



New Hampshire

LIVE FREE

**2025 Fall
Advertising Effectiveness Research**

January 2026

SMARInsights

Background & Objectives

- In fall 2025, the New Hampshire Division of Travel and Tourism Development (DTTD) continued their prior fall campaign in core, opportunity and Canadian markets, augmented by a behavior campaign targeted at cultural and outdoor travelers across a broader geography. This marks the second season of a broader behavioral effort since the approach was piloted in the summer.
- This research wave focuses on the impact of the 2025 fall advertising and the return on the media investment.
- The specific objectives of this seasonal advertising effectiveness research include:
 - Measure awareness of the fall 2025 advertising;
 - Evaluate the efficiency of the media buy through SMARInsights' cost-per-aware household benchmarking;
 - Determine the ability of the creative to communicate desired messages, again using SMARInsights' benchmarking;
 - Assess the ability of the advertising to influence New Hampshire fall travel;
 - Quantify ad-influenced fall trips, visitor spending, and ROI;
 - Review the results by market group; and
 - Forward insights into future refinement of the marketing.

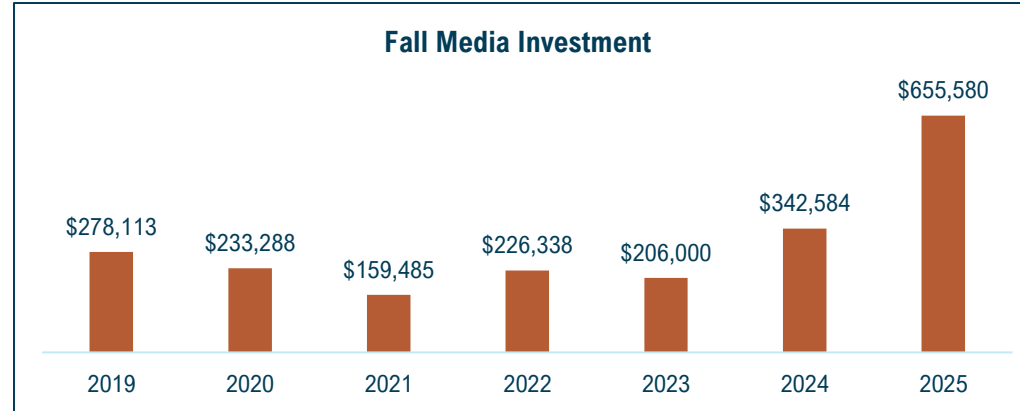
Methodology

- As with previous New Hampshire ad effectiveness research, an online survey was used so that respondents could view the actual advertising. This method provides a representative measure of aided ad awareness and allows respondents to provide their reaction to the creative.
- National sample vendors with representative panels are used so that the results can be projected to the population.
- To qualify for the survey, respondents must be household travel decision-makers who regularly take overnight leisure trips of at least 50 miles from home. Respondents must also be between the ages of 18 and 65.
- The 2025 fall advertising was aimed at existing core markets, other opportunity markets in the Northeast, and Canadian markets. Additionally, behavioral targets in the eastern U.S. represented a fourth target segment. This replaced the prior road trip and spill markets that had been included.
- A total of 1,705 surveys were completed in December 2025. Upon completion of data collection, the results were cleaned, coded, and weighted to be representative of the population.
- The following report summarizes the ad effectiveness research results.

	Market	Surveys
Core	Boston	300
	Providence/New Bedford	125
Opportunity	State of Connecticut	201
	Dutchess County, NY	17
	Orange County, NY	24
	Ulster County, NY	17
	Westchester County, NY	84
	Rockland County, NY	17
	Sullivan County, NY	16
Canada	Montreal	200
Behavioral	DC, DE, GA, IL, IN, KY, MA (minus Boston), MD, MI, NC, NH, NJ, NY (minus select counties), OH, PA (including Philadelphia), SC, TN, VA, WV	704
Total		1,705

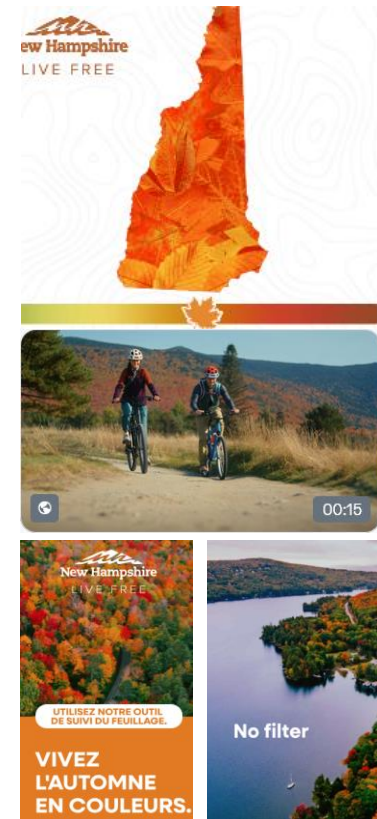
Fall Campaign Overview

- The 2025 fall campaign received the largest media budget for a DTTD fall campaign since SMARInsights began conducting ad effectiveness research for the state in 2019. The increase supported the addition of the behavioral target.



	Total Core:	Total Opportunity:	Total Montreal, Canada:	Behavioral Markets	Total
CTV - Cadent Fall	\$25,150	\$24,850		\$100,000	\$150,000
OLV - Cadent				\$50,000	\$50,000
Digital Standard Display - Cadent Fall	\$17,605	\$17,395	\$12,000	\$26,000	\$73,000
Digital Rich Media Display - Cadent	\$24,144	\$23,856		\$34,000	\$82,000
OLV - MiQ Fall	\$20,120	\$19,880	\$10,000		\$50,000
YouTube - Sightly - Fall	\$25,150	\$24,850			\$50,000
Boston Globe/B-Side Fall	\$50,000				\$50,000
Social	\$30,650	\$28,000	\$10,500	\$41,430	\$110,580
Native Display - Taboola				\$28,000	\$28,000
Native Video - Taboola				\$12,000	\$12,000
TOTAL:	\$192,819	\$138,831	\$32,500	\$291,430	\$655,580

Creative Samples:



Insights

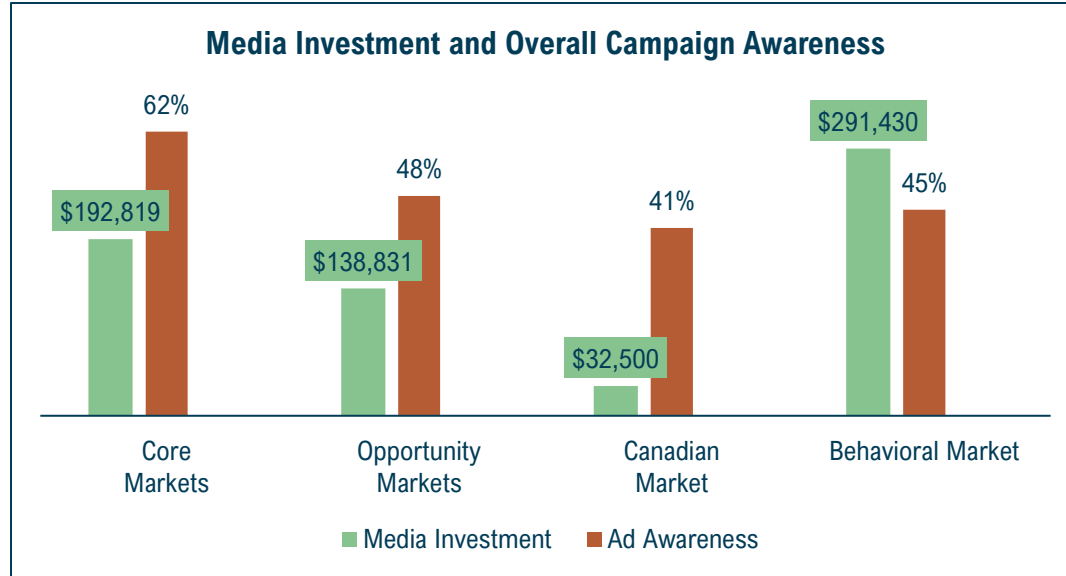
- The fall 2025 campaign for DTTD continued the behavioral targeting approach that was initiated in the summer. Instead of merely targeting in nearby and spill markets, as had been done in the past, a behavioral target of culture travelers and hikers was employed across a broad geography.
- In addition to this change, the budget for the fall campaign was essentially doubled.
- These efforts generated a record number of incremental trips at nearly 240 million, and the highest-ever level of influenced trip spending at \$344 million.
- The behavioral target with a larger geography helped the campaign resonate more effectively with niche travelers, resulting in a significantly higher level of incremental travel.
- The fall 2025 campaign generated the most visitor spending and tax revenue of any fall campaign on record, with similar ROIs despite a dramatic jump in media spend.
- Overall, fewer households were targeted and similar levels of advertising awareness were generated. It was the stronger impact among the behavioral target that made the increased media spend both effective and efficient.

