



LIVE FREE

2021-2022

Winter Advertising Effectiveness

April 2022

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Background & Objectives

- The New Hampshire Division of Travel and Tourism Development (DTTD) annually runs winter advertising in select markets. The 2021-2022 winter advertising ran in nearby core markets, long-drive markets, and Montreal. The target markets were expanded this year – last year the ads ran only in select core markets.
- In order to be accountable for these investments, DTTD has retained Strategic Marketing & Research Insights (SMARInsights) to conduct research to measure awareness and impact of the advertising. The research is also designed to uncover insights that guide strategic decision-making.
- The specific objectives of this research are to:
 - Measure awareness of the winter advertising;
 - Evaluate the efficiency of the media investment;
 - Explore the overall reaction to the campaign elements;
 - Determine the advertising's ability to communicate desired messages and generate interest in New Hampshire winter travel;
 - Assess the ability of the winter advertising to influence New Hampshire winter travel;
 - Calculate the economic impact and return on investment of the advertising; and
 - Forward insights into future refinement of the marketing.

Methodology

- As with prior advertising effectiveness research conducted for DTTD, an online survey was used so that respondents could view the actual advertising. This approach 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.
- In order to qualify for the survey, respondents had to be travel decision makers ages 18 to 65 who regularly take overnight leisure trips of at least 50 miles from home. They are also required to have interest in winter vacations that involve skiing, snowboarding, snowmobiling, snowshoeing, or other outdoor winter activities.
- A total of 1,202 surveys were completed between March 17th and 31st, 2022.
- Upon completion of data collection, the results were cleaned, coded, and weighted to be representative of the population distribution.
- The following report summarizes the research results. The questionnaire and the ads tested appear in the Appendix.

Market	Completed Surveys
Core Markets	513
Long-Drive Markets	529
Montreal	160
Total	1,202

Core Markets	Long Drive Markets
NH	PA
CT	DE
MA	MD
RI	VA
ME	NC
NY	OH
	NJ

The Advertising Campaign

- The winter 2021-2022 campaign includes TV, print, out-of-home, and digital advertising.
- DTTD invested \$364,471 on this winter advertising, up slightly from \$356,808 in winter 2020-2021. The TV and out-of-home investments increased, while the digital investment decreased.
- Examples of the ads are shown to the right. The full collection of assets tested is in the questionnaire in the Appendix.

Medium	2018-2019 Winter	2019-2020 Winter	2020-2021 Winter	2021-2022 Winter
TV	\$96,420	\$88,395	\$80,000	\$104,776
Print	\$5,000	\$0	\$31,475	\$31,475
Out of Home	\$116,205	\$109,816	\$38,640	\$68,620
Digital (Display, Social)	\$227,000	\$219,964	\$206,693	\$159,600
Total	\$444,625	\$418,175	\$356,808	\$364,471

TV



Print



Out of Home



Digital Display



Social



Advertising Media by Market

Market Group	Market	Print	TV	OOH	Digital Display	Social
Core Markets	MA	X	X	X	X	X
	RI	X	X	X	X	X
	CT	X	X	X	X	X
	ME	X			X	X
	NH	X	X		X	X
	NY	X	X		X	X
Long Drive Markets	DE				X	X
	NC				X	X
	PA				X	X
	VA				X	X
	NJ		X		X	X
	MD				X	X
	OH				X	X
Canadian Market	Montreal				X	X

- As noted, the 2021-2022 winter advertising was aimed at more markets than the 2020-2021 winter advertising. Last year, the ads ran only in Massachusetts, Rhode Island, Connecticut, and Maine.
- In 2021-2022, the winter digital display and social media ads ran in 14 markets including Montreal.
- Print, TV, and out-of-home ran in select markets.

Insights

As we continued to climb out of the pandemic and leisure travel patterns begin to normalize, DTTD decided to aim the 2021-2022 winter advertising at long-drive domestic markets and Montreal in addition to the core markets that were targeted with the 2020-2021 winter advertising. The results of this research indicate this was a sound decision:

- The level of 2021-2022 winter advertising awareness (47%) is down compared to the prior two winter advertising campaigns (64% in 2020-2021 and 53% in 2019-2020). However, aiming the 2021-2022 ads at a broader geographic swath resulted in more ad-aware households and a more efficient media buy in terms of cost per aware household.
- Reaction to the 2021-2022 winter advertising is mostly positive – and there are basically no negative reactions.
- The 2021-2022 winter creative is excellent (top 10% rating) at communicating *inspired and invigorated, free-spirited* and *uncovering new places or things*. The advertising also excels from an evaluative ratings standpoint at generating interest in New Hampshire winter travel.
- The 2021-2022 winter advertising influenced New Hampshire travel from the core and long-drive markets. There was no ad-influenced travel from Montreal. While Canadians have resumed traveling to the U.S. after a long period of travel restrictions, the small digital and social investment in Montreal did not spur any additional travel in early 2022.

Insights cont.

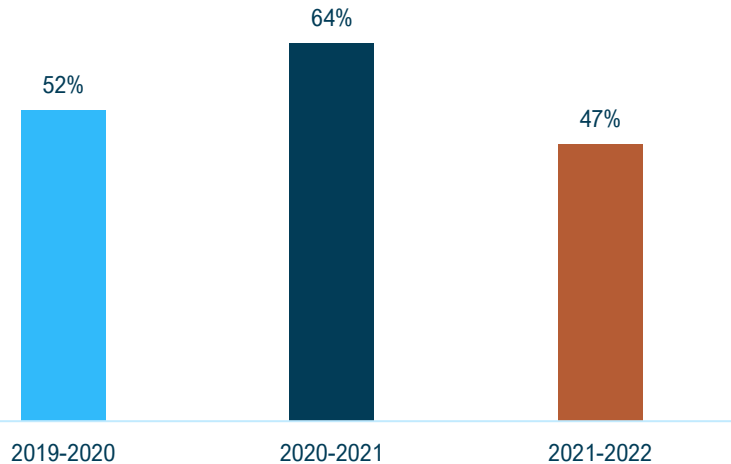
- The 2021-2022 winter advertising ultimately influenced almost 80,000 New Hampshire trips that resulted in \$110.7 million in visitor spending and returned \$304 for each \$1 invested. The ads also returned \$18.86 in tax revenue for each \$1 invested.
- The core and long-drive markets produced ad-influenced trips and visitor spending in proportion to their population.
- The impact of the pandemic is evident when reviewing the winter advertising influence over the past three years. Ad-influenced trips, visitor spending, and ROI were all highest in 2019-2020, which was pre-pandemic. These figures fell dramatically in 2020-2021 when DTTD narrowed the marketing area and travel was suppressed by the pandemic. There was a strong rebound in 2021-2022, but these ultimate performance measures are still below pre-pandemic levels.
- The 2021-2022 winter advertising not only influenced New Hampshire travel, but it also gave visitors ideas of things to do by showcasing some of the best of the state's offerings, which led to more active, better trips and more social media advocacy.



