️"
 - 5.80% CTOR
- The emails contributed 3,474 sessions to site volume.
- Top pages viewed from email were the Homepage, Solar eclipse page/events, 5 Odd Museums in NH blog, Holiday Light events blog and Wild NH Hikes blog.



SKI SEASON IS HERE!

It's the most wonderful time of the year- ski season has arrived! Most New Hampshire ski areas are now open for business with plenty of terrain to get out and explore. Be sure to check our [trail report page](#) to find out what's open and to view real time conditions before

12/15/23 deploy



SHOP LOCAL THIS HOLIDAY SEASON

Take a break from Black Friday crowds and online browsing to shop local this holiday season. Stroll our quaint downtowns for one-of-a-kind gifts, pop into an old-fashioned general store for quirky stocking stuffers or visit the outlets for amazing deals. No matter

11/17/23 deploy



6 WAYS TO WIN WINTER WITH KIDS

Are you ready to conquer the chilly season with kids? From tubing to ice-skating to fat biking, skiing, dog sledding and more, this lineup of winter activities is kid AND parent approved for maximum fun this winter.

1/16/24 deploy

PR Efforts

PR HIGHLIGHTS

TURNER PR

Top Placements:

- Boston.com
- Country Living

TIME FRAME: NOVEMBER 1, 2023–MARCH 31, 2024

TOTAL REACH: 52,061,784

TOTAL MEDIA VALUE: \$97,718

MEDIA COVERAGE:


- NOVEMBER 2023: EXPLORE: [ENJOY FUN WINTER ACTIVITIES ON A BUDGET AT THIS EAST COAST DESTINATION](#) (WHITE MOUNTAINS)
 - Online impressions: 1,406,290
 - Media value: \$2,600
- DECEMBER 2023: FODOR'S TRAVEL: [THE 12 COZIEST FROZEN LAKE TOWNS IN NORTH AMERICA](#) (LAKES)
 - Online impressions: 1,794,292
 - Media value: \$3,400
- JANUARY 2024: COUNTRY LIVING: [DISCOVER UNEXPECTEDLY EPIC SKIING IN THESE 6 US STATES](#) (SEACOAST)
 - Online impressions: 17,135,226
 - Media value: \$32,200
- JANUARY 2024: BOSTON.COM: [A SKI-THROUGH LIGHTHOUSE JUST OPENED IN NEW HAMPSHIRE](#) (DARTMOUTH-LAKE SUNAPEE)
 - Online impressions: 2,781,545
 - Media value: \$5,200
- MARCH 2024: TRAVEL MARKET REPORT: [A TOTAL ECLIPSE OF THE SUN—AND A GALAXY OF ANTICIPATED TRAVEL ISSUES](#) (GREAT NORTH WOODS)
 - Online impressions: 59,740
 - Media value: \$112.00

EXPLORE

Enjoy Fun Winter Activities On A Budget At This East Coast Destination

For a real hidden gem, head to Waterville Valley, New Hampshire. Surrounded by the dramatic peaks of the snowcapped White Mountains — visible from just about anywhere in town, this small New England town is the epitome of a winter wonderland. Ideal if you're looking for a quiet respite, there's only one road in and out of Waterville Valley, guaranteeing privacy and seclusion perfect for those truly looking to get away from it all.

A real-life winter wonderland



Perfect for fans of winter, Waterville Valley is even better for anyone looking for a family-friendly getaway. Town Square is filled with sparkling lights for you and your young ones to experience. And, if bright shimmering lights really spark joy, consider staying at The Snowy Owl Inn, Town Square Condos, Silver Fox Inn, or Snowstar Inn; these accommodations are known to go above and beyond when it comes to festive decor.

Waterville Valley, New Hampshire is an especially sought-after destination for avid skiers. The town was popularized as a tourist destination after two-time Olympian skier Tom Corcoran purchased the Waterville Inn, transforming Waterville Valley into a designated ski getaway. Skiing is so prominent here that Waterville Valley Resort is in fact the birthplace of Freestyle Skiing. The resort even hosted the first National Open Championships of Freestyle Skiing, in addition to the first Hot Dog Competition: National Championships of Exhibition Skiing.

Fodor's Travel

The 12 Coziest Frozen Lake Towns in North America

The perfect places to escape for a snuggly winter getaway.

America's favorite lakeside destinations don't completely shut down when the winter weather rolls in—but instead, they transform into a sparkling frozen wonderland with a range of cozy places to hibernate or plan an adventurous escape. These snow-speckled spots across the U.S. are usually associated with being popular summer getaways but are fun and fully operational in the winter. From larger cities like Minneapolis and Madison to mountain towns like Mammoth Lakes and Frisco, here are a dozen destinations (in no particular order) to plan a snug winter holiday away.