Ad Awareness



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Fall 2025 Ad Awareness by Market Group

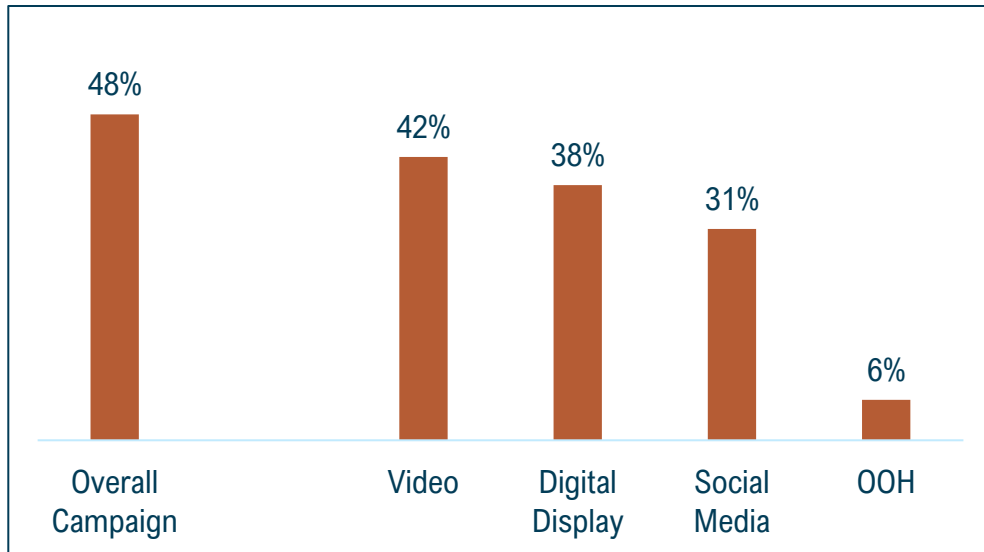


	Core Markets	Opportunity Markets	Canadian Market	Behavioral Markets	Total
Target HHs	2,608,072	1,854,939	729,211	8,435,770	13,627,992
Ad Awareness	62.0%	48.3%	40.7%	44.7%	48.3%
Ad-Aware HHs	1,617,005	895,935	296,789	3,770,789	6,580,518
Media Investment	\$192,819	\$138,831	\$32,500	\$291,430	\$655,580
Cost per Aware HH	\$0.12	\$0.15	\$0.11	\$0.08	\$0.10

- The fall advertising budget resource allocation was distributed in consideration of respective populations, with the large behavioral markets receiving the most resources and the small Canadian market receiving the least. Resultant awareness levels roughly corresponded to spending in the traditional geographic markets, with the strongest performance in core markets and the weakest in Canada. The newly introduced behavioral markets with the largest population had the most aware households and lowest cost per aware. These were defined as those who always experience culture or hiking when traveling.

Fall 2025 Ad Awareness Overall and by Medium

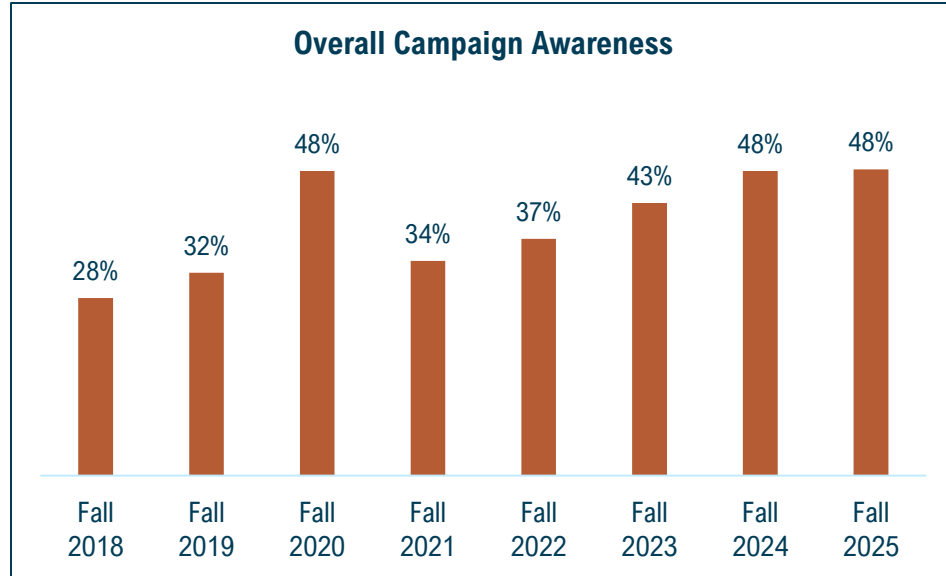
- The campaign reached nearly half of all target households, or a total of 6.5 million. The overall cost per aware household was \$0.10, which is significantly below our industry benchmark. While the state has typically done quite well on this measure, the addition of the behavioral markets in new geographies caused a decline in this metric. Even so, the \$0.10 cost per aware household remains much more efficient than the average of similarly sized state tourism campaigns.



Target HHs	13,627,992
Ad Awareness	48%
Ad-Aware HHs	6,580,518
Media Investment	\$655,580
Cost per Aware HH	\$0.10

SMARInsights' spot market benchmark: \$0.51 per Aware Household

Fall Ad Awareness Tracking



	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
Target HHs	18,270,009	19,205,673	9,612,930	25,578,115	21,562,811	17,429,051	17,220,508	13,627,992
Ad Awareness	28%	32%	48%	34%	37%	43%	48%	48%
Ad-Aware HHs	5,185,047	6,150,380	4,641,103	8,656,969	8,049,391	7,564,316	8,220,915	6,580,518
Media Investment	\$305,338	\$278,113	\$233,288	\$159,485	\$226,338	\$206,000	\$342,584	\$655,580
Cost per Aware HH	\$0.06	\$0.05	\$0.05	\$0.02	\$0.03	\$0.03	\$0.04	\$0.10

- When viewed in historical context, this year's approach and spend represent a dramatic shift in strategy. Prior efforts were more limited by geography, but the inclusion of spill markets targeted significantly more households. This year, targeting fewer households with nearly twice the spend resulted in much lower efficiency in terms of media buy. However, this is somewhat misleading, since the spill markets last year received no advertising spend whereas the addition of the behavioral markets doubled the media budget.