Winter Advertising Awareness & Reaction

Winter Ad Awareness

Winter Ad Awareness

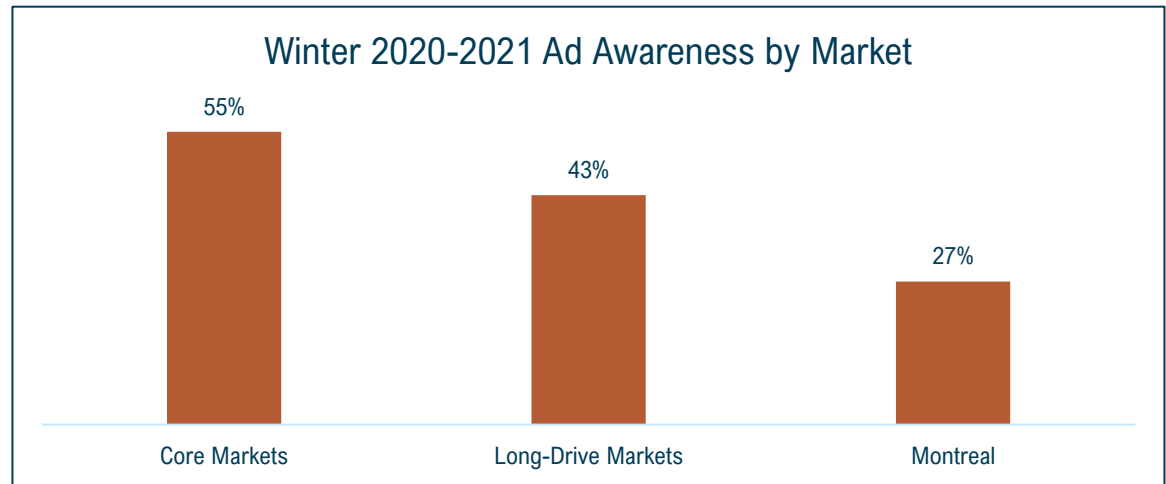


	2019-2020	2020-2021	2021-2022
Targeted HHs	6,433,066	1,927,786	12,725,929
Ad Awareness	52%	64%	47%
Ad-Aware HHs	3,370,926	1,228,398	5,933,788
Media Investment	\$418,175	\$356,808	\$364,471
Cost per Aware HH	\$0.12	\$0.29	\$0.06

- The 2021-2022 winter advertising reached 47% of target households, or about 5.9 million households.
- The awareness percentage is down compared to the prior two winter advertising campaigns. However, the 2021-2022 campaign was aimed at a broader geographic swath and thus reached more households. It makes sense that the awareness percentage is down given a similar budget spread across more markets. The result is a more efficient media buy in terms of cost per aware household compared to prior winter campaigns.

2021-2022 Winter Ad Awareness by Market

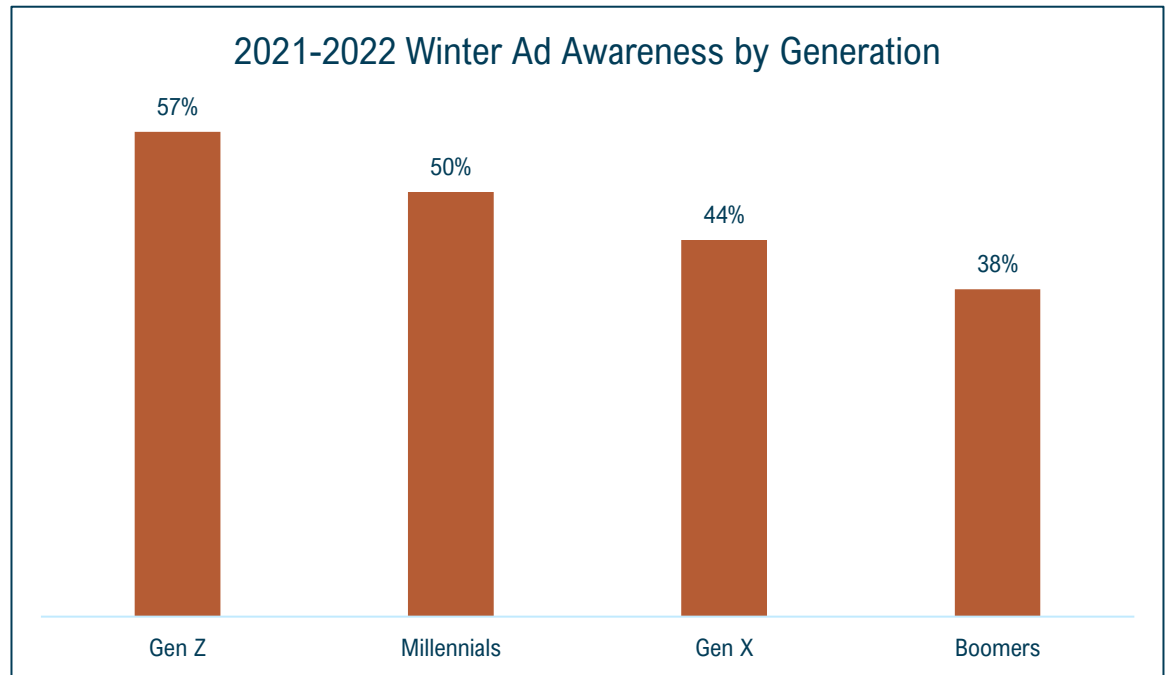
- Awareness of the 2021-2022 winter advertising is highest in the core markets at 55%, which makes sense given that the ads have built equity in these markets over the life of the campaign.
- But the long-drive markets produced more ad-aware households.
- Montreal, which received only digital display and social media advertising, had the lowest level of ad awareness.



	Core Markets	Long-Drive Markets	Montreal
Targeted HHs	4,290,926	8,062,319	372,684
Ad Awareness	55%	43%	27%
Ad-Aware HHs	2,358,754	3,474,875	100,159
Media Spending	\$289,405	\$45,467	\$29,600
Cost per Aware HH	\$0.12	\$0.01	\$0.30