10 of 12

Wolfboro

WHERE: New Hampshire

Wolfboro, New Hampshire, known for its lovely waterfront with breathtaking views, sits on the eastern shore of Lake Winnepesaukee. It's often called the "Oldest Summer Resort in America" since it feels like a classic New England getaway. In the winter, visitors can check out Abenaki Ski Area, the nation's oldest community-run ski area, which offers downhill skiing and nighttime LED lighting for night skiing. Check out one of the local snowmobile trails, or stay inside and get cozy while sipping craft cocktails made with ingredients sourced from local farms and growers at Wolfe's Tavern. Stroll around downtown and stop into one of the cute shops or art galleries that are open year-round. Sleep at Wolfboro Inn, which is a historic property built in 1812 that blends the town's rich history with comfortable and modern amenities.


CountryLiving

Discover Unexpectedly Epic Skiing In These 6 US States

Take the road less traveled on your next ski trip.

4

New Hampshire




New Hampshire boasts a remarkable skiing scene that goes unappreciated despite its mountainous terrain. This small state houses a staggering 28 ski resorts! The accessibility of these resorts from various points along the East Coast adds to their allure, making New Hampshire an enticing destination for those seeking a world-class skiing experience without cross-country flights.

Resorts are creating unique offerings such as the [Loon Mountain Resort](#). The property recently unveiled an impressive addition—a new 2,190 vertical drop, making it the longest in the state. This expansion enhances the resort's reputation as a premier destination for avid skiers seeking thrilling descents and tough terrain. Meanwhile, [Mount Sunapee](#) has taken a unique approach with the introduction of a ski-through lighthouse, adding a touch of novelty to the experience and further solidifying New Hampshire's commitment to innovation in winter sports.

BOSTON.COM

A ski-through lighthouse just opened in New Hampshire

It is billed as New Hampshire's only ski-through lighthouse.



The ski through lighthouse at Mount Sunapee in N.H. [Mount Sunapee](#)

Inspired by the lighthouses on nearby Lake Sunapee, the black and white structure on South Peak was installed in celebration of the ski area's 75th anniversary and is billed as New Hampshire's only ski-through lighthouse.

Mount Sunapee in Newbury first opened on Dec. 26, 1948 with three trails, two rope tows, the 3,300-foot North Peak single chair, and North Peak Lodge. Today, the mountain, with an elevation of 2,743 feet, has 233 skiable acres, 67 trails, eight lifts, and four terrain parks.

"I'm so grateful to our team, who continue to work hard to provide a great experience for our guests," said Peter Disch, general manager of Mount Sunapee, in a statement. "There is something special about Mount Sunapee and how it transcends skiing and riding, and I am honored to be celebrating Mount Sunapee's diamond anniversary this year and putting into place the ski-through lighthouse that was inspired by the iconic lighthouses on Lake Sunapee."

PR HIGHLIGHTS

REACH GLOBAL

TOTAL REACH FROM PAID CAMPAIGN: 4.5 MILLION

TOTAL MEDIA VALUE: \$108,000

MAJOR INITIATIVES:

- Outdoor Adventure Show Media Meet in Montreal
 - Media in attendance:
 - Gary Lawrence, Profession Voyages
 - Charles-Edouard Carrier – Le Devoir & La Presse
- Manon Lapiere | Youtuber X Influencer Media Trip
- Charles-Edouard Carrier | Le Devoir Press Trip | Article scheduled in June
- Simon Diotte | Gio Plein Air Press Trip | Article scheduled in June

Top Placements:

- Le Journal De Montreal (Paid Campaign)
- Coupe De Pouce (Paid Campaign)



SMARI Ad Effectiveness

SMARI
AD EFFECTIVENESS
STUDY HIGHLIGHTS

- The winter advertising continues to generate strong ratings, but there were some year-over-year declines, which could result from creative featuring pristine snow conditions when the actual conditions are poor. Ad wear-out could also be contributing to ratings declines, as this campaign has been running since winter 2020-2021.
- The 2023-2024 winter advertising ultimately influenced New Hampshire winter travel from the U.S. markets, but not from the Canadian markets. In addition to the poor snowfall, the Canadian markets had the added challenge of an unfavorable exchange rate.
- The advertising influenced about 64,000 trips resulting in about \$83 million in visitor spending and \$6.0 million in tax revenue. Given the media investment of \$538,388, the advertising returned \$153 in visitor spending and \$11 in taxes for each \$1 invested.
- The 2023-2024 ROI and tax ROI are the second-lowest of the past five years, above only the COVID-suppressed winter 2020-2021 results. **These results show how vulnerable tourism is to uncontrollable forces, whether they are pandemics or poor weather or unfavorable exchange rates.**
- The advertising continues to influence more active, longer, better trips. But overall, the poor snow conditions led to shorter, less active trips with less social sharing than last year.
- Social influencer content is an effective way to generate efficient reach, especially among a targetable and engaged audience like snow travelers. This content is also well-received, with an 87% positive reaction.
- Winter ad awareness continues to be higher among younger consumers, but DTTD has made progress in reaching Boomers due in large part to investing more in video advertising.