SMARInsights' spot market benchmark: \$0.51 per Aware Household

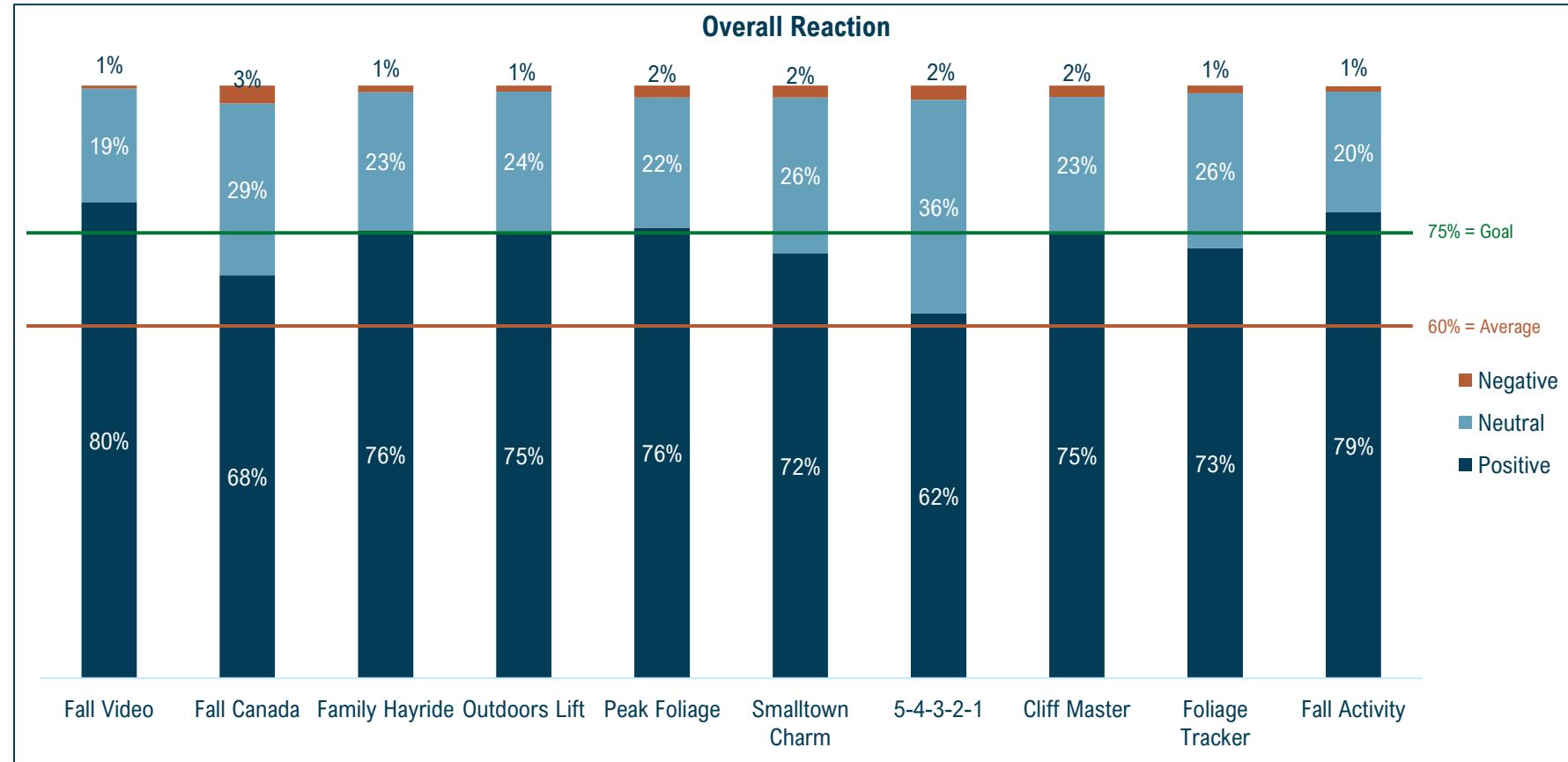
Creative Ratings



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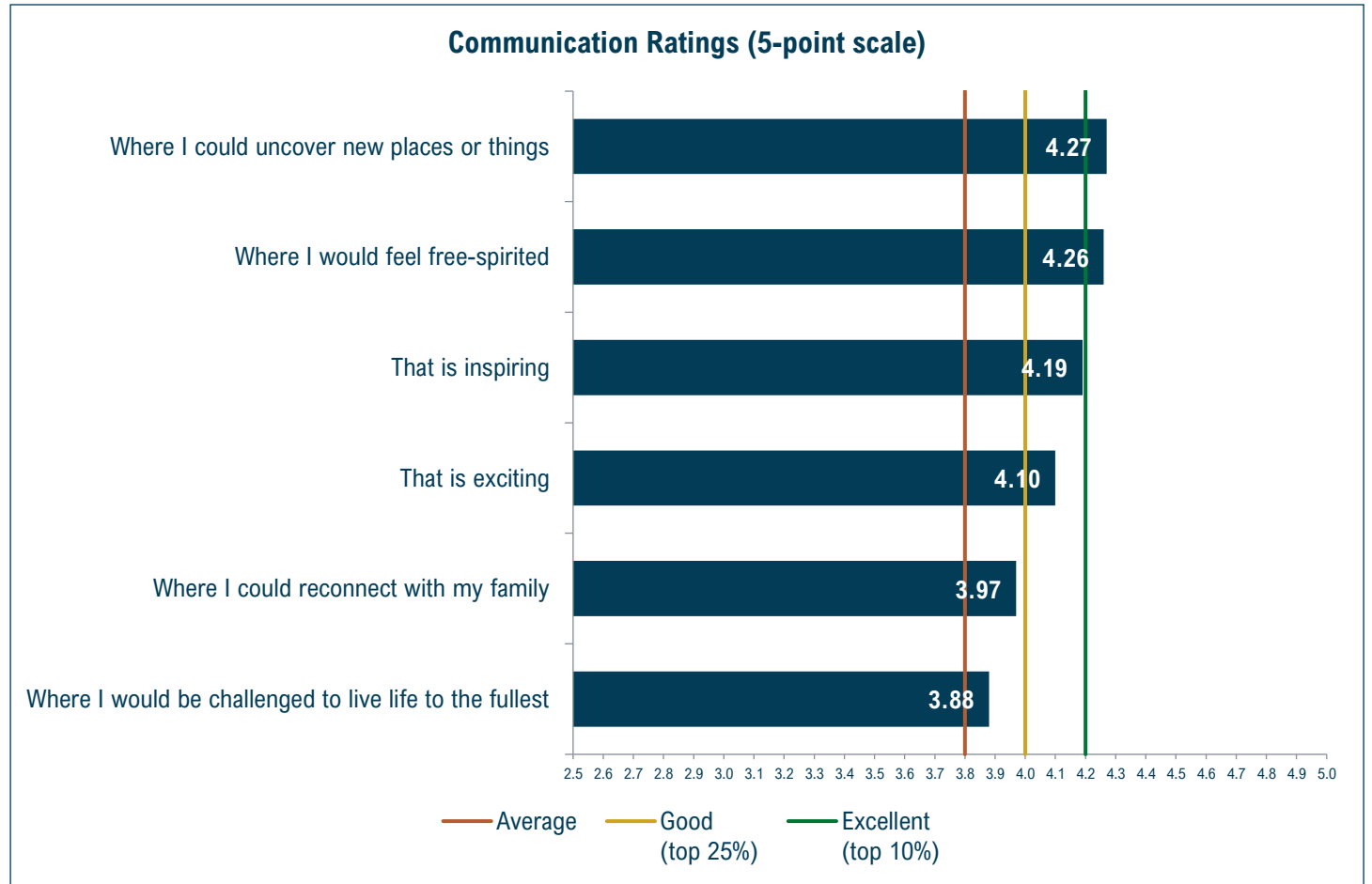
Fall 2025 Overall Reaction

- The overall reaction to the campaign creative was consistently above average.
- Fall Video as well as Fall Activity both exceeded the goal.
- The remainder of the ads, which were more tactical elements, fell below the goal.
- Importantly, when just the behavioral target is considered, all the videos targeted for this group exceeded the goal threshold.