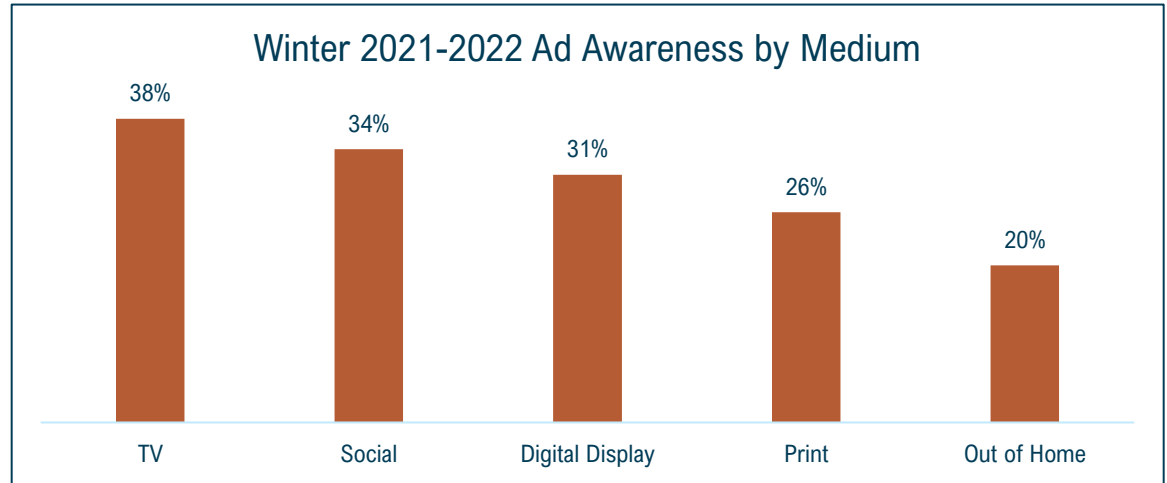
2021-2022 Winter Ad Awareness by Generation

- Awareness of the winter 2021-2022 advertising is higher among younger consumers.
- This result aligns with what SMARInsights has observed industry-wide over the past couple of years. It simply is becoming more difficult to reach older consumers as media has become more digital.



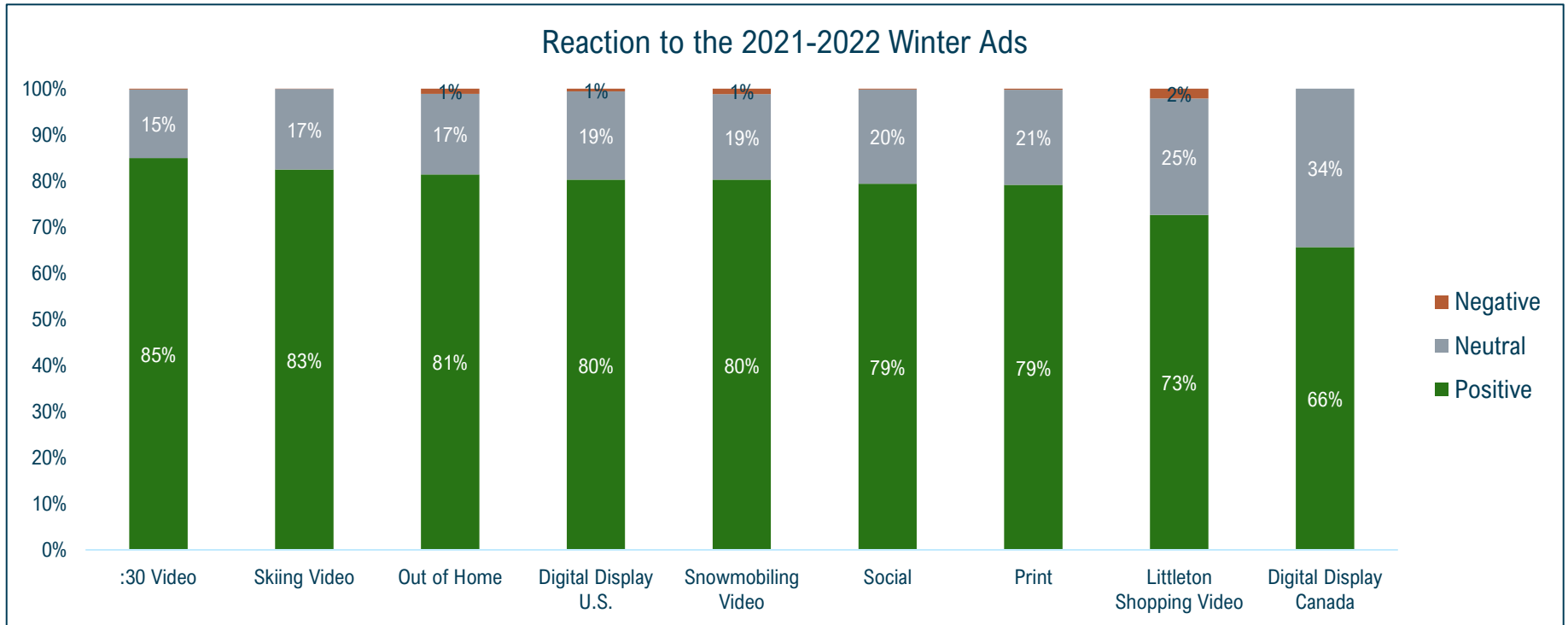
2021-2022 Winter Ad Awareness by Medium

- Of the individual 2021-2022 winter ad media, the TV ads generated the highest awareness (38%). These ads also received the largest investment.
- Ultimately, all advertising media are reaching target consumers efficiently.



	TV	Social	Digital Display	Print	Out of Home
Target HHs	12,353,245	12,725,929	12,725,929	4,290,926	4,290,926
Ad Awareness	38%	34%	31%	26%	20%
Ad-Aware HHs	4,683,858	4,326,028	3,933,871	1,129,191	844,117
Media Investment	\$104,776	\$56,600	\$103,000	\$31,475	\$68,620
Cost per Aware HH	\$0.02	\$0.01	\$0.03	\$0.03	\$0.08

Reaction to the 2021-2022 Winter Ads



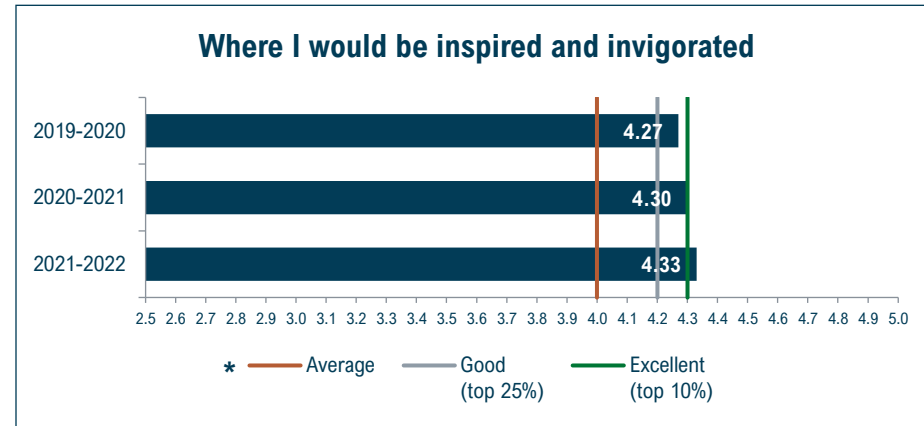
- Reaction to the 2021-2022 winter advertising is mostly positive – and there are basically no negative reactions.
- The general :30 video gets the greatest portion of positive responses, which makes sense given the breadth of activities and scenery featured.
- Canadians’ reaction to the digital banner ad is the least positive, but there are also no negative reactions.



