

GYKANTLER



WINTER 2021 CAMPAIGN REPORT | 6.3.21



Executive Summary

Winter 2021 campaign overview and objectives:

- The campaign focused on messaging for the “new normal” so to attract and reassure travelers
- The “Discover Your New” platform was leveraged throughout
- As “cabin fever” set in for many during the winter, we took this opportunity to remind travelers of the beauty and variety within proximity the state has to offer
- Skiing/Snowboarding continued to be a top draw, in addition to other outdoor activities that were less impacted by COVID-19 guidelines (snowmobiling, snowshoeing, ice skating, sleigh riding, tubing, dining, shopping, and lodging)
- Included an early season campaign promoting “know before you go” messaging specific to skiing in support of Ski NH partners

Target audiences:

- Millennial and Gen X moms — Women aged 25-54 who want to have family adventures together and create shared memories
- Childless millennials and Gen Xers — Men and women aged 25-54 who want to get away, relax, and immerse themselves in the outdoors
- Snowmobilers — Men aged 35-55 who want to escape from their busy lives and get outdoors/beat winter
- The campaign was focused on New England markets (minus Vermont), and didn’t include Canada since the borders were closed

- Considering traveler hesitancy this past winter, the media performance and consumer ad effectiveness study for this campaign indicate a strong performance across channels
- Throughout the campaign, people looked to the Visit NH website as a key source of information regarding COVID-19, as well as for a place for inspiration and things to do in the state during the pandemic; the site experienced a 36% increase in users YOY
- Paid social continues to drive strong engagement at efficient costs, recording over 2.3 million video views with a CPV of only \$0.03
- Rich media display units resonated with consumers, allowing for extended, more meaningful engagements; engagement with rich media ads lasted for 7 seconds and had a 29% engagement rate
- Search CTRs continue to surpass industry benchmarks with winter yielding CTRs 250% higher than the travel industry benchmark of 4%
- Organic channels (Facebook/Instagram) gained over 6,000 new fans/followers on each platform; impressions grew by 108% across Facebook, Instagram, and Twitter
- There were 1,708 total arrivals to the state made by exposed users from the Arrivalist panel
- North Conway has remained the undisputed most visited POI in New Hampshire season-over-season, recording 6,119 trips
 - Loon Mountain was the second highest, recording 2,233 trips
- According to DRA tracking of the Meals and Rooms Tax revenue, reports for December through March indicate approximately \$89 million in tax revenue, down approximately \$17 million YOY
- According to the SMARI consumer ad effectiveness study, this winter campaign influenced about 19,000 trips; resulting in \$18.4 million in visitor spending and returned \$52 for every \$1 invested in media.

EXECUTIVE SUMMARY:
OPTIMIZATIONS IMPACT

- Heavied up spend on mobile due to most users interacting with display ads and rich media units on their phone versus desktop
- Massachusetts and Connecticut had the highest CTR, and AdTheorent optimized toward the top-performing geographies, sizes, and operating systems
- Continuously expanded upon keywords and match types for different travel-related terms that helped increase CTR
- Negative matched search keywords related to COVID-19 and the flu
- Added at least one responsive search ad per ad group
- Snowmobile Instagram Story video didn't perform as well as the snowshoeing Story, so we paused in the first half of the campaign

EXECUTIVE SUMMARY:
FY21 KPIS

	Winter 2019			Winter 2020			Winter 2021		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
TV									
Impressions	4,018,641	4,018,641	100%	2,107,513	2,152,600	102%	2,499,955	2,550,726	102%
OOH									
Impressions	68,587,919	93,487,436	136%	23,560,118	26,660,470	113%	10,010,848	7,010,564	70%
PRINT									
Reach	50,000	50,000	100%	N/A	N/A	N/A	N/A	N/A	N/A
DISPLAY									
Impressions	6,609,429	6,630,275	100%	10,929,003	12,676,227	116%	14,158,388	18,088,576	128%
CTR	0.30%	0.43%	143%	0.30%	0.51%	170%	0.30%	0.22%	73%
CPM	\$20.00	\$21.12	106%	\$15.00	\$13.00	87%	\$15.00	\$10.00	67%
CPC	\$10.00	\$3.15	32%	\$8.00	\$2.01	25%	\$8.00	\$4.70	59%
SOCIAL									
<i>Facebook</i>									
CPE	\$0.50	\$0.39	78%	\$0.50	\$0.08	16%	\$0.45	\$0.07	16%
CPC (Link)	\$1.00	\$0.64	64%	\$1.00	\$0.31	31%	\$1.00	\$0.33	33%
New Likes	3,500	3,726	106%	3,000	2,220	74%	2,000	4,343	217%
Engagements	88,000	120,072	136%	80,000	312,495	391%	80,000	827,112	1034%
Impressions	5,700,000	12,869,116	226%	4,069,444	7,754,253	191%	4,333,333	12,560,852	290%
<i>Instagram*</i>									
CPE	\$0.40	\$0.20	50%	\$0.40	\$0.06	15%	\$0.40	\$0.67	167%
Engagements	55,000	59,887	109%	30,000	59,887	200%	30,000	9,000	30%
Impressions	2,300,000	2,157,246	94%	3,038,462	2,413,184	79%	3,432,692	1,885,743	55%
<i>Pinterest*</i>									
CPE	\$0.50	\$0.19	38%	\$0.75	\$0.07	9%	\$0.75	\$0.21	28%
Engagements	12,000	17,034	142%	12,000	18,810	157%	12,000	19,305	161%
Impressions	666,700	749,146	112%	222,222	236,227	106%	220,000	623,347	283%
<i>Snapchat</i>									
eCPSU	\$0.75	\$0.18	24%	\$0.75	\$0.13	17%	\$0.70	\$0.44	63%
Swipe Ups	12,000	27,127	226%	12,000	47,305	394%	15,000	15,744	105%
Impressions	1,000,000	1,562,763	156%	777,777	3,208,204	412%	1,000,000	1,084,471	108%
<i>Reddit</i>									
CPC				\$2.00	\$0.40	20%	\$2.00	\$0.68	34%
Impressions				777,777	2,583,782	332%	777,777	1,587,598	204%
SEARCH									
<i>Search</i>									
CPC	\$3.00	\$1.19	40%	\$3.00	\$1.35	45%	\$2.75	\$1.00	36%
CTR	4.2%	5.16%	123%	3.8%	9.78%	261%	5.0%	14.00%	280%
WEBSITE									
<i>Website</i>									
Sessions	300,000	264,269	88%	300,000	397,475	132%	300,000	425,649	142%
Avg. Session Duration	1:30	1:42	113%	1:30	1:18	87%	1:30	1:10	78%
Avg Pages/Session	2.5	2.22	89%	2.5	1.88	75%	2.5	1.87	75%