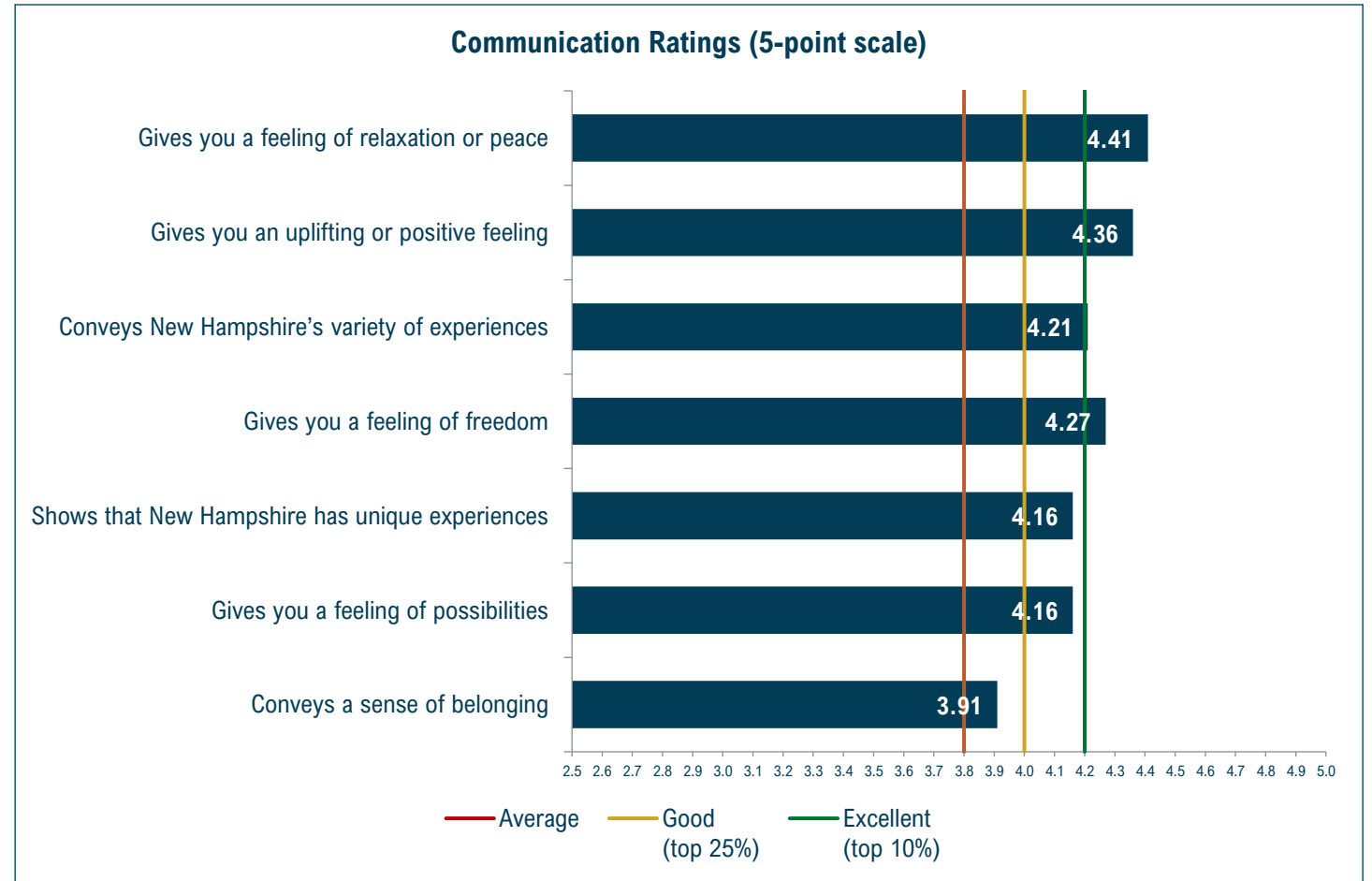
Fall 2025 Communication Ratings

- The campaign was effective in communicating its intended messages with the attributes *Where I could uncover new places or things* and *Where I would feel free-spirited*, each rating in the top 10% of SMARInsights' benchmarks.
- The ads are in the top 25% benchmark range for communicating New Hampshire as a place *That is exciting*.
- It also rates above average as a place *Where I could reconnect with my family* and *Where I would be challenged to live life to the fullest*.

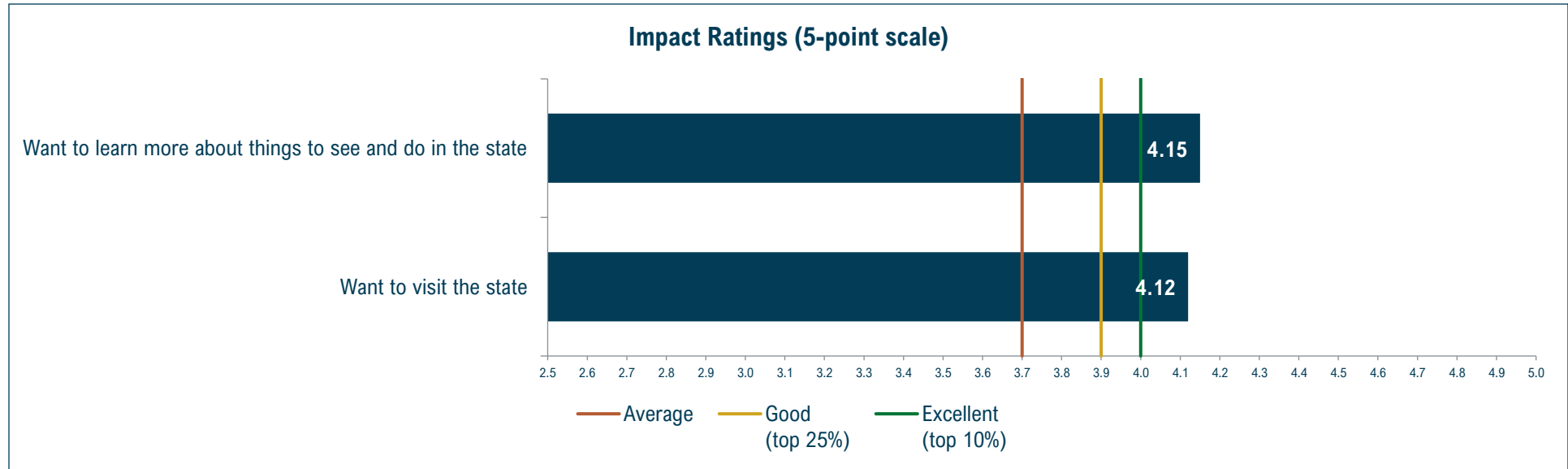


Fall 2025 Communication Ratings

- When the ads' impacts on feelings are explored, the results are mostly among the top 10% of industry benchmarks.
- Notably, these ads receive an excellent rating for giving viewers *a feeling of relaxation or peace, an uplifting and positive feeling, and a feeling of freedom*.
- The campaign does less well at making viewers feel *uniqueness, possibilities, and a sense of belonging*.

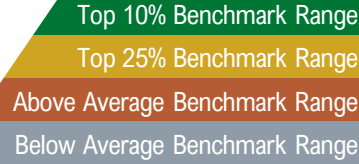


Fall 2025 Impact Ratings



- The fall 2025 campaign received excellent ratings for driving interest to visit the state and to learn more about things to do there.

Fall 2025 Ratings by Market Group



- When the reactions of traditional geographic markets are compared to those of behaviorally targeted travelers, it is evident that the behavioral target feels stronger resonance with the creative.
- The scores from the behavioral target are consistently and significantly higher than those from the traditional geographic markets, even with more time and exposure among these audiences.
- With behavioral targeting, the campaign is in the top 10% in almost every metric tested.