Appendix

DISPLAY CREATIVE – CORE & CANADA

FROM FIRST TRACKS

TO LAST CHAIR.

DISCOVER YOUR NEW

VISIT NH

New Hampshire LIVE FREE

THE JOURNEY

IS WORTH THE STOKE.

DISCOVER YOUR NEW

VISIT NH

New Hampshire LIVE FREE

COZY UP

WITH THE MAGIC OF WINTER.

DISCOVER YOUR NEW

VISIT NH

New Hampshire LIVE FREE

COME SLEDDING

IT'S NOT JUST FOR KIDS.

NEW TRACKS

OLD FRIENDS

DISCOVER YOUR NEW

VISIT NH

New Hampshire LIVE FREE

YOUR WINTER ADVENTURE AWAITS

VISIT NH

New Hampshire LIVE FREE

Dropbox to display assets:
<https://www.dropbox.com/scl/fo/o5lehjcksneub7x2gjcjn/AJPwMYa3jM0rzU8yDSyxpYU?rlkey=hnw698g2rl08hsvxmya3xhswc&dl=0>

OOH CREATIVE

Dropbox to OOH assets:

<https://www.dropbox.com/scl/fo/o5lehjcksneub7x2gjcjn/AJPwMYa3jM0rzU8yDSyxpYU?rlkey=hnw698g2rl08hsvxmya3xhswc&dl=0>

IT'S REAL AND IT'S SPECTACULAR
DISCOVER YOUR NEW

New Hampshire LIVE FREE | SKI NH NEW HAMPSHIRE

HANDS UP IF YOU LOVE WINTER
DISCOVER YOUR NEW

New Hampshire LIVE FREE | SKI NH NEW HAMPSHIRE

LEAVE THE REAL WORLD BEHIND
DISCOVER YOUR NEW

New Hampshire LIVE FREE | NEW HAMPSHIRE SNOWMOBILE ASSOCIATION

SKIP THE LIFT
DISCOVER YOUR NEW

New Hampshire LIVE FREE

OUR SNOWMAKERS HAVE WINTER COVERED

New Hampshire LIVE FREE | SKI NH NEW HAMPSHIRE

KEEP GOING NORTH
DISCOVER YOUR NEW

New Hampshire LIVE FREE | SKI NH NEW HAMPSHIRE

BOARD 1

EPIC WINTER ADVENTURE AWAITS
DISCOVER YOUR NEW

New Hampshire LIVE FREE | SKI NH NEW HAMPSHIRE

OVERALL SUMMARY

IMPRESSIONS 29.52M	COST \$255.22K	CLICKS 324K	VIDEO VIEWS 6.29M	CLICK-THROUGH RATE 1.10%
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	Impr.	Clicks	CTR	Cost	CPC	Video Views
CTV	3,156,197	641	0.02%	\$74,242.46	\$115.82	3,148,072
Paid Social	15,425,437	272,874	1.77%	\$49,196.55	\$0.18	879,054
Display	8,208,896	8,607	0.10%	\$45,005.30	\$5.23	871,291
Paid Search	517,581	40,173	7.76%	\$33,272.13	\$0.83	0
OLV	1,009,697	295	0.03%	\$17,649.57	\$59.83	993,316
YouTube	819,137	859	0.10%	\$14,245.06	\$16.58	400,294
Content	8,955	87	0.97%	\$10,000.00	\$114.94	
Video	349,239	483	0.14%	\$8,604.79	\$17.82	
Email	24,219	187	0.77%	\$3,000.00	\$16.04	
Grand Total	29,519,358	324,206	1.10%	\$255,215.86	\$0.79	6,292,027

SUMMARY BY PARTNER

<p>IMPRESSIONS</p> <p>29.52M</p>	<p>COST</p> <p>\$255.22K</p>	<p>CLICKS</p> <p>324K</p>	<p>VIDEO VIEWS</p> <p>6.29M</p>	<p>CLICK-THROUGH RATE</p> <p>1.10%</p>
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	Impr.	Clicks	CTR	Cost	CPC	Video Views
Stack Adapt	3,156,197	641	0.02%	\$74,242.46	\$115.82	3,148,072
Ad Theorent	7,705,586	5,440	0.07%	\$52,889.00	\$9.72	993,316
Facebook Ads	13,655,177	253,418	1.86%	\$41,608.76	\$0.16	763,107
Google Ads	426,507	39,215	9.19%	\$32,851.60	\$0.84	0
Outside Magazine	476,836	843	0.18%	\$21,604.79	\$25.63	
Sightly	1,696,469	1,761	0.10%	\$18,928.74	\$10.75	1,271,585
Instagram Ads	1,770,260	19,456	1.10%	\$7,587.79	\$0.39	115,947
Google Ads Demand Gen	541,252	2,474	0.46%	\$5,082.19	\$2.05	0
Google Ads Search Network	91,074	958	1.05%	\$420.53	\$0.44	0
Grand Total	29,519,358	324,206	1.10%	\$255,215.86	\$0.79	6,292,027