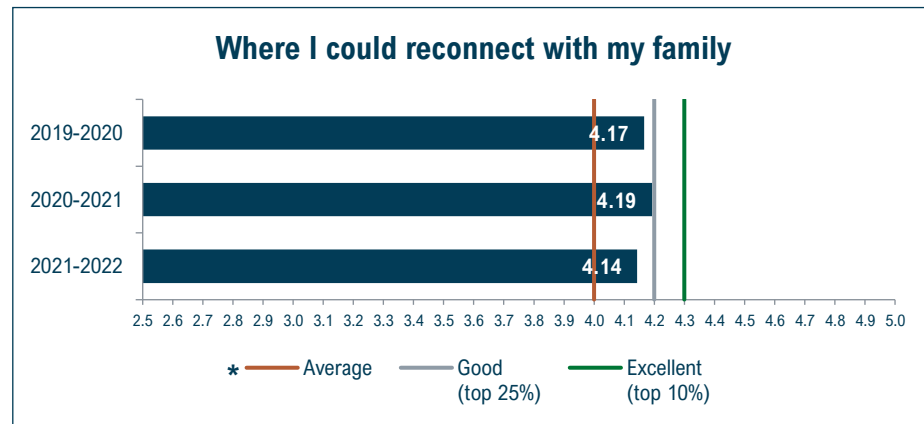
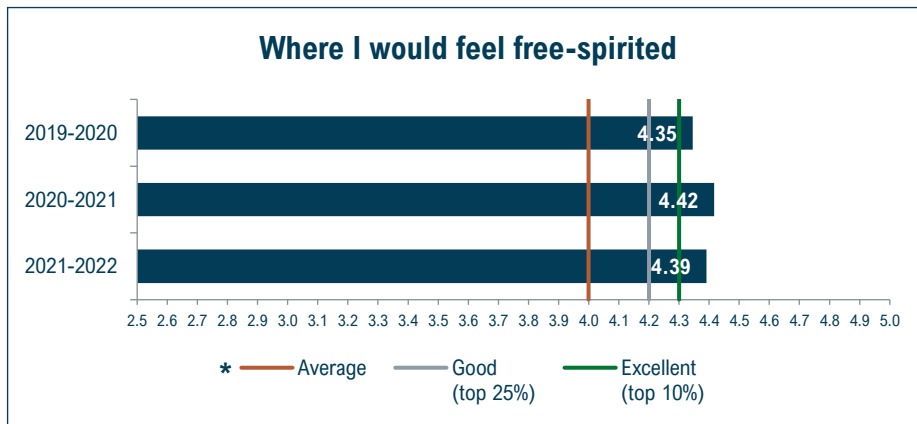
Creative Evaluation

Creative Communication Ratings

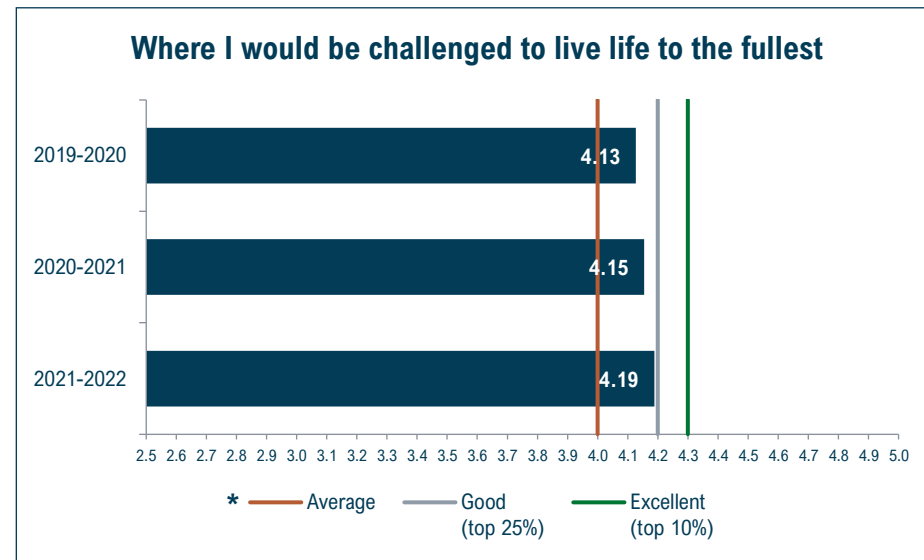
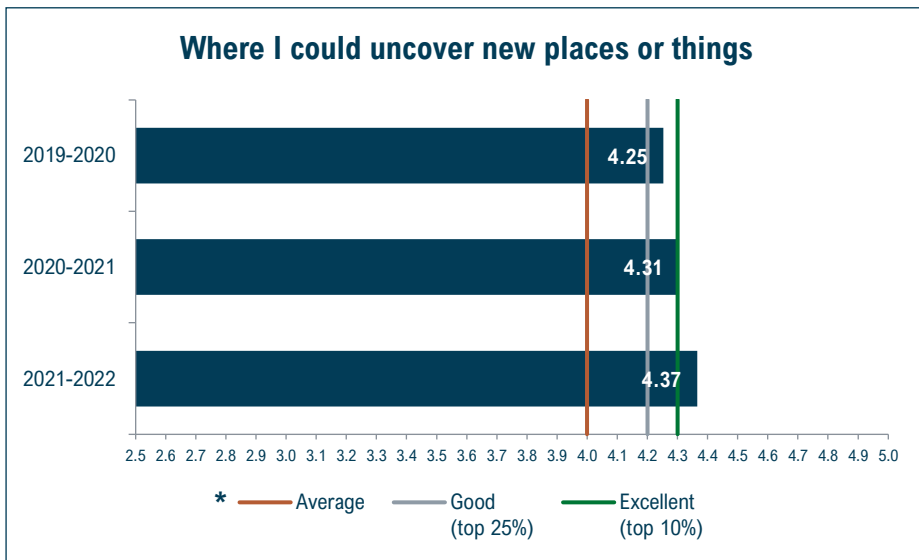
- The 2021-2022 winter creative is excellent (top 10% rating) at communicating *inspired and invigorated* and *free-spirited*. The rating for *inspired and invigorated* is the highest of the past three years.
- The rating for *reconnect with my family* is above average, as it was during 2019-2020 and 2020-2021.



*The benchmarks are for winter campaigns being evaluated by winter leisure travelers.



Creative Communication Ratings Cont.