Communication Attributes	Traditional	Behavioral
Where I could uncover new places or things	4.25	4.46
Where I would feel free-spirited	4.25	4.36
That is inspiring	4.17	4.39
That is exciting	4.08	4.29
Where I could reconnect with my family	3.94	4.23
Where I would be challenged to live life to the fullest	3.84	4.17

Communication Attributes	Traditional	Behavioral
Gives you a feeling of relaxation or peace	4.39	4.58
Gives you an uplifting or positive feeling	4.33	4.56
Conveys New Hampshire's variety of experiences	4.20	4.36
Gives you a feeling of freedom	4.23	4.52
Shows that New Hampshire has unique experiences	4.14	4.32
Gives you a feeling of possibilities	4.14	4.36
Conveys a sense of belonging	3.87	4.23

Impact Attributes	Traditional	Behavioral
Want to visit the state	4.09	4.36
Want to learn more about things to see and do in the state	4.12	4.36

Tracking Campaign Ratings

Top 10% Benchmark Range

Top 25% Benchmark Range

Above Average Benchmark Range

Below Average Benchmark Range

Communication Attributes	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
Where I could uncover new places or things	4.19	4.22	4.06	4.26	4.31	4.27
Where I would feel free-spirited	4.21	4.17	4.16	4.28	4.23	4.26
*That is inspiring	4.13	4.07	4.03	4.25	4.21	4.19
Where I could reconnect with my family	4.01	3.92	4.03	4.05	3.95	4.10
Where I would be challenged to live life to the fullest	3.81	3.70	3.67	3.83	3.92	3.88

Impact Attributes	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025
Want to visit the state	4.04	4.02	3.96	4.17	4.16	4.12
Want to learn more about things to see and do in the state	3.97	4.02	3.95	4.12	4.15	4.15

*Note: Prior to Fall 2024, the communication attribute was measured using the statement, "Where I would be inspired and invigorated."

**Prior to Fall 2024, DTTD ran the "Discover Your New" campaign.

- When considering these ratings from a tracking perspective, the ads perform essentially the same as the last few years despite a broader and newly exposed target audience.

Advertising Influence & ROI



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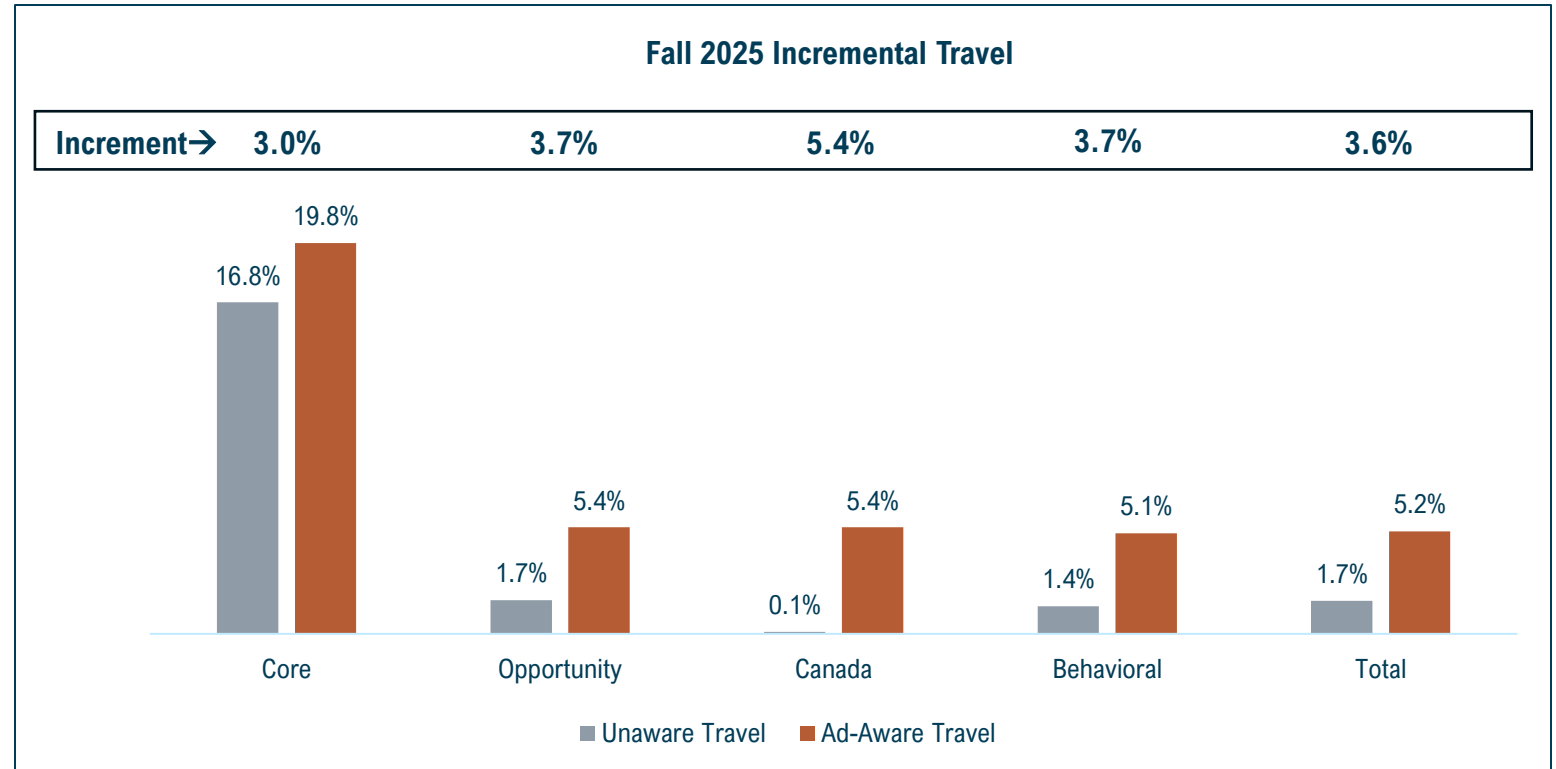
Incremental Travel Review

- SMARInsights' methodology for measuring advertising impact relies on establishing a base rate of travel. Certainly, New Hampshire travel would occur in the absence of advertising. Thus, not all travel, or even travel by ad-aware households, is attributable to the ads. Rather, the level of travel among unaware consumers is considered the base rate of travel that would occur without any advertising influence. Any travel above that baseline by ad-aware consumers is what is considered influenced. As such, accounting for only this incremental travel is a conservative measure of influence.
- For this fall review, we are counting only travel that occurred after September 2025 that did not include a stay at the visitor's vacation home or the home of family/friends. The prior spring/summer ROI wave counted travel from April through September 2025. Accounting for travel in only the fall wave prevents double-counting.