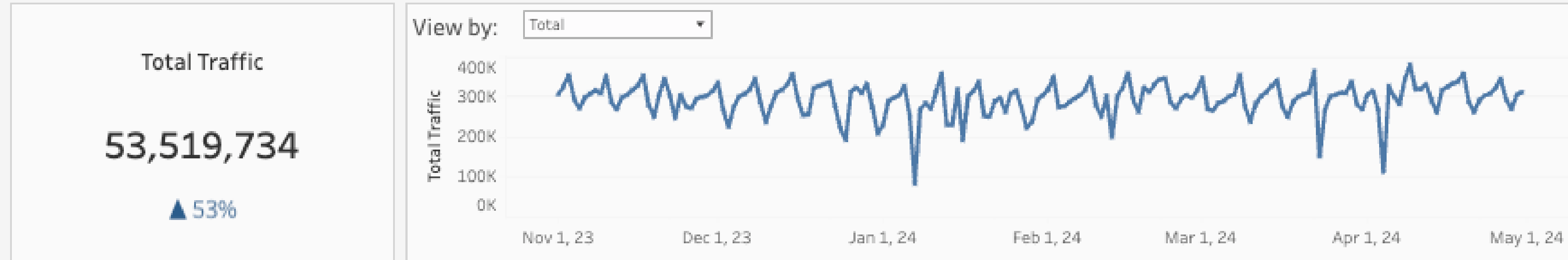
YOY WEB TRAFFIC BY MARKET

Market		Year	Users	New Users	Avg. Session Duration (seconds)
Core	MA	2024	159,482	150,947	42.00
		2023	71,040	68,379	115.00
		% Change	124.5%	120.8%	-63.5%
	NH	2024	126,940	123,688	63.00
		2023	61,695	58,921	81.00
		% Change	105.8%	109.9%	-22.2%
	ME	2024	12,664	8,489	34.00
		2023	8,388	7,784	96.00
		% Change	51.0%	9.1%	-64.6%
Boost	NY	2024	46,781	43,119	18.00
		2023	66,485	60,405	83.00
		% Change	-29.6%	-28.6%	-78.3%
	CT	2024	16,344	15,481	48.00
		2023	24,658	22,871	90.00
		% Change	-33.7%	-32.3%	-46.7%
Canada	CA	2024	37,582	37,553	22.00
		2023	37,251	36,477	43.00
		% Change	0.9%	2.9%	-48.8%

