



# GYK

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Visit NH Winter 2023 Campaign Report  
June 20, 2023

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# Executive Summary

## OVERVIEW/GOALS

- As Americans are traveling more, overnight trips are up, and travelers continue to seek travel inspiration and are excited about future travel experiences. Only 30% of travelers say Covid is still negatively impacting their travel experiences (down 17 points from the start of the year).
- For this winter season, we included a few more “adventurous” style activities (e.g., skinning, fat biking, glades) that convey an edgier side of winter experiences to test this direction to determine how NH might own this in the Northeast.
- We continued with the “Discover Your New” campaign message and provided a unified call to action around winter activities, both soft and adventurous.
- Our messaging positioned NH as a top option for any winter activity in New England.

## TARGET AUDIENCES:

- This year’s Winter campaign focused on targeting our Core (MA, NH, ME, RI, CT, NY minus NYC) and the Canadian markets of Montreal and Toronto.
  - Millennial and Gen X moms (families who want to have adventures together and create shared memories)
  - Childless millennials and Gen Xers (Adults who want to get away, relax, and immerse themselves in the outdoors and enjoy winter sports and other activities)
  - Snowmobilers (Adults who have expressed interest in snowmobiling in New Hampshire and other snowmobiling as well as related interests)

**TAKEAWAYS**

Channel	Impressions	Clicks	CTR	Media Cost	CPC
Social	10,759,405	83,349	0.77%	\$ 42,357.41	\$ 0.51
Search	1,524,875	63,233	4.15%	\$ 34,619.00	\$ 0.55
Display	10,246,797	17,506	0.17%	\$ 110,000.00	\$ 6.28
OOH	21,145,199	N/A	N/A	\$ 102,170.00	N/A
TV	2,882,685	N/A	N/A	\$ 104,618.00	N/A
Print	975,000	N/A	N/A	\$ 42,917.00	N/A
<b>Grand Total</b>	<b>47,533,961</b>	<b>164,088</b>	<b>0.73%</b>	<b>\$ 436,681.41</b>	<b>\$ 1.14</b>

- Overall, the Winter 2023 campaign exceeded nearly all KPIs forecasted and performed on par with pre-Covid campaigns.
- According to the ad effectiveness study, the 2023 winter advertising influenced New Hampshire travel from the Core U.S. and Canadian markets. The advertising influenced about 96,000 New Hampshire trips and \$143 million in visitor spending. The ROI is \$352 for each \$1 invested in advertising media.
- Display is typically used as a top-of-funnel awareness building tactic, but we did see a decrease in CTR, perhaps indicating that we need to refresh the creative.
- Compared to Winter 2022, overall website sessions and session duration both increased, but pages per sessions decreased slightly.
- Weekends, as well as Massachusetts' school vacation, saw the greatest foot traffic to the state, with most visitors exploring North Conway and ski resorts like Loon Mountain.
- Tax-free holiday shopping was also a large driver in day trips to the state. Hillsborough County once again recorded more trips than Carrol County.
- Paid social, using 100% video content, successfully delivered 1.1 million more impressions than the Winter 2022 campaign while gaining a total of 5,273 new followers on Facebook/Instagram. Increased impressions came largely from Instagram.
- Influencers who harness high-follower counts across platforms, such as KJP and Caroline Gleich, added additional value from the cross-promotion on different media channels and resonated highly with their dedicated fan base.
- At the time of this report, state meals and room tax revenue totaled \$94.2million, YOY increases for each of the months of December through March and closing in on pre-pandemic levels.

