



GYK

Visit NH Fall 2023 Campaign Report
January 16, 2024

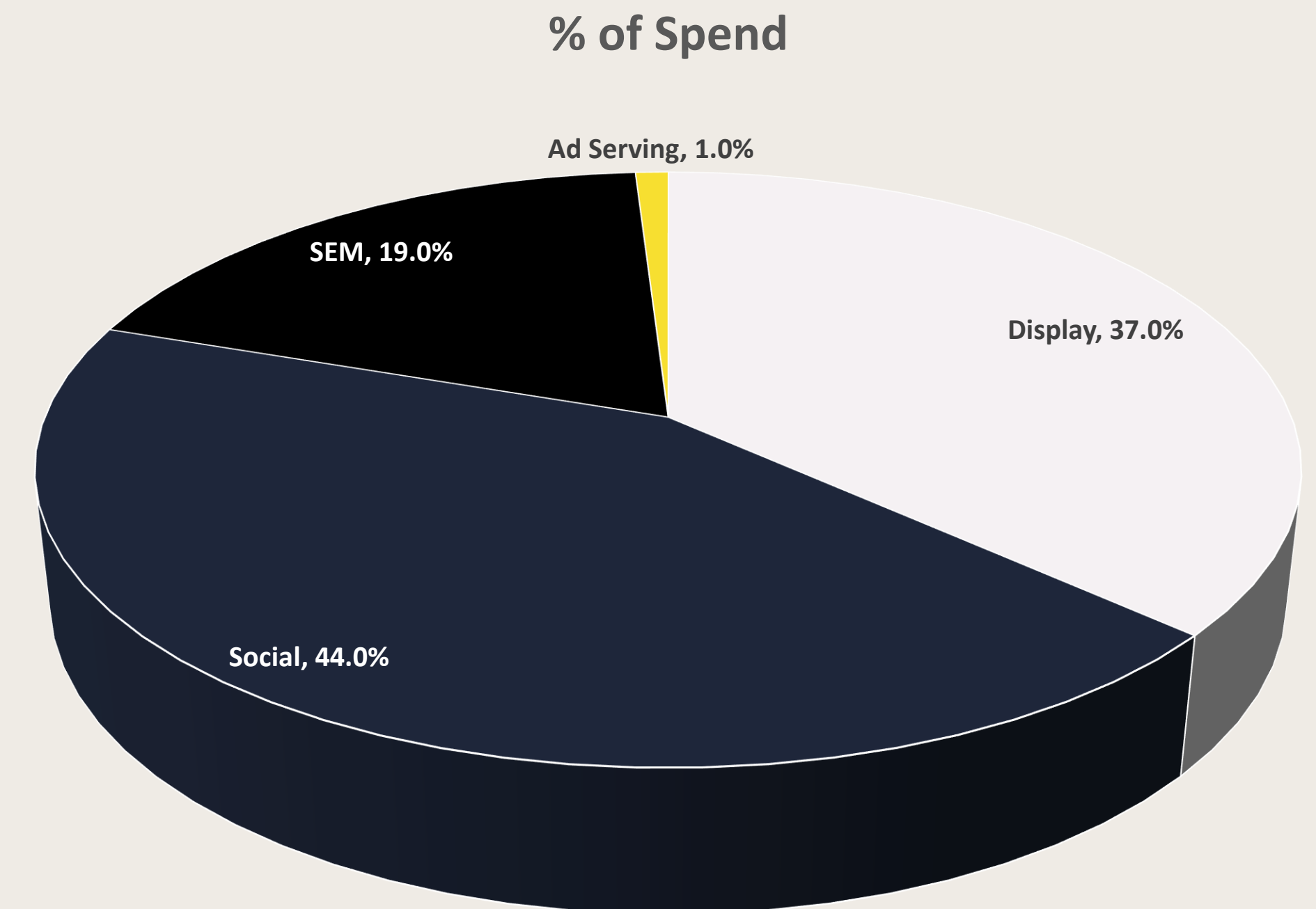
Executive Summary

OVERVIEW/GOALS

- Position NH as a top option for fall road trips in New England.
- Reinforce the brand of the state using “Discover Your New” platform and display a cohesive representation of variety within proximity.
- Drive rooms and meals tax revenue.

PLAN PARAMETERS:

- Reach Core audience demos, including Millennials and Empty Nesters who enjoy seasonal fall activities and adventures.
- Target drive market consumers heavily prior to Indigenous Peoples’ weekend, continuing with minimal media spend for the back half of October.
- Net Media Budget: \$300,000



MEDIA FLOWCHART

DTTD
Visit NH Fall 2023 Media Plan

Media Channel	August				September					October				November		TOTAL IMPRESSIONS
Monday Calendar Dates	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	
DISPLAY																
AARP			8/15 - 10/31												3,039,967	
AdTheorent		8/7 - 10/31												13,665,667		
TOTAL DISPLAY IMPRESSIONS																16,705,635
SOCIAL																
Facebook/Instagram		8/7 - 10/31												13,100,000		
Pinterest							9/5 - 10/31					900,000				
Influencer						9/5 - 10/31					2,700,000					
TOTAL PAID SOCIAL IMPRESSIONS																16,700,000
SEM																
Google		8/7 - 10/31												1,483,000		
TOTAL PAID SEARCH IMPRESSIONS																1,483,000
CAMPAIGN TOTAL																34,888,635