Web Performance

WEB SUMMARY:
TAKEAWAYS

- Overall, web performance was impressive for the Winter 2021 campaign, recording a 21.8% increase in sessions compared to the same period last year; we attribute this to higher levels of research and inquiry from those beyond the usual seasonal audience since New Hampshire offers many outdoor experiences during a time of COVID-19 restrictions
- 42.5% of all web traffic (182,785 total sessions) was driven directly from Winter 2021 campaign efforts
 - Social and display efforts were the primary drivers of campaign-related sessions and the overall traffic increase, recording 125,539 and 33,237, respectively
- Season-over-season, paid search continues to drive the most qualified users to the website, exceeding the site's average session duration and pages per session, as well as achieving the lowest bounce rate of all channels
- Social (collectively paid and organic) has overtaken organic search as the highest driver of traffic during a seasonal campaign period
- Top referral sources to the site were nh.gov, covidguidance.nh.gov, vaccines.nh.gov, covid19.nh.gov and goportsmouthnh.com
- The Visit NH website was utilized as a source of information for COVID-19
 - The “know before you go” and COVID-19 updates pages were the second and third most-viewed pages during the campaign
- The top 10 pages reflect users looking to the site for winter travel inspiration — cabins & cottages, event calendar, scenic drives, things to do, seasonal winter trios, etc.; all achieved top spots throughout the winter months
- Massachusetts drove the highest count of web sessions by any state, followed by New Hampshire, Connecticut, New York, and Rhode Island
- There were 3,840 clicks recorded to download the online Visitor's Guide

WEB TRAFFIC SUMMARY

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	367,931 % of Total: 100.00% (367,931)	364,980 % of Total: 100.04% (364,850)	429,762 % of Total: 100.00% (429,762)	63.86% Avg for View: 63.86% (0.00%)	1.87 Avg for View: 1.87 (0.00%)	00:01:10 Avg for View: 00:01:10 (0.00%)
1. Social	162,010 (43.17%)	157,257 (43.09%)	183,000 (42.58%)	73.96%	1.57	00:00:39
2. Organic Search	113,479 (30.23%)	111,215 (30.47%)	132,096 (30.74%)	47.25%	2.22	00:01:52
3. Display	33,828 (9.01%)	33,483 (9.17%)	36,342 (8.46%)	84.75%	1.32	00:00:24
4. Direct	24,277 (6.47%)	23,905 (6.55%)	29,578 (6.88%)	66.20%	2.11	00:01:34
5. Referral	19,202 (5.12%)	17,620 (4.83%)	21,771 (5.07%)	56.49%	2.17	00:01:28
6. Paid Search	18,809 (5.01%)	17,986 (4.93%)	22,086 (5.14%)	48.97%	2.65	00:01:45
7. Email	2,994 (0.80%)	2,805 (0.77%)	4,068 (0.95%)	61.01%	1.79	00:01:30
8. (Other)	410 (0.11%)	398 (0.11%)	477 (0.11%)	81.76%	1.36	00:00:58
9. Video	318 (0.08%)	311 (0.09%)	344 (0.08%)	90.70%	1.15	00:00:14

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	804,165 % of Total: 100.00% (804,165)	645,934 % of Total: 100.00% (645,934)	00:01:20 Avg for View: 00:01:20 (0.00%)
1. /	80,111 (9.96%)	64,514 (9.99%)	00:00:58
2. /know-before-you-go	46,050 (5.73%)	42,548 (6.59%)	00:05:04
3. /covid-19-updates	30,161 (3.75%)	26,942 (4.17%)	00:03:17
4. /places-to-stay/cabins-cottages	16,590 (2.06%)	8,058 (1.25%)	00:00:51
5. /things-to-do/events-calendar	15,725 (1.96%)	10,114 (1.57%)	00:01:16
6. /things-to-do	14,976 (1.86%)	10,227 (1.58%)	00:00:29
7. /things-to-do/recreation/snowmobiling/	12,914 (1.61%)	9,093 (1.41%)	00:01:03
8. /blog/10-must-ski-trails/	11,092 (1.38%)	8,133 (1.26%)	00:00:55
9. /seasonal-trips/winter	9,917 (1.23%)	6,268 (0.97%)	00:00:37
10. /things-to-do/attractions/kid-friendly-attractions	8,944 (1.11%)	5,295 (0.82%)	00:01:07

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THANK YOU