KPIs

	Winter 2021			Winter 2022			Winter 2023		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
<b>TV</b>									
Impressions	2,499,955	2,550,726	102%	3,621,332	3,621,332	100%	4,000,000	4,000,000	100%
<b>OOH</b>									
Impressions	10,010,848	7,010,564	70%	18,936,773	18,936,773	100%	23,141,000	23,141,000	100%
<b>PRINT</b>									
Reach	N/A	N/A	N/A	350,000	N/A	N/A	350,000	350,000	N/A
<b>DISPLAY</b>									
Impressions	14,158,388	18,088,576	128%	10,588,586	11,650,179	110%	9,192,000	10,246,797	111%
CTR	0.30%	0.22%	73%	0.25%	0.27%	108%	0.25%	0.17%	68%
CPM	\$15.00	\$10.00	67%	\$13.00	\$8.84	68%	\$12.00	\$9.05	75%
CPC	\$8.00	\$4.70	59%	\$6.00	\$3.22	54%	\$5.00	\$5.17	103%
<b>SOCIAL</b>									
<i>Facebook</i>									
CPE	\$0.45	\$0.07	16%	\$0.07	\$0.07	100%	\$0.10	\$0.05	46%
CPC (Link)	\$1.00	\$0.33	33%	\$0.32	\$0.62	194%	\$0.60	\$0.44	73%
New Likes	2,000	4,343	217%	3,282	2,369	72%	2,500	3,258	130%
Engagements	80,000	827,112	1034%	569,803	502,006	88%	450,000	624,997	139%
Impressions	4,333,333	12,560,852	290%	3,646,429	8,816,633	242%	6,231,531	8,187,130	131%
<i>Instagram*</i>									
CPE	\$0.40	\$0.67	167%	\$0.33	\$0.07	21%	\$0.15	\$0.03	23%
Engagements	30,000	9,000	30%	68,887	64,396	93%	50,000	372,231	744%
Impressions	3,432,692	1,885,743	55%	1,333,333	812,273	61%	800,000	2,572,275	322%
<b>SEARCH</b>									
<i>Google Search</i>									
CPC	\$2.75	\$1.00	36%	\$1.17	\$0.83	71%	\$1.00	\$0.46	46%
CTR	5.0%	14.0%	280%	12.0%	6.98%	58%	7.0%	6.50%	93%
<i>Google Discovery</i>									
CPC	N/A	N/A	N/A	N/A	N/A	N/A	\$1.00	\$1.74	174%
CTR	N/A	N/A	N/A	N/A	N/A	N/A	0.65%	0.74%	114%
<b>WEBSITE</b>									
<i>Website</i>									
Sessions	300,000	425,649	142%	350,000	342,704	98%	330,000	364,274	110%
Avg. Session Duration	1:30	1:10	78%	1:10	1:25	121%	1:10	1:17	110%
Avg Pages/Session	2.5	1.87	75%	2	2.1	105%	2	2.05	103%

MEDIA FLOWCHART

Media Channel	November				December					January				February				March				April				Total Spots/Impressions																									
Monday Calendar Dates	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24																									
<b>Print</b>																																																			
Yankee Winter Co-Op	November/December Issue																																																		5,825,000
<b>TV</b>																																																			
Comcast (NH/MA/RI/CT/NY cable zones)																													730,000																						
Cox - Rhode Island										41	40			41	39			40	40										241																						
WCVB (ABC Bos)										6	6			6	6														36																						
WTIC (Fox CT)										38	38			36	32														282																						
<b>OOH</b>																																																			
Outfront Boston Digital Bulliten Network										1/2/23 - 1/29/23																			8,050,830																						
Outfront Boston I-90 Linden St.										1/2/23 - 1/29/23																				4,697,096																					
Outfront Boston Aquarium T Window Takeover														1/30/23 - 2/26/23																2,353,761																					
Lamar Providence Static + Extension										1/2/23 - 1/29/23																				2,217,032																					
Lamar Hartford Static + Extension										1/2/23 - 1/29/23																				2,699,016																					
Outfront Hartford I-91 Digital														1/30/23 - 2/26/23																1,127,464																					
<b>DISPLAY</b>																																																			
WeatherBug														1/4/23 - 3/19/23																2,425,000																					
Outside Magazine (Ski.com & Outsideonline.com)														1/9/23 - 3/19/23																847,250																					
Sightly														1/4/23 - 3/19/23																819,973																					
AdTheorent														1/4/23 - 3/19/23																5,302,749																					
<b>SOCIAL</b>																																																			
Facebook/Instagram										11/1/22- 4/30/23																									6,157,291																
Influencer									Dec					Jan/Feb																	1,500,000																				
TikTok														1/16/23 - 3/19/23																160,398																					
<b>SEM</b>																																																			
Google														1/4/23 - 3/31/23								4/1/23- 4/30/23								749,000																					
Discovery														1/4/23 - 3/31/23																85,000																					
<b>TOTAL IMPRESSIONS</b>																													<b>43,870,955</b>																						

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THANK YOU