TOLL TRAFFIC

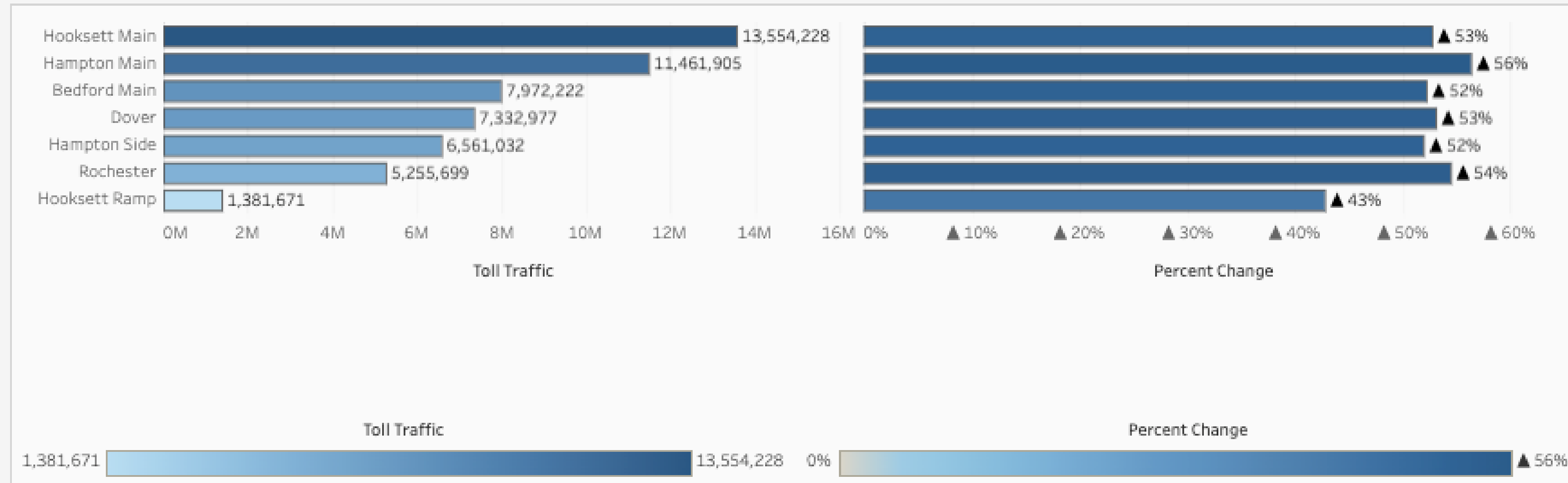
Toll Traffic Overview

Percent change metrics represent a comparison to the Custom Dates period. Hover to reveal additional information.



Toll Traffic by Plaza Breakdown


Percent change metrics represent a comparison to the Custom Dates period. Hover to view additional details



TOP POSTS & INSIGHTS FACEBOOK

VisitNH - New Hampshire January 26 · 🌐

Girl squad trip! Plan a getaway packed full of shopping, spas, and amazing restaurants with your besties.



VISITNH.GOV
Plan a Getaway with the Girls
For all your shopping needs head to New Hampshire where all your purchases are tax-free. ...


Boost this post to reach up to 610 more people daily if you spend \$14. [Boost post](#)

👍❤️ 78 56 comments 18 shares

👍 Like 💬 Comment ➦ Share

VisitNH - New Hampshire March 28 · 🌐

Tea for two or more: Check out these NH tea rooms and plan a trip this spring. 🍵



VISITNH.GOV
Visit a NH Tea Room
Home Blog 7 Tea Rooms in New Hampshire 7 Tea Rooms in New Hampshire Afternoon tea i...

Boost this post to reach up to 610 more people daily if you spend \$14. [Boost post](#)

👍❤️ You and 285 others 68 comments 73 shares

👍 Like 💬 Comment ➦ Share

VisitNH - New Hampshire January 12 · 🌐

Winter is better when it glistens! Check out these 5 icy NH destinations. ❄️



VISITNH.GOV
Icy Destinations You Don't Want to Miss
Winter in NH: time to explore an ice castle, check out an ice carving competition or head to...

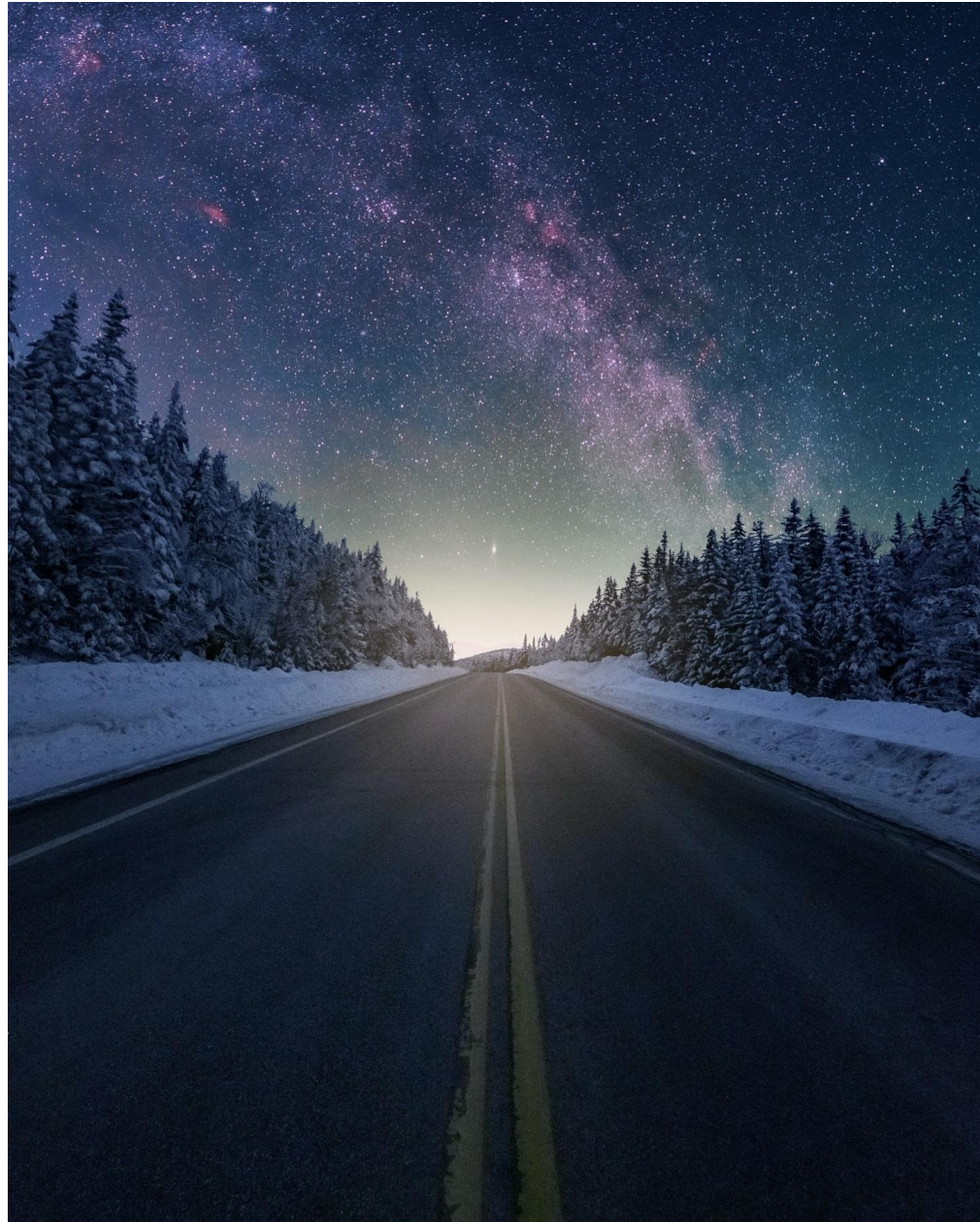
Boost this post to reach up to 14641 more people daily if you spend \$336. [Boost post](#)

