



GYK

Visit NH Summer 2023
Campaign Report

October 12, 2023

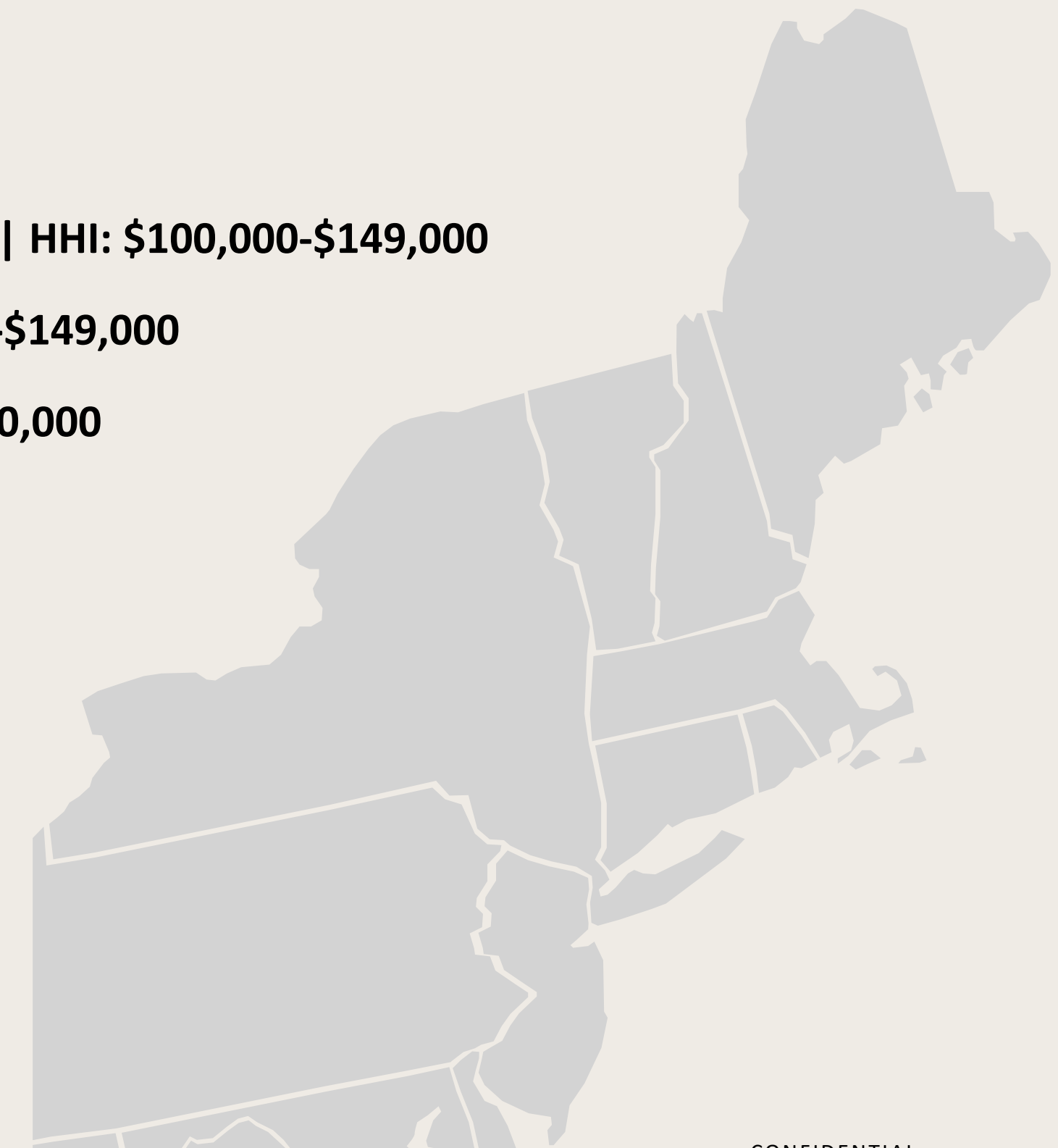
Executive Summary

OVERVIEW/GOALS

- **Summer 2023 was the closest return to normalcy since the onset of the pandemic.**
- **Despite impact on some traveler behavior, we focused on trends that New Hampshire was uniquely positioned to capitalize on: road trips, connection to nature and outdoors, open spaces, and discovery.**
- **Trends indicated that travelers may have an appetite for their “best summer yet.”**
- **With these factors considered, we were mindful of promoting responsible travel, especially with the state’s natural attractions, and considered our partnership with Leave No Trace.**
- **Media began running in March, leveraging a phased approach starting with Road Trip markets, to account for the longer planning cycles and capitalizing on consumers in the dreaming/planning phases of their summer vacations.**

TARGET AUDIENCES:

- The geography was adjusted for the Summer 2023 campaign to include:
 - Core: NH, MA, ME
 - Opportunity: RI, CT, NY (minus NYC)
 - Road Trip: New Jersey and Eastern Pennsylvania
 - Canada: Montreal and Quebec City
- Millennial Moms and Gen X Moms (families): Women 25-54 | Active, outdoor interests | HHI: \$100,000-\$149,000
- Childless Millennials and Gen X: Adults 22-54 | Active, outdoor interests | HHI: \$60,000-\$149,000
- Empty Nesters, Gen X, and Baby Boomers: Adults 45-64 | Outdoor interests | HHI: >\$100,000



TAKEAWAYS

- With only 2 exceptions (SnapChat and Search CTR), KPIs were met across the board with increased CTRs and increased clicks YOY across all platforms.
- Revenue collected for State Meals & Rooms Tax was up 2.38% YOY (months May – August).
- Overall, the Summer 2023 campaign delivered 438.6M impressions, 26M video views, 6.4M social engagements, and 1.0M link clicks.
- Paid Social drove strong engagement at efficient costs, delivering over 75.5M impressions, 616.4K link clicks, and 6.3M video views at a cost-efficient CPV of \$0.05.
- Display, audio and video ad units resonated well with consumers and delivered the majority of total impressions.
- Web behavior among test markets showed significant increases YOY in most markets, continuing to build on the brand awareness established in these key market segments following winter.
- Paid media recorded over 10K arrivals into the state according to Arrivalist's universal panel.
- Sojern Display learnings tells us that based on a \$388 average spend per person, this campaign generated \$550,960 in revenue.
- We successfully delivered over 13M impressions through connected TV (CTV) placements across devices like Vizio and Roku TVs, reaching those in our target audience who are cord-cutters and cord-nevers.
- Out-of-home billboards delivered nearly 159M impressions across the designated geography.
- Streaming audio and sponsorship delivered 20.3M impressions and generated 29.8K clicks.
- Influencer partnerships continued to create valuable content, driving 1,350 new followers on Instagram, and reaching a record breaking 3 million accounts on Instagram.
- Cumulative growth of followers across social media channels was 13.4K during the campaign period.
- Creative assets featuring New Hampshire scenery and seasonal activities performed well, with an emphasis on the activity based creative themes, which allowed us to position New Hampshire as the perfect location to enjoy the outdoors.
- Ultimately, the 2023 spring/summer advertising influenced nearly 500,000 New Hampshire leisure trips and \$560 million in visitor spending. Based on the media investment, the ROI is \$228 for each \$1 invested in the media. ROI is down from \$266 in 2022 but is higher than in prior years. The tax revenue ROI is \$14.49, down slightly from Summer 2022.

KPIs

	Summer 2021			Summer 2022			Summer 2023		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
	TV			TV			TV		
Impressions	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21,444,939	N/A
W25-54 GRPs	N/A	N/A	N/A	N/A	N/A	N/A		2,497	N/A
	PRINT			PRINT			PRINT		
Reach	32,000		0%	32,000		0%	32,000		0%
	OOH			OOH			OOH		
Impressions	52,000,000	115,630,727	222%	107,000,000	107,000,000	100%	159,000,000	159,000,000	100%
	DISPLAY			DISPLAY			DISPLAY		
Impressions	44,500,000	53,889,816	121%	45,000,000	48,780,000	108%	60,000,000	185,769,008	310%
CTR	0.25%	0.30%	120%	0.25%	0.36%	144%	0.25%	0.15%	60%
CPM	\$11.00	\$10.95	100%	\$11.00	\$10.46	95%	\$11.00	\$4.83	44%
CPC	\$4.00	\$3.64	91%	\$4.00	\$2.90	73%	\$4.00	\$4.65	116%
	SOCIAL			SOCIAL			SOCIAL		
<i>Facebook</i>									
CPE	\$0.35	\$0.05	14%	\$0.15	\$0.17	113%	\$0.15	\$0.05	33%
CPC	\$0.75	\$0.60	80%	\$0.70	\$0.57	81%	\$0.60	\$0.47	78%
CPV	\$0.25	\$0.06	24%	\$0.15	\$0.09	60%	\$0.10	\$0.06	60%
New Likes	2,000	7,136	357%	4,600	1,128	25%	5,000	10,163	203%
Engagements	200,000	2,946,436	1473%	750,000	743,105	99%	750,000	3,221,723	430%
Impressions	6,000,000	25,037,081	417%	12,000,000	21,361,977	178%	20,000,000	43,169,549	216%
<i>Instagram</i>									
CPE	\$0.45	\$0.05	11%	\$0.30	\$0.05	17%	\$0.10	\$0.05	50%
CPC	\$2.00	\$2.74	137%	\$3.00	\$1.17	39%	\$2.00	\$0.77	39%
Impressions	2,500,000	10,175,011	407%	5,275,000	3,986,453	76%	4,000,000	26,319,152	658%
Engagements	70,000	1,144,153	1635%	500,000	737,522	148%	750,000	3,157,725	421%
<i>Pinterest</i>									
CPE	\$1.00	\$1.23	123%	\$1.30	\$0.59	45%	\$1.30	\$0.94	72%
CPC	\$2.50	\$1.65	152%	\$2.05	\$0.79	259%	\$2.05	\$1.21	59%
Impressions	200,000	5,030,779	2515%	2,370,000	1,898,350	80%	1,000,000	2,241,823	224%
<i>SnapChat</i>									
eCPSU	\$1.20	\$2.21	184%	\$2.50	\$0.64	26%	\$1.00	\$0.73	73%
Swipe Ups	15,000	20,292	135%	17,550	37,555	214%	17,000	17,650	104%
Impressions	2,000,000	2,007,754	100%	2,506,667	1,322,199	53%	1,000,000	629,917	63%
	SEM/YOUTUBE			SEM/YOUTUBE			SEM/YOUTUBE		
<i>Search</i>									
CPC	\$0.80	\$1.32	165%	\$1.50	\$0.90	60%	\$1.50	\$0.63	42%
CTR	7%	10%	144%	8%	3.42%	43%	8%	5.39%	67%
<i>Discovery</i>									
CPC	N/A	N/A	N/A	\$0.44	\$1.15	261%	\$0.44	\$1.45	330%
CTR	N/A	N/A	N/A	0.47%	1.70%	362%	0.47%	1.04%	221%