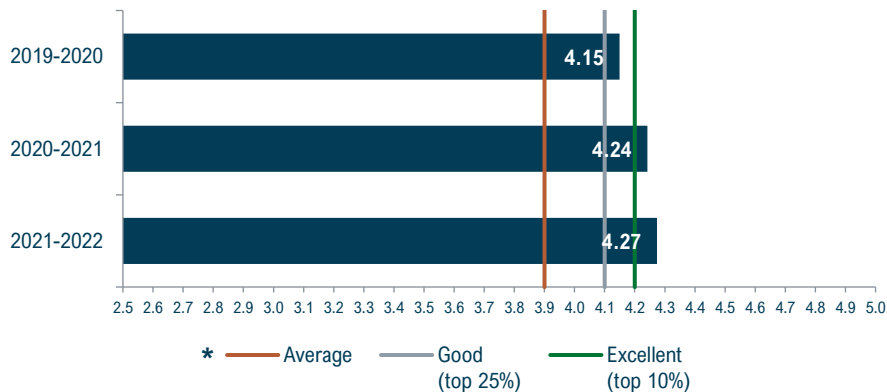


****The benchmarks are for winter campaigns being evaluated by winter leisure travelers.***

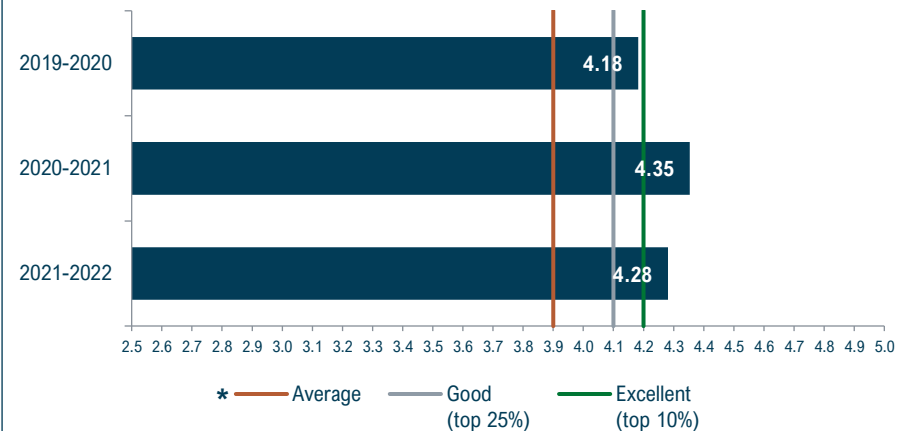
- The winter advertising continues to excel in its communication of *uncovering new places or things*.
- The advertising rates just below the good threshold (top 25%) for communicating *challenged to live life to the fullest*. The rating for this attribute improved in 2021-2022.

Creative Impact Ratings

Want to learn more about things to see and do in the state



Want to visit the state



**The benchmarks are for winter campaigns being evaluated by winter leisure travelers.*

- The advertising also excels from an evaluative ratings standpoint at generating interest in New Hampshire winter travel.
- Next, ad impact is reviewed by comparing the behaviors of those aware of the ads to the behaviors of those not aware of the ads.

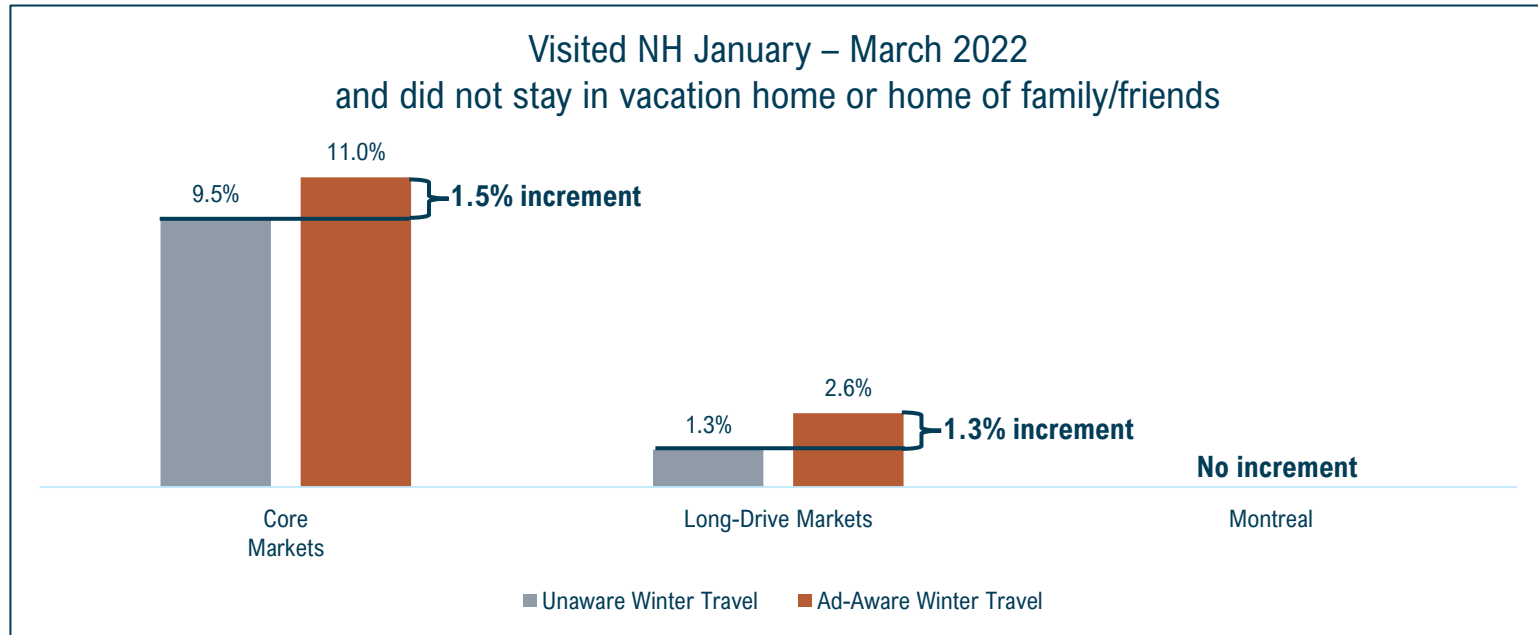


Winter Advertising Impact

SMARInsights' traditional methodology for measuring the impact of destination advertising relies on establishing a base rate of travel. Certainly, there would be travel to New Hampshire even without any paid advertising. Thus, not all visitation, or even visitation by ad-aware households, is attributable to the ads. In this evaluation, the level of travel among *unaware* households is considered the base and what the state would see without the marketing campaign. Any travel above that base by *aware* households is what is considered influenced. As such, this is a conservative measure of influence.

Moreover, for this winter review we are counting only travel that occurred between January and March of 2022 that did not include a stay at the visitor's vacation home or the home of family/friends.

2021-2022 Ad-Influenced Winter Travel



- The 2021-2022 winter advertising influenced New Hampshire travel from the January through March 2022 in the core and long-drive markets. There was no ad-influenced travel from Montreal.
- While Canadians have resumed traveling to the U.S. after a long period of travel restrictions, the small digital and social investment in Montreal did not spur any additional travel in early 2022.

2021-2022 Winter Advertising ROI

	Core Markets	Long-Drive Markets	Montreal	Total
Target HHs	4,290,926	8,062,319	372,684	12,725,929
Ad Awareness	55%	43%	27%	47%
Ad-Aware HHs	2,358,754	3,474,875	100,159	5,933,788
Incremental Travel	1.5%	1.3%	0.0%	1.3%
Ad-Influenced Trips	34,652	45,266	0	79,919
Average Trip Spending	\$1,154	\$1,562	--	\$1,385
Ad-Influenced Spending	\$39,998,334	\$70,712,270	\$0	\$110,710,604
Media Investment				\$364,471
ROI				\$304

- The 2021-2022 winter advertising ultimately influenced almost 80,000 New Hampshire trips that resulted in \$110.7 million in visitor spending and returned \$304 for each \$1 invested.