👍❤️ You and 342 others 41 comments 57 shares

👍 Like 💬 Comment ➦ Share

- The top-performing Winter Posts included planning activities inside like spa weekends, tea rooms, train rides and winter getaways.
 - Last winter, the top-performing winter activities were outside, which due to weather this year were less engaged with.
- The top-performing post was the “Getaway with the Girls”, with 6,701 engagements and 2,752 link clicks, followed by “Visit a Tea Room” with 6,088 engagements and 3,523 link clicks and lastly the “Icy Destinations You Don’t Want To Miss, with 5,410 engagements and 2,499 link clicks.
- YoY, Activity-focused posts performed best, especially around the Holiday season and beginning of Spring, showing that our audience has continued excitement about warmer weather and holiday activities to do with their loved ones.
- The Visit NH Facebook page received over 21.7 million impressions, 342K engagements and 139K link clicks.

TOP POSTS & INSIGHTS: INSTAGRAM



Total Engagements	4,471
Likes	3,983
Comments	18
Shares	347
Saves	123



Total Engagements	3,916
Likes	3,577
Comments	21
Shares	205
Saves	113



Total Engagements	3,652
Likes	3,260
Comments	25
Shares	279
Saves	88

- While there wasn't a specific theme among the top-three performing posts, all posts showcase fresh snowfall, with short captions pointing out the fresh snow
- Similar to last year, the Instagram account received the majority of engagements in the early Winter months, especially around Holiday season, with a small peak in February.
- In partnership with the updated organic social strategy, in Spring, captions with a call-to-action (CTA) were added to some captions, to encourage additional audience engagement.
 - Examples of CTA captions included: "Spring pastels in the mountains. What's your favorite spring activity?" or "High tides in Hampton. Where's your favorite NH beach?"

TOP POSTS & INSIGHTS X (TWITTER)



- The top-performing organic content were all inside activity-based posts, including Breweries, Museums, Maple Houses and Winter Getaways.
- UGC images shared to X were the top-engaged with posts this winter.
- As a similar recommendation from last year, it is recommended to share more UGC as much as we share organic articles, to keep engagements high.
- Over the course of the Winter campaign, X received 93.4K impressions, 3,278 engagements and 333 post link clicks.

COMPETITOR PERFORMANCE
FACEBOOK

	PAGE LIKES (Start)	PAGE LIKES (End)	GROWTH %
Visit NH	404K	427K	5.7%
Visit ME	170K	177K	4.1%
Visit MA	281K	334K	18.9%
Travel OR	479K	477K	- 0.42%
Visit CO	782K	782K	0%
Visit CA	1.86M	1.86M	0%


*Visit ME & Visit MA Start Numbers are estimated.