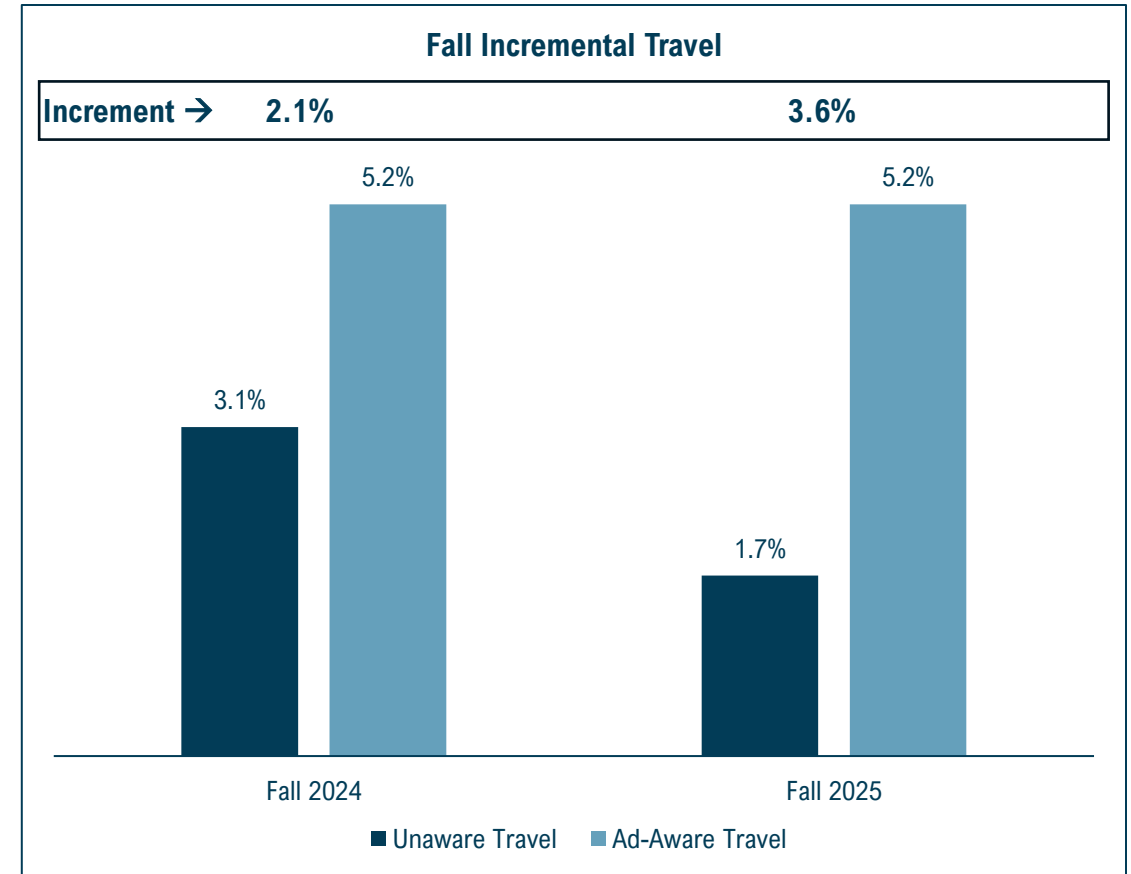
Fall 2025 Incremental Travel

- The fall 2025 advertising influenced New Hampshire leisure travel from each market group.
- The largest increment interestingly came from Canada, which is driven in part by the narrow targeting and spend. Altogether, all markets performed extremely well.
- In total, the level of incremental travel in fall 2025 is 3.6%.



Incremental Travel Change

- The overall level of incremental travel increased from 2.1% last year to 3.6% this year.
- This larger increment is a function of a significantly lower level of baseline travel among the unaware, which is the result of the expanded geographic footprint of the behavioral target markets.



Fall 2025 Ad-Influenced Visitor Spending & ROI

	Core Markets	Opportunity Markets	Canadian Markets	Behavioral Markets	Total
Incremental Trips	48,542	33,064	16,043	140,273	237,922
Avg. Trip Spending (among ad-aware visitors)	\$1,083	\$1,280	\$1,561	\$1,594	\$1,444
Ad-Influenced Trip Spending	\$52,571,158	\$42,322,283	\$25,042,564	\$223,595,733	\$343,531,738
Media Investment	\$192,819	\$138,831	\$32,500	\$291,430	\$655,580
ROI	\$272.65	\$304.85	\$770.54	\$767.24	\$524.01

- The fall 2025 advertising influenced nearly \$350 million in visitor spending and returned \$524 in visitor spending for each \$1 invested in the advertising media.
- This represents a similar ROI compared to last year despite a doubling of the budget and undertaking new behavioral markets.

Fall 2025 Tax ROI

	Core Markets	Opportunity Markets	Canadian Markets	Behavioral Markets	Total
Incremental Trips	48,542	33,064	16,043	140,273	237,922
Avg. Taxable Trip Spending (among ad-aware visitors)	\$841	\$891	\$907	\$1125	\$1020
Ad-Influenced Taxable Trip Spending	\$40,823,822	\$29,460,024	\$14,551,001	\$157,807,125	\$242,641,972
Taxes Generated	\$3,470,025	\$2,504,102	\$1,236,835	\$13,413,606	\$20,624,568
Media Investment	\$192,819	\$138,831	\$32,500	\$291,430	\$655,580
Tax ROI	\$18.00	\$18.04	\$38.06	\$46.03	\$31.46

- In terms of tax revenue, the fall 2025 advertising returned about \$31 for each \$1 invested in the advertising media.

Fall ROI Tracking

	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	% Change 2023 to 2024
Target HHs	19,205,673	9,612,930	25,578,115	21,562,811	17,429,051	17,220,508	13,627,992	-21%
Ad Awareness	32%	48%	34%	37%	43%	48%	48.3%	1%
Ad-Aware HHs	6,150,380	4,641,103	8,656,969	8,049,391	7,564,316	8,220,915	6,580,518	-20%
Incremental Travel	3.30%	1.50%	0.80%	1.30%	1.41%	2.13%	3.6%	69%
Incremental Trips	204,124	71,415	69,476	105,635	106,641	175,396	237,922	36%
Avg. Trip Spending (among ad-aware visitors)	\$904	\$936	\$977	\$1,181	\$973	\$1,144	\$1,444	26%
Ad-Influenced Trip Spending	\$184,568,565	\$66,818,515	\$67,887,580	\$124,806,730	\$103,739,534	\$200,666,160	\$343,531,738	71%
Media Investment	\$278,113	\$233,288	\$159,485	\$226,338	\$206,000	\$342,584	\$655,580	91%
ROI	\$664	\$286	\$426	\$551	\$504	\$586	\$524	-11%
Avg. Taxable Trip Spending (among ad-aware visitors)	\$578	\$594	\$675	\$827	\$701	\$851	\$1020	20%
Ad-Influenced Taxable Trip Spending	\$118,075,492	\$42,418,245	\$46,911,234	\$87,401,514	\$74,765,063	\$149,289,383	\$242,641,972	63%
Taxes Generated	\$10,626,794	\$3,817,642	\$3,987,455	\$7,429,129	\$6,355,030	\$12,689,598	\$20,624,568	63%
Tax ROI	\$38	\$16	\$25	\$33	\$31	\$37	\$31	-16%

- The fall 2025 campaign generated the most visitor spending and tax revenue of any fall campaign on record, with similar ROIs despite a dramatic jump in media spend.

Appendix: Questionnaire



Questionnaire



New Hampshire Tourism
Fall Ad Awareness and ROI
December 2025

Market Designation	Markets	Surveys
Core	Boston (Manchester) DMA	300
	Providence/New Bedford DMA	125
Opportunity	State of CT	100
	Dutchess County NY	50
	Orange County NY	50
	Ulster County NY	50
	Westchester County NY	50
	Rockland County NY	50
Canada	Montreal	200
	Sullivan County NY	25
Behavioral Targeted States	DC, DE, GA, IL, IN, KY, MA (minus Boston), MD, MI, NC, NH, NJ, NY (minus select counties), OH, PA (including Philadelphia), SC, TN, VA, WV	700
Total		1,700

SCREENER MODULE

ZIP. What is your ZIP code? _____

S2. Who in your household is responsible for making decisions concerning travel destinations?

- Me
- Me and my spouse/partner
- My spouse/partner → TERMINATE

S1. Please indicate which of the following describe you.

ROTATE	Yes	No
I regularly use social media like Facebook, X (formerly known as Twitter), Instagram, or TikTok		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy		
I use video streaming services like Prime Video, Disney+, AppleTV+, Netflix, Max, or Hulu		
I am currently planning or have already planned an upcoming leisure trip		
I listen to Pandora Radio		

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AGE. What is your age? _____ [TERMINATE under 18 - over 65]

Social. Which of the following social networking sites do you use? Select all that apply.

- Pinterest
- Snapchat
- Instagram
- YouTube
- X
- Facebook
- Travel review sites such as TripAdvisor
- TikTok
- Other, please specify _____
- None of these

S6 IS TO CLASSIFY BEHAVIOR TARGETS:

S6. How often do you do each of the following when traveling for leisure?