TAKEAWAYS

Channel	Impressions	Clicks	CTR	Net Media Cost	Net CPC
Social	24,999,421	201,782	0.81%	\$88,398	\$0.44
Search	2,250,498	132,824	5.90%	\$59,896	\$0.45
Display	16,398,877	15,478	0.09%	\$116,370	\$7.52
Grand Total	43,648,796	350,084	0.80%	\$264,664	\$0.76

- Overall, the Fall 2023 campaign exceeded nearly all KPIs forecasted.
- Display is typically used as a top-of-funnel awareness building tactic, but we did see a 50% decrease in CTR, indicating that we may need new creative. Despite that, we still delivered an efficient display buy.
- Compared to Fall 2022, overall website sessions increased, but time spent on site decreased 45%, indicating that we need a content refresh on the website.
- Search drove 2.2M impressions, 132K clicks and was more efficient in 2023, but CTRs decreased 2% vs. 2022.
- Paid social successfully delivered 200% more impressions In-Feed and 400% more impressions in Stories/Reels than the Fall 2022 campaign, while gaining nearly 16K page likes on Facebook with the assist of the Fan Growth campaign. Instagram gained more than 6.6K followers.
- Influencers Helene Sula, Kyle Finn Dempsey and Lauren Wells added additional value from the cross-promotion on different media channels and resonated highly with their dedicated fan bases. Kyle provided more than 108K views and more than 1.6M impressions on YouTube, which was a new channel for Fall 2023.
- The ad effectiveness study shows advertising generated 43% awareness, reaching about 7.6 million households in the Core, Long Drive and Canadian markets. The campaign influenced 107,000 New Hampshire trips. The quantity of ad-influenced trips is on par with Fall 2022 and greater than Fall 2020 and 2021. Fall 2023 advertising returned \$504 in visitor spending and \$31 in tax revenue for each \$1 invested in the advertising media.
- At the time of this report, state meals and room tax revenue totaled \$57.7 million (September & October), YOY increases for meals tax revenue; YOY increase for October tax revenue for lodging.

KPIs

	Fall 2021			Fall 2022			Fall 2023		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
<i>Display</i>	DISPLAY								
Impressions	16,765,677	12,387,032	74%	16,512,263	17,929,322	109%	16,787,185	17,036,673	101%
CTR	0.22%	0.22%	100%	0.22%	0.17%	77%	0.22%	0.11%	50%
CPM	\$10.00	\$7.90	79%	\$10.00	\$6.13	61%	\$9.00	\$7.04	78%
CPC	\$5.00	\$3.64	73%	\$5.00	\$3.51	70%	\$5.00	\$6.44	129%
<i>Meta Feed Placements</i>	SOCIAL								
CPE	\$0.25	\$0.05	20%	\$0.22	\$0.15	68%	\$0.21	\$0.15	71%
CPC	\$0.55	\$0.38	69%	\$0.50	\$0.32	64%	\$0.45	\$0.38	84%
CPV	\$0.22	\$0.06	27%	\$0.20	\$0.07	35%	\$0.15	\$0.08	53%
Engagements	70,000	1,173,108	1676%	80,000	187,237	234%	90,000	419,261	466%
Impressions	7,748,125	11,540,397	149%	7,748,125	10,273,581	133%	7,900,000	18,210,755	231%
<i>Meta Story/Reel Placements</i>									
CPE	\$0.12	\$0.04	33%	\$0.11	\$0.05	45%	\$0.10	\$0.02	20%
CPC	\$1.50	\$0.57	38%	\$1.30	\$0.56	43%	\$1.20	\$0.62	52%
Engagements	45,000	337,500	750%	50,000	150,600	301%	65,000	1,070,301	1647%
Impressions	1,250,000	2,603,406	208%	1,400,000	1,112,595	79%	1,600,000	6,362,706	398%
<i>Pinterest</i>									
CPE	\$0.25	\$0.65	260%	\$0.23	\$0.46	200%	\$0.40	\$0.73	183%
CPC	\$2.00	\$0.89	45%	\$1.75	\$0.53	30%	\$1.70	\$0.71	42%
Engagements	5,000	15,352	307%	6,000	7,755	129%	6,000	7,003	117%
Impressions	1,250,000	1,114,355	89%	1,250,000	464,895	37%	100,000	426,016	426%
<i>Search</i>	SEARCH								
CPC	\$1.35	\$0.36	27%	\$1.35	\$0.39	29%	\$1.20	\$0.45	38%
CTR	6%	9.3%	155%	6%	7.8%	129%	6%	5.9%	98%
<i>Email</i>	EMAIL								
Open Rate	14%	22%	157%	14%	29.66%	212%	15%	32.66%	218%
CTOR	15%	24%	158%	15%	14%	94%	14%	9%	62%
Referral Traffic	4,000	8,343	209%	4,000	7,532	188%	4,000	4,838	121%
<i>Website</i>	WEB								
Sessions	500,000	787,134	157%	500,000	921,050	184%	500,000	889,108	178%
Avg. Session Duration	1:35	1:48	114%	1:35	1:28	93%	1:35	0:43	45%
Avg Pages/Session	2.25	2.38	106%	2.25	2:16	4%	2.25	2.99	133%

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THANK YOU