COMPETITOR PERFORMANCE INSTAGRAM

	FOLLOWERS (Start)	FOLLOWERS (End)	GROWTH %
Visit NH	142K	145K	2.1%
Visit ME	175K	179K	2.3%
Visit MA	135K	148K	9.6%
Travel OR	369K	406K	10%
Visit CO	224K	249K	11.2%
Visit CA	654K	693K	6%

PAID SEARCH: CORE


TOP CLICKED ADS

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Explore NH in the Winter

There's Always a New Reason to Visit New Hampshire This Winter Season. Take a Trip to New Hampshire and Enjoy the Winter Adventures That Await.


3,021 clicks
9.20% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Off-Slope Winter Activities

Visit New Hampshire This Winter, Where There's Something for Everyone, Wherever You Go. Spend A Day Exploring the 7 Regions of New Hampshire, with Things to Do Everywhere You Go.


2,140 clicks
9.41% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - NH Snowmobile Trail Guide

Experience Snowmobile Trails Across All 7 Regions of New Hampshire. Plan Your Trip Today! Make Unforgettable Memories on Over 7,000 Miles of Snowmobile Trails.

2,819 clicks
14% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Ski and Ride NH Mountains

Ski and Ride at 30+ Alpine and Nordic Ski Areas Throughout the Granite State This Winter. With a Variety of Trails Just a Few Turns Away, It's Easy to Get Your Runs in.


1,822 clicks
10.36% CTR

TOP KEYWORDS

Keyword	Impr.	Clicks	Cost	CPC	CTR
"visit nh"	13,674	1,583	\$779.70	\$0.49	11.58%
"snowmobile trails"	8,912	1,345	\$805.06	\$0.60	15.09%
"things to do in winter"	9,426	1,184	\$714.02	\$0.60	12.56%
"skiing"	11,085	1,130	\$771.85	\$0.68	10.19%
"snowmobile new hampshire"	6,075	836	\$506.96	\$ 0.61	13.76%
"things to do in the snow"	4,976	706	\$397.70	\$0.56	14.19%
"new hampshire lodging"	8,182	586	\$476.43	\$0.81	7.16%
"snowmobile nh"	4,466	561	\$339.32	\$0.60	12.56%
"camping nh"	3,200	504	\$622.97	\$1.24	15.75%
"snowmobile"	4,981	452	\$268.49	\$ 0.59	9.07%
"visit new hampshire"	2,873	441	\$192.87	\$0.44	15.35%
"best restaurants in nh"	12,746	432	\$308.11	\$0.71	3.39%
"ski resorts near me"	3,470	413	\$292.48	\$0.71	11.90%
"things to do in new hampshire"	3,328	407	\$238.70	\$0.59	12.23%
"places to visit in winter"	2,996	380	\$277.82	\$ 0.73	12.68%

PAID SEARCH: OPPORTUNITY


TOP CLICKED ADS

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - NH Snowmobile Trail Guide

Experience Snowmobile Trails Across All 7 Regions of New Hampshire. Plan Your Trip Today! Make Unforgettable Memories on Over 7,000 Miles of Snowmobile Trails.


1,884 clicks
10.99% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Plan a Winter Getaway

Want to Get Away This Winter? Look No Further Than New Hampshire. Explore New Hampshire This Winter w/ Loved Ones. Start Planning Your Weekend Getaway Now.


1,402 clicks
7.02% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Explore NH in the Winter

There's Always a New Reason to Visit New Hampshire This Winter Season. When You Take a Trip to NH, You'll Fall in Love With All The Winter Activities.

1,407 clicks
9.54% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Ski and Ride NH Mountains

Ski and Ride at 30+ Alpine and Nordic Ski Areas Throughout the Granite State This Winter. With a Variety of Trails Just a Few Turns Away, It's Easy to Get Your Runs in.


1,235 clicks
5.20% CTR

TOP KEYWORDS

Keyword	Impr.	Clicks	Cost	CPC	CTR
"skiing"	18,602	847	\$940.14	\$1.11	4.55%
"snowmobile new hampshire"	4,402	801	\$799.98	\$1	18.20%
"snowmobile trails"	5,555	734	\$741.49	\$1.01	13.21%
"visit nh"	5,711	585	\$452.87	\$0.77	10.24%
"snowmobile"	13,843	397	\$385.95	\$0.97	2.87%
"cabin rentals"	4,483	384	\$383.58	\$1	8.57%
"places to visit in winter"	5,475	349	\$343.53	\$0.98	6.37%
"winter getaway"	3,391	290	\$284.61	\$0.98	8.55%
"snowmobile nh"	2,191	274	\$279.72	\$1.02	12.51%
"ski resorts near me"	2,898	249	\$290.3	\$1.17	8.59%
"new hampshire lodging"	3,317	240	\$228.29	\$0.95	7.24%
"camping nh"	1,325	232	\$468.21	\$2.02	17.51%
"things to do in new hampshire"	1,553	222	\$185.81	\$0.84	14.29%
"skiing near me"	2,882	214	\$236.75	\$1.11	7.43%
"things to do in new hampshire"	889	202	\$157.34	\$0.78	22.72%

PAID SEARCH: CANADA


TOP CLICKED ADS

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Ski and Ride NH Mountains

Ski and Ride at 30+ Alpine and Nordic Ski Areas Throughout the Granite State This Winter. With a Variety of Trails Just a Few Turns Away, It's Easy to Get Your Runs in.