ROTATE	Never	Rarely	Sometimes	Often	Always
Sightseeing					
Visiting cultural or historical sites					
Visiting a museum					
Backpacking or hiking					
Viewing natural scenery					
Visiting charming small towns					
Viewing fall foliage					

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PERCEPTIONS MODULE

1. Thinking about places to go for domestic leisure trips, what U.S. STATES come to mind as good places to go? (USE DROP DOWN LISTS)

- STATE #1 _____
- STATE #2 _____
- STATE #3 _____
- STATE #4 _____
- STATE #5 _____

2. How familiar are you with each of the following states, in terms of what it has to offer as a place for a leisure trip or vacation?

[ROTATE]	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
New Hampshire				
Connecticut				
New York				
Maine				
Massachusetts				
Rhode Island				
Vermont				

3. How likely are you to take a leisure trip to any of the following states in the next year?

[ROTATE]	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
New Hampshire					
Connecticut					
New York					
Maine					
Massachusetts					
Rhode Island					
Vermont					

3a. How much do you agree that New Hampshire is...

ROTATE	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
A good place to live					
A good place to start a career					
A good place to start a business					
A good place to attend college					
A good place to purchase a vacation home					
A good place to retire					
A good place to relocate a business					
A good place to attend a meeting, conference or trade show					

4. Which of the following states would you prefer to visit for a leisure trip within the next year? Please select only one. [ROTATE]

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Questionnaire



New Hampshire	
Connecticut	
New York	
Maine	
Massachusetts	
Rhode Island	
Vermont	

TRAVEL MODULE

5. Have you visited any of the following states since August 2025 for a leisure trip? How many trips did you take in each state since August 2025?

[ROTATE]	States visited since August 2025 (Select all that apply)	Number of visits since August 2025
New Hampshire		
Connecticut		
New York		
Maine		
Massachusetts		
Rhode Island		
Vermont		
None of these		

(IF Q5 IS NOT NEW HAMPSHIRE SKIP TO AD SECTION)

Now, please give us some information about the trip(s) you took to New Hampshire since August 2025.

9. When since August 2025 did you visit New Hampshire for a leisure trip? (ACCEPT MULTIPLES)

August 2025	
September 2025	
October 2025	
November 2025	
December 2025	

Now we'd like to ask you some questions about your most recent trip to New Hampshire.

10x. How influential were each of these possible information sources when you were deciding to visit New Hampshire?

ROTATE	Not at all influential	Not very influential	Somewhat influential	Very influential
Facebook				
X				
YouTube				
Instagram				
Pinterest				
TikTok				
Snapchat				
Talking with friends or family				
New Hampshire's website www.visitnh.gov				
Travel review sites like TripAdvisor.com				
Travel booking sites like Expedia, Booking.com				

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Printed materials like travel magazines, books or travel guides				
Internet search (Google, Bing)				
Artificial Intelligence (AI) tools like ChatGPT, Google Gemini or other AI Assistants				

10a. Including you, how many people were in your travel party? _____
ASK Q10b if Q10a >1

10b. Of those, how many were children under age 18? _____

10c. How many nights did you spend in New Hampshire during this trip? _____

ASK Q10d if Q10c >0

10d. What forms of lodging did you use during your trip? Select all that apply.

- Luxury resort hotel
- High-end full-service hotel
- Mid-level hotel
- Budget hotel or motel
- Bed and breakfast/Inn
- Airbnb
- Camping/RVing
- Home of family or friends
- Vacation home
- Other

10e. What mode(s) of transportation did you use to travel to New Hampshire? Select all that apply.

- Airplane
- Personal car/truck/van
- Rental car/truck/van
- RV
- Other

11. Which of the following activities did you participate in during your trip to New Hampshire? Select all that apply.

[ROTATE]	
Hiking or backpacking	Wildlife watching
Visiting a state or national park	Bird watching
Bicycling or mountain biking	Scenic drive
ATVing	Sightseeing tour
Rock climbing	Golfing
Horseback riding	Shopping
Hunting	Dining at locally owned restaurants
Camping	Visiting a noteworthy bar or nightclub
Snow skiing or snowboarding	Farm to table dinner
Snowmobiling	Winery tours
Fishing	Brewery
Visiting museums	Farmer's markets/U-picks/roadside stand
Attending a play or concert	Canoeing or kayaking
Attending a festival or fair	Boating
Attending performing arts (music/theater)	Dogsledding
Visiting historical sites	Cross country skiing

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Snowshoeing	Ice fishing
Ice skating	Other, please specify _____
Viewing fall foliage	None of these

ONLY SHOW THE ACTIVITIES THEY CHOSE ABOVE PLUS NONE AND ASK:

12. Of these activities, please indicate if there were any that were a major influence when you selected the destination for this trip to New Hampshire. You may choose up to 3.

INSERT NEW HAMPSHIRE REGIONS MAP

13. Which of the following regions did you visit during your trip?

T10. Thinking about your overall travel experience in New Hampshire on this most recent trip, would you say it was...?

- Excellent
- Very good
- Good
- Fair
- Poor

13a. Thinking about your overall travel experience in New Hampshire, would you say it...?

- Exceeded your expectations
- Met your expectations
- Failed to meet your expectations

T11. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent while in New Hampshire on your most recent trip. Please estimate how much your travel party spent in total on...

Please complete all fields. Your best estimate is fine. If no expenditures in a category enter a "0"

Accommodations (includes campground fees)	
Food and beverage service	
Food stores	
Local transportation & gasoline	
Arts, entertainment, and recreation	
Retail sales	
Visitor air	
Other	
Total	SHOW TOTAL

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Questionnaire

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T13 AND T14 ARE TO ADDRESS AGRITOURISM.

T13. Did you visit or participate in any of the following on your trip?

ROTATE, ANCHOR "NONE"	
Retreat and rendezvous centers	
Nature centers	
Farm tours	
Farm-based lodging	
Cross-country ski or snowshoe trails	
Country overnight bed and breakfast	
Bird or big-game hunting preserves	
Bird and wildlife watching	
Corn mazes or haunted forests	
Petting farms	
Hands-on U-pick	
Winery/vineyard	
Horse-back, hay, sleigh, vintage tractor, snow-machine or sled-dog rides	
Farmers markets	
Rural wedding	
None of these	

T14x. Please estimate how much your travel party spent in total on the following activities/attractions...

SHOW ALL OF THOSE THAT THEY DID FROM T13. INCLUDE ONLY ONE NUMERIC BOX – WE JUST WANT TOTAL SPENDING ON ALL THINGS COMBINED	
---	--

14. Thinking about this trip, how far in advance did you begin to plan?

- Less than 1 week
- 1 to 2 weeks
- 2 to 3 weeks
- 3 to 4 weeks
- 1 to 2 months
- 3 to 4 months
- More than 4 months in advance
- Don't know

15. Did you post any information about this trip on the following outlets? Select all that apply.

- Facebook
- X
- Flickr
- YouTube
- Blogs
- Instagram
- Pinterest
- TikTok
- None of these

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23. How likely are you to recommend a trip to New Hampshire?

- Very likely
- Somewhat likely
- Not likely

24. Have you seen any advertising for New Hampshire as a travel destination?

- Yes
- No

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

AD AWARENESS MODULE

VIDEO
USA ONLY:



NH Tourism - Fall TV copy
December 2, 2024

<https://vimeo.com/1143133990>

CANADA ONLY:



NH Tourism - CFall 15
Dec 3, 2025, 11:09 AM

<https://vimeo.com/1143134632>

FALLvideo. Have you seen this or a similar ad for New Hampshire?

- Yes
- No

FALLvideoB. What is your reaction to this ad?