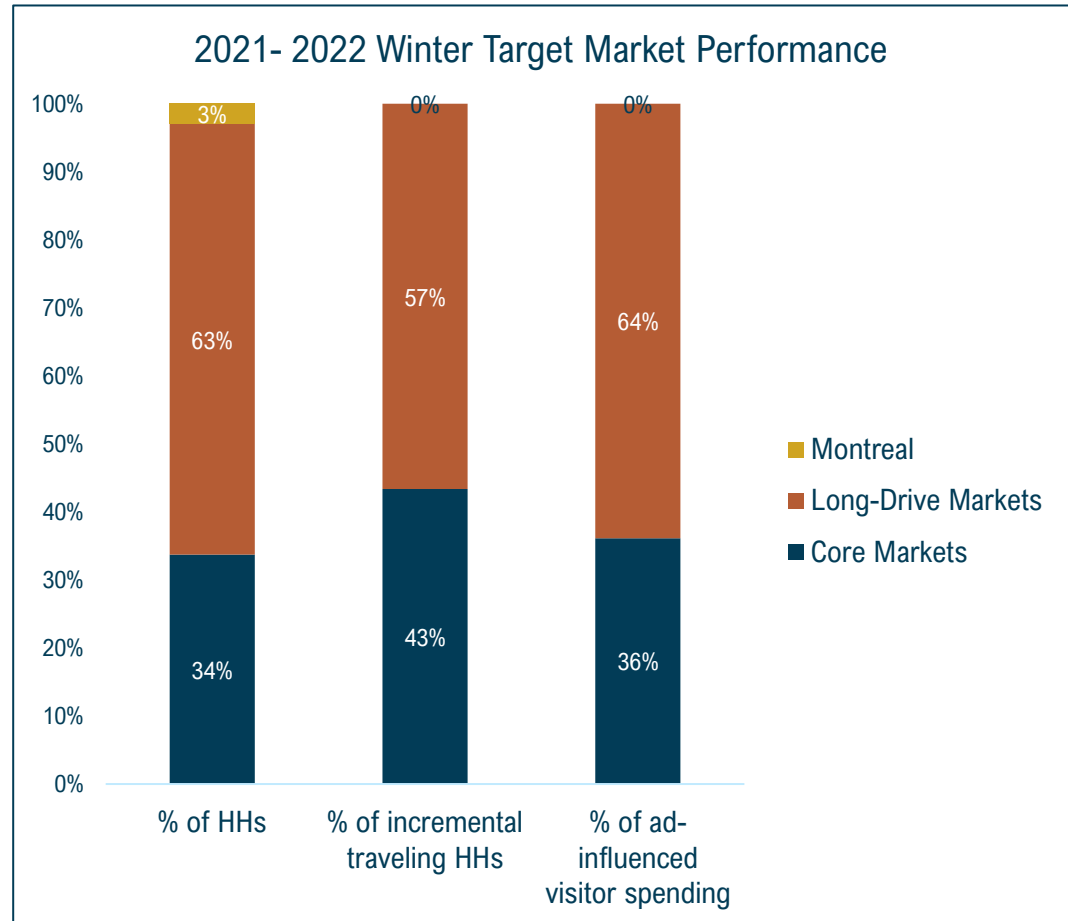
2021-2022 Winter Advertising Tax ROI

- Of the ad-influenced visitor spending, only a portion is subject to tax. New Hampshire has no sales tax on goods and services, so only those expenses related to lodging, meals and transportation are taxed.
- Based on the average visitor spending on the taxable categories of lodging, meals and transportation, the 2021-2022 winter advertising generated about \$6.9 million in taxes.
- Given media spending, the ads returned \$18.86 in tax revenue for each \$1 invested.

Ad-Influenced Trips	79,919
Avg. Taxable Trip Spending	\$956
Ad-Influenced Taxable Spending	\$76,376,140
Taxes Generated (9% tax rate)	\$6,873,853
Media Investment	\$364,471
Tax ROI	\$18.86

2021-2022 Winter Target Market Performance

- The core and long-drive markets produced ad-influenced trips and visitor spending in proportion to their population.



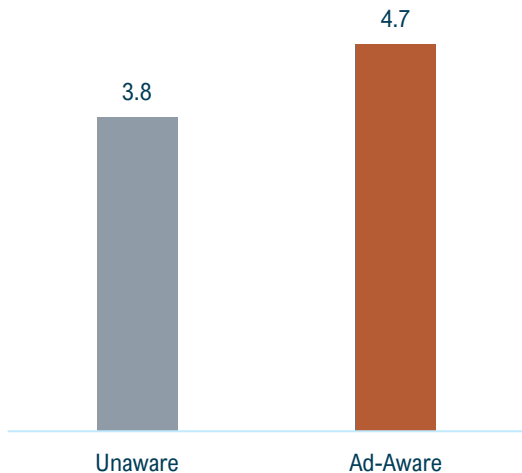
Winter Ad Influence Tracking

- The impact of the pandemic is evident when reviewing the winter advertising influence over the past three years.
- Ad-influenced trips, visitor spending, and ROI were all highest in 2019-2020, which was pre-pandemic.
- These figures fell dramatically in 2020-2021 when DTTD narrowed the marketing area and travel was suppressed by the pandemic.
- There was a strong rebound in 2021-2022, but these ultimate performance measures are still below pre-pandemic levels.

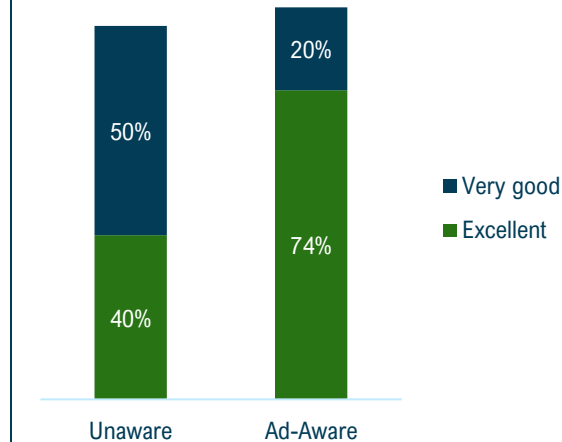
	2019-2020	2020-2021	2021-2022
Target HHs	6,433,066	1,927,786	12,725,929
Ad Awareness	52%	64%	47%
Ad-Aware HHs	3,370,926	1,228,398	5,933,788
Incremental Travel	5.7%	1.6%	1.3%
Ad-Influenced Trips	190,794	19,286	79,919
Average Trip Spending	\$1,359	\$955	\$1,385
Ad-Influenced Spending	\$259,289,605	\$18,419,365	\$110,710,604
Media Investment	\$418,175	\$356,808	\$364,471
ROI	\$620	\$52	\$304
Avg. Taxable Trip Spending	\$1,015	\$707	\$956
Ad-Influenced Taxable Spending	\$193,656,328	\$13,629,500	\$76,376,140
Taxes Generated	\$17,429,069	\$1,226,655	\$6,873,853
Media Investment	\$418,175	\$356,808	\$364,471
Tax ROI	\$41.68	\$3.44	\$18.86