506 clicks
3.14% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Ski and Ride This Winter

With Dozens of Mountains and Nordic Ski Areas, There Are Thousands of Trails to Explore. Lean into Your Turns and the Beauty of NH When You Hit the Slopes.

327 clicks
2.58% CTR

Sponsored
 visitnh.gov
 www.visitnh.gov/

Visit New Hampshire - Explore NH in the Winter

There's Always a New Reason to Visit New Hampshire This Winter Season. It's the Coziest Time of the Year. Head to NH to Experience the Magic of Winter.

413 clicks
10.63% CTR

Sponsorisé
 visitnh.gov
 www.visitnh.gov/

Visitez le New Hampshire - Explorez le NH en hiver

Il y a toujours une nouvelle raison de visiter le New Hampshire en cette saison hivernale. Rendez-vous au New Hampshire pour vivre la magie de l'hiver.

164 clicks
8.59% CTR


TOP KEYWORDS

Keyword	Impr.	Clicks	Cost	CPC	CTR
"skiing"	12,240	335	\$531.96	\$1.59	2.74%
"jay peak"	7,607	254	\$458.73	\$1.81	3.34%
"shopping in nh"	1,539	145	\$245.84	\$1.7	9.42%
"cabin rentals"	1,628	118	\$157.13	\$1.33	7.25%
"things to do in winter"	1,580	73	\$119.7	\$1.64	4.62%
"snowmobile"	6,391	72	\$110.8	\$1.54	1.13%
"new hampshire lodging"	899	71	\$97.75	\$1.38	7.90%
"snowmobile trails"	2,049	71	\$114.01	\$1.61	3.47%
"places to visit in winter"	1,233	60	\$89.81	\$1.5	4.87%
"ski resorts near me"	711	56	\$73.39	\$1.31	7.88%
"best outlets in nh"	846	56	\$94.94	\$1.7	6.62%
"skiing near me"	868	53	\$87.33	\$1.65	6.11%
"hotels in new hampshire"	876	52	\$68.43	\$1.32	5.94%
"winter getaway"	797	44	\$51.59	\$1.17	5.52%
"things to do in the snow"	546	43	\$62.82	\$1.46	7.88%

PAID SEARCH: SKI NH

TOP CLICKED ADS

Sponsored


 skinh.com
www.skinh.com/

Visit New Hampshire - NH Ski Areas and Resorts

Plan A Ski Trip to NH This Winter. Discover Local Events, Deals, and Off-Slope Activities. With Dozens of Mountains and Nordic Ski Areas, There Are Thousands of Trails to Explore.

4,390 clicks
19.80% CTR

Sponsored

 skinh.com
www.skinh.com/

Visit New Hampshire - Plan Your NH Ski Trip

Ski and Ride At 30+ Alpine and Nordic Ski Areas Throughout NH This Winter. Plan a Trip to New Hampshire's Top Ski Areas & Resorts. Learn More Today.

208 clicks
16.53% CTR

TOP KEYWORDS

Keyword	Impr.	Clicks	Cost	CPC	CTR
"ski new hampshire"	15,011	2,859	\$3,319	\$0.66	19.23%
"ski nh"	13,224	3,001	\$2,486	\$0.58	20.79%
"nh ski resorts"	4,791	586	\$811	\$1.41	12.23%
"new hampshire ski resorts"	2,850	556	\$684	\$1.38	20.33%
"where to ski in new hampshire"	2,650	297	\$394	\$0.66	11.24%
"ski resorts in new hampshire"	2,102	319	\$433	\$1.43	15.18%
"new hampshire skiing"	1,631	285	\$316	\$1.36	18.68%
"skiing in new hampshire"	1,145	204	\$249	\$1.38	18.55%
"ski resorts new hampshire"	1,144	182	\$218	\$1.42	16.91%
"nh skiing"	610	99	\$138	\$1.46	16.18%
"best skiing in nh"	519	76	\$107	\$1.44	14.71%
"skiing nh"	499	70	\$59	\$0.85	14.03%
"new hampshire ski"	379	62	\$50	\$0.81	16.36%
"ski report new hampshire"	306	106	\$88	\$0.83	34.64%
"best ski resorts in new hampshire"	291	33	\$35	\$0.63	10.74%
"nh ski report"	242	129	\$100	\$0.78	53.31%

GYK



Thank You