- Positive
- Neutral
- Negative – ASK FALLTVC

FALLvideoC. Why do you feel that way? _____

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BEHAVIORAL:

NH Tourism, Family Hayride_1_...
Dec 3, 2025, 11:16 AM
<https://vimeo.com/1143133577>

NHT_Outdoors_15_lift_Master...
Dec 3, 2025, 11:17 AM
<https://vimeo.com/1143133674>

Peak Foliage Scenic_1920x1080...
Dec 3, 2025, 11:17 AM
<https://vimeo.com/1143133849>

CORE OPP: SHOW FOUR OF SEVEN SELECTED RANDOMLY

Peak Foliage Scenic_1920x1080...
Dec 3, 2025, 11:22 AM
<https://vimeo.com/1143133849>

Small Town Charm_1080x1920...
Dec 3, 2025, 11:22 AM
<https://vimeo.com/1143135712>

New Hampshire 5-4-3-2-1...
Dec 3, 2025, 11:22 AM
<https://vimeo.com/1143135611>

NH Tourism, Family Hayride_1_...
Dec 3, 2025, 11:16 AM
<https://vimeo.com/1143133577>

NHT_Explore_15_Cliff_Master...
Dec 3, 2025, 11:22 AM
<https://vimeo.com/1143134735>

Foliage Tracker_1080x1920-E...
Dec 3, 2025, 11:22 AM
<https://vimeo.com/1143135527>

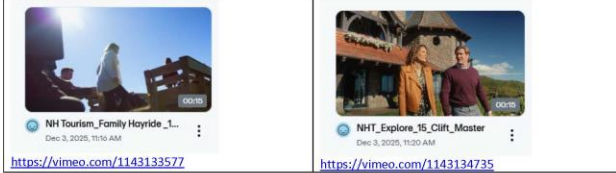
Autumn Vibes only...
Dec 3, 2025, 11:22 AM
<https://vimeo.com/1143135428>

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Questionnaire

SMARinsights

CANADA:



FALLvideo. Have you seen this or a similar ad for New Hampshire?

Yes
No

FALLvideoB. What is your reaction to this ad?

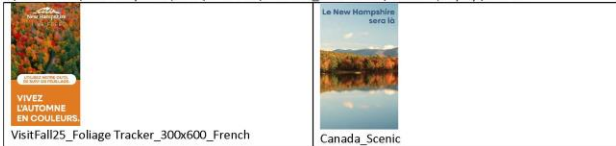
Positive
Neutral
Negative – ASK FALLTVC

FALLvideoC. Why do you feel that way? _____

DIGITAL

CANADA:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Display\Canada



BEHAVIORAL:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Display\Behavioral



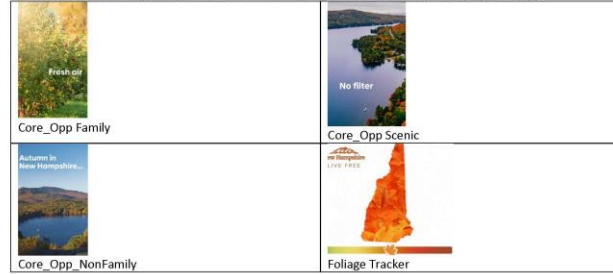
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SMARinsights

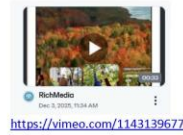
CORE OPP:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Display\Core Opp



ALL USA MARKETS:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Display\Behavioral\Behavioral Retargeting\VisitFall25_Behavioral Retargeting_300x600



<https://vimeo.com/1143139677>

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FallDigital. Please indicate if you have seen each of these online ads before.

Yes
No

FallDigitalB. What is your reaction to these ads?

Positive
Neutral
Negative – ASK FallDigitalC

FallDigitalC. Why do you feel that way? _____

SOCIAL:

MONTREAL:

FRENCH ONLY:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Paid Social\Canada\Stories (English and French)\USE\French



Activity Static Story - French.jpg



Scenic Static Story (1) - French.jpg



Scenic Static Story (2) - French.jpg

ENGLISH ONLY:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Paid Social\Canada\Stories (English and French)\USE



Activity Static Story - English.jpg



Scenic Static Story (1) - English.jpg



Scenic Static Story (2) - English.jpg

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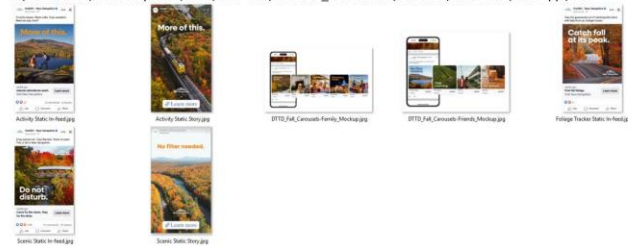
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Questionnaire

SMARinsights

CORE OPP:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Paid Social\Core Opp\USE



FallSocial. Please indicate if you have seen each of these social media ads before.

Yes
No

FallSocialB. What is your reaction to these ads?

Positive
Neutral
Negative – ASK FallSocialC

FallSocialC. Why do you feel that way? _____

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ASK TO BOSTON DMA ONLY:

I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Boston Globe (Boston DMA only)\Digital Ads\USE



I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Boston Globe (Boston DMA only)\Email Newsletters



I:\Ads Master\New Hampshire\2025\2025 Fall\OneDrive_2025-11-19\Fall 2025\Boston Globe (Boston DMA only)\Print Ad



FallIOOH. Please indicate if you have seen this ad before.

Yes
No

FallIOOH. What is your reaction to these ads?

Positive
Neutral
Negative – ASK FallSocialC

FallIOOH. Why do you feel that way? _____

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Questionnaire

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28. Given all of these ads together, how much do you agree that this campaign shows a place...? ROTATE

[ROTATE]	Strongly disagree				Strongly agree
That is inspiring	1	2	3	4	5
Where I could reconnect with my family					
Where I would feel free-spirited					
Where I would be challenged to live life to the fullest					
Where I could uncover new places or things					
That is exciting					

28a. How much do you agree that this campaign...?

ROTATE	Strongly disagree				Strongly agree
Conveys a sense of belonging	1	2	3	4	5
Gives you a feeling of freedom					
Gives you a feeling of relaxation or peace					
Gives you a feeling of possibilities					
Gives you an uplifting or positive feeling					
Conveys New Hampshire's variety of experiences					
Shows that New Hampshire has unique experiences					

29. How much do you agree that this campaign makes you...?.ROTATE

	Strongly disagree				Strongly agree
Want to learn more about things to see and do in the state	1	2	3	4	5
Want to visit the state					

Questions D1-7 detail demographics.
DEMO MODULE

The following questions are for classification purposes only so that your responses may be grouped with those of others.

- D1. Are you ...?
Male
Female
Other
Prefer not to answer

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- D3. Are you currently ...?
Married/living as married
Divorced/Separated
Widowed
Single/Never married

- D4. Including you, how many people are currently living in your household? _____ [IF 1, SKIP TO D6]

- D5. How many living in your household are children under the age of 18? _____

- D6. Which of the following categories represents the last grade of school you completed?
High school or less
Some college/technical school
College graduate
Post-graduate degree

- Ethnicity. Which of the following best describes your ethnic heritage? Are you...? [ALLOW MULTI]
African-American/Black
Asian
American Indian or Alaska Native
Caucasian/White
Hispanic/Latino
Middle Eastern or North African
Native Hawaiian or Other Pacific Islander
Other, specify: _____

- D7. Which of the following categories best represents the total annual income for your household before taxes?
USA ONLY:
Less than \$35,000
\$35,000 but less than \$50,000
\$50,000 but less than \$75,000
\$75,000 but less than \$100,000
\$100,000 but less than \$150,000
\$150,000 but less than \$200,000
\$200,000 or more

- CANADA ONLY:
LESS THAN \$35,000 CAD
\$35,000 BUT LESS THAN \$50,000 CAD
\$50,000 BUT LESS THAN \$75,000 CAD
\$75,000 BUT LESS THAN \$100,000 CAD
\$100,000 BUT LESS THAN \$150,000 CAD
\$150,000 BUT LESS THAN \$200,000 CAD
\$200,000 OR MORE CAD

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