2021-2022 Winter Advertising Impact on the NH Trip

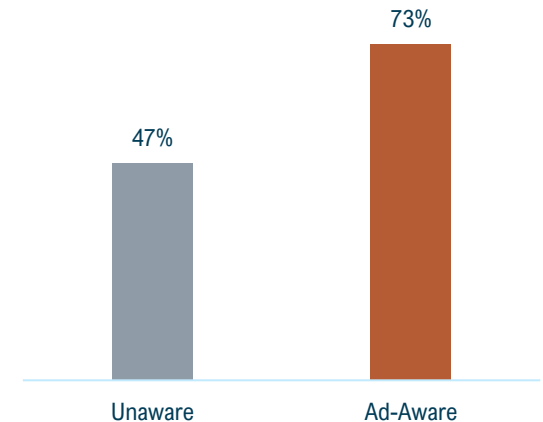
Avg. number of trip activities



NH winter trip rating



Shared NH winter trip on social media



- The 2021-2022 winter advertising not only influenced New Hampshire travel, but it also gave visitors ideas of things to do by showcasing some of the best of the state's offerings, which led to more active, better trips and more social media advocacy.



Appendix: Questionnaire

**New Hampshire Tourism
2021-2022 Winter & InState Ad Awareness and ROI
March 2022**

ZIP. What is your ZIP code? _____

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

1. Me
2. Me and my spouse/partner
3. My spouse/partner TERMINATE

S1. Please indicate which of the following describe you.

[ROTATE]	Yes	No
I regularly use social media like Facebook, Twitter or Instagram	<input type="checkbox"/>	<input type="checkbox"/>
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home (IF THIS AND PLANNING = 0, TERMINATE AFTER SCREENING QUESTIONS)	<input type="checkbox"/>	<input type="checkbox"/>
I am currently planning or have already planned an upcoming leisure trip	<input type="checkbox"/>	<input type="checkbox"/>
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy	<input type="checkbox"/>	<input type="checkbox"/>
I use video streaming services like Hulu or Netflix	<input type="checkbox"/>	<input type="checkbox"/>
I'm interested in taking winter vacations that involve skiing, snowboarding, snowmobiling, snowshoeing, or other outdoor winter activities (IF =0, TERMINATE AFTER SCREENING QUESTIONS.)	<input type="checkbox"/>	<input type="checkbox"/>
I like to travel during the fall to view the changing leaves	<input type="checkbox"/>	<input type="checkbox"/>
I engage in skiing, snowmobiling and/or other outdoor winter activities	<input type="checkbox"/>	<input type="checkbox"/>

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.* [ROTATE]

- Facebook
- Twitter
- YouTube
- Instagram
- Travel review sites such as TripAdvisor
- Snapchat
- Pinterest
- Other, please specify _____
- None

1. Thinking about places to go for 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 or within 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					

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

New Hampshire	
Connecticut	
New York	
Maine	
Massachusetts	
Rhode Island	
Vermont	
Other, please specify	

5. Have you taken a leisure trip to or within any of the following states in 2022? How many trips did you take in 2022?

[ROTATE]	States traveled to or within in 2022 (Select all that apply)	Number of trips in 2022 FORCE GREATER THAN 0
New Hampshire		
Connecticut		
New York		
Maine		
Massachusetts		
Rhode Island		
Vermont		
None of these		

6. In the course of planning for any recent or upcoming trips to or within New Hampshire, have you gathered information in any of the following ways?

1. Requested a New Hampshire Visitor's Guide
2. Visited the New Hampshire Tourism site, www.visitnh.gov
3. Visited the Visit New Hampshire Facebook page
4. Followed Visit New Hampshire on Twitter
5. Followed Visit New Hampshire on Instagram
6. Received an e-newsletter
7. Requested information about a New Hampshire trip in another way
8. None of these

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Website Homepage



Visit NH Winter Homepage

7. Have you visited this New Hampshire website before?

1. Yes
0. No

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Facebook Homepage



Facebook Homepage[1]

Q7a. Have you visited the New Hampshire Facebook page before?

1. Yes
0. No

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022>Email



Winter Newsletter_2022

Q7b.

WORDING FOR VISIT NH NEWSLETTER: Have you received this New Hampshire e-newsletter?

1. Yes
0. No

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

Now please give us some information about the trip(s) you took to or within New Hampshire in 2022.

9. When did you travel to or within New Hampshire for a leisure trip? (ACCEPT MULTIPLES)

January 2022
February 2022
March 2022

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

10_1. How many nights did you spend in New Hampshire during this trip? _____

10_2. Including you, how many people were in your travel party? _____

ASK Q10b if Q10_2 >1

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

ASK Q10c if Q10_1 >0

10c. 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

5

11. Which of the following activities did you participate in during your trip to or within 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
Hunting	Shopping at locally owned stores
Camping	Dining at locally owned restaurants
Snow skiing or snowboarding	Visiting a noteworthy bar or nightclub
Snowmobiling	Farm to table dinner
Visiting museums	Winery tours
Attending a play or concert	Brewery
Attending performing arts (music/theater)	Dogsledding
Visiting historical sites	Cross country skiing
Snowshoeing	Ice fishing
Ice skating	Other, please specify _____
	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?

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

5. Excellent
4. Very good
3. Good
2. Fair
1. Poor

6

15. 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 – best estimate is fine. If no expenditures in a category enter a “0”

- Accommodations (includes campground fees) _____
- Food and beverage service _____
- Food stores _____
- Retail sales _____
- Arts, entertainment, and recreation _____
- Local transportation & gasoline _____
- Air transportation while in the state _____
- Other _____

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

- 1...Less than 1 week
- 2...1 to 2 weeks
- 3...2 to 3 weeks
- 4...3 to 4 weeks
- 5...1 to 2 months
- 6...3 to 4 months
- 7...More than 4 months in advance
- 8...Don't know

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

1. Facebook
2. Twitter
3. Flickr
4. YouTube
5. Blogs
6. Instagram
7. Pinterest
8. Snapchat
9. TikTok
10. None of these

18a. Did you visit or participate in any of the following on your trip?

ROTATE, ANCHOR "NONE"	
Farm tours	
Farm-based lodging	
Corn mazes or haunted forests	
Petting farms	
Pick-your-own	
Winery/vineyard	
Horse-back, hay, sleigh, vintage tractor, snow-machine or sled-dog rides	
Farmers markets	
Rural wedding	
On-farm seasonal festivals	
Restaurants specializing in local farm to table dining	
Shopping at farm stands/stores	
None of these	

18b.