MEDIA FLOWCHART

Visit NH Summer 2023 Media Plan																																		
Media Channel	March				April					May				June				July				August					Total Impressions	Total W25-54 GRPs						
Monday Calendar Dates	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28							
PRINT																																		
Yankee Co-op										May/June Issue																							3,650,000	
TOTAL PRINT IMPRESSIONS																																		
																										3,650,000								
BROADCAST/CABLE TV																																		
Core Markets																																		
W25-54 GRPs																																		
Albany-Schenectady-Troy (NY)												124.4	121.4	117.0														115.1	122.1				600.0	
Hartford-New Haven (CT)												77.7	71.8	90.7														80.8	79.0				400.0	
New Hampshire (WMUR)												48.4	48.4	48.4														48.4	47.1				240.7	
Portland-Auburn (ME)												81.5	86.0	78.0														78.0	78.0				401.5	
Providence-New Bedford (RI)												80.8	79.4	78.3														80.8	80.8				400.1	
Springfield-Holyoke (MA)												75.1	81.4	81.4														81.4	81.4				400.7	
Worcester, MA (Comcast Cable)												72.9	72.9	72.9														72.9	72.9				364.5	
Road Trip Market																																		
Wilkes Barre-Scranton (PA)												118.5	118.5	118.5														119.5	125.4				600.4	
TOTAL TV																																		
OOH																																		
New Hampshire																												5/1 - 5/28						1,493,568
Massachusetts																												5/1 - 5/28						13,712,555
Connecticut																												5/1 - 5/28						8,282,248
Rhode Island																												5/1 - 5/28						5,242,028
Pennsylvania																												4/17 - 6/30						40,122,216
New Jersey																												4/17 - 5/14						25,258,983
New York																												5/1 - 5/28						46,014,836
Montreal																												4/17 - 5/14						14,343,000
Quebec																												4/17 - 5/14						6,026,300
TOTAL OOH IMPRESSIONS																																		
																										160,495,733								
DISPLAY																																		
Travel and Leisure																												4/17 - 6/30						8,000,000
Sojern																												4/3 - 6/30						15,979,165
Taboola																												6/1 - 6/30						26,388,000
Sightly																												4/3 - 6/30						4,328,160
AdTheorent																												4/17 - 6/30						34,858,737
Matador (Content Creation)																												FILM						N/A
TOTAL DISPLAY IMPRESSIONS																																		
																										89,554,062								
CTV																																		
AdTheorent CTV																												4/3 - 6/30						13,027,950
EffecTV (Worcester On-Demand/Streaming/OTT)																												5/8-5/28						944,953
TOTAL CTV IMPRESSIONS																																		
																										13,972,903								
STREAMING AUDIO																																		
Stack Adapt																												4/3 - 6/30						8,721,515
Pandora																												5/1 - 6/30						17,482,289
TOTAL RADIO IMPRESSIONS																																		
																										26,203,804								
SOCIAL																																		
Facebook/Instagram																												3/20 - 6/30						43,376,786
Snapchat																												5/29 - 6/30						2,145,833
Pinterest																												3/20 - 6/30						2,625,000
Influencers																												5/1 - 6/30						1,000,000
TOTAL PAID SOCIAL IMPRESSIONS																																		
																										49,147,619								
SEM																																		
Google																												3/20 - 6/30						1,840,000
Google Discovery																												3/20 - 6/30						700,000
Bing																												3/20 - 6/30						1,840,000
TOTAL PAID SEARCH IMPRESSIONS																																		
																										2,540,000								
CAMPAIGN TOTAL																																		
																										345,564,121								

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THANK YOU