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

SHOW ALL OF THOSE THAT THEY DID FROM 18a. INCLUDE ONLY ONE NUMERIC BOX – WE JUST WANT TOTAL SPENDING ON ALL THINGS COMBINED	
---	--

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

1. Very likely
2. Somewhat likely
3. Not likely

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

1. Yes
0. No

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

PRINT

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Print Ad

USA ONLY MARKETS OF MA, RI, CT, ME, NH, NY:



Yankee Winter CoOp

WinterPrint. Please indicate if you have seen this print ad before.

- 1. Yes
- 0. No

WinterPrintB. What is your reaction to this ad?



- 1. Positive
- 2. Neutral
- 3. Negative – ASK WinterPrintC

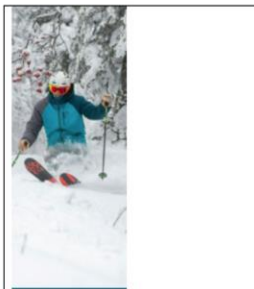



WinterPrintC. Why do you feel that way? _____

DIGITAL

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Display Ads

USA ONLY:

 <p>DISCOVER YOUR NEW</p> <p>VISIT NH</p> <p>New Hampshire LIVE FREE</p>	 <p>DISCOVER YOUR NEW</p> <p>VISIT NH</p> <p>New Hampshire LIVE FREE</p>
ALL_DTTD_21_Road Trip_retargeting_300x250_V2	
ALL MARKETS	
	CORE_DTTD_22_Off Slope_Mixed Activities_300x600_V2
	CORE MARKETS ONLY

 <p>DISCOVER YOUR NEW</p> <p>VISIT NH</p>  <p>CORE_DTTD_22_Ski_Core_160x600</p> <p>CORE MARKETS ONLY</p>	 <p>DISCOVER YOUR NEW</p> <p>VISIT NH</p>  <p>LONG DRIVE_DTTD_22_Romantic Getaway_300x600_V2</p> <p>LONG DRIVE MARKETS ONLY</p>
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MONTREAL ONLY:
English Version:



CANADA_DTTD_21_Welcome_Back_Montreal_300x250_V2

French Version:



FRENCH_DTTD_21_Welcome_Back_Montreal_300x250_V2

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

- 1. Yes
- 0. No

WinterDigitalB. What is your reaction to these ads?

- 1. Positive
- 2. Neutral
- 3. Negative – ASK WinterDigitalC

WinterDigitalC. Why do you feel that way? _____

VIDEO

INCLUDE TV SPOT 30, SNOWMOBILE VIDEO, SHOPPING VIDEO, AND SNOWSHOE VIDEO

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Videos USE

USA ONLY MARKETS MA, RI, CT, NH, NY AND NJ:

10_SNOWMOBILE_Video Dark Post.mp4	11_Shopping_Video Dark Post.mp4	12_Mixed Activities_Video Dark Post.mp4	13_Snowshoe_Video Dark Post.mp4



1_FB_IG_Dark Post Video_30 Winter Spot.mp4	18_IG_Snap_Littleton Shopping.mp4.mp4	19_IG_Snap_Snowmobiling.mp4.mp4	20_IG Story_Snapchat_SKIING.mp4
https://vimeo.com/688946992	https://vimeo.com/688947715	https://vimeo.com/688947979	https://vimeo.com/688948208
SHOW TO ALL MARKETS	SHOW TO ALL MARKETS	SHOW TO ALL MARKETS	SHOW TO ALL MARKETS

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

- Yes
- No

WinterTVB. What is your reaction to this ad?

1. Positive
2. Neutral
3. Negative – ASK WinterTVC

WinterTVC. Why do you feel that way? _____

OUT OF HOME

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Billboards

USA ONLY MARKETS MA, RI AND CT:



WinterOOHA. Please indicate if you have seen each of these outdoor ads before.

- 1. Yes
- 0. No

WinterOOHB. What is your reaction to these ads?

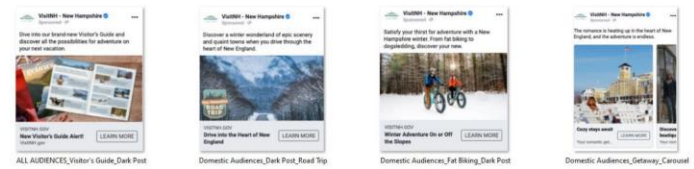
1. Positive
2. Neutral
3. Negative – ASK WinterOOHC

WinterOOHC. Why do you feel that way? _____

SOCIAL

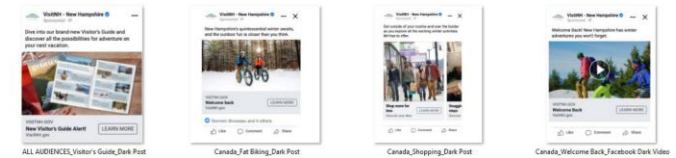
I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Social Ads

USA ONLY:



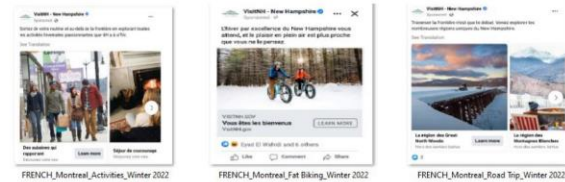
MONTREAL ONLY:

ENGLISH Version:



FRENCH VERSION:

I:\Ads Master\New Hampshire\2022\Winter\SMARI Winter 2022\Social Ads\CANADA\French



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

1. Yes
0. No

WinterSocialB. What is your reaction to these ads?

1. Positive
2. Neutral
3. Negative – ASK WinterSocialC

WinterSocialC. Why do you feel that way? _____

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

	Strongly disagree				Strongly agree
Where I would be inspired and invigorated	1	2	3	4	5
Where I could reconnect with my family	1	2	3	4	5
Where I would feel free-spirited	1	2	3	4	5
Where I would be challenged to live life to the fullest	1	2	3	4	5
Where I could uncover new places or things	1	2	3	4	5

29. How much does this campaign make you...?. ROTATE

	1	2	3	4	5
Want to learn more about things to see and do in the state	1	2	3	4	5
Want to go to the state website or request a brochure from the state	1	2	3	4	5
Want to visit the state	1	2	3	4	5

CORONAVIRUS QUESTIONS SECTION

The following questions are about your thoughts and behaviors given the coronavirus/COVID-19 pandemic.

C1. Which of the following best describes how you feel about traveling soon?

I would not even consider traveling any time soon	
I will wait and see what happens in the coming weeks before planning any trips	
I am ready to start planning a trip now	
I already have plans to travel soon	

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The following questions are for classification purposes only and will help us understand different groups of people.

D3. Are you currently ...?
 Married
 Divorced
 Widowed
 Single/Never married

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

D5. How many children under the age of 18 live in your household? _____

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

D7. Which of the following categories best represents your total annual household income 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

D8. Which of the following best describes your ethnic heritage? Are you...?

Select all that apply.

- African-American/black
- Asian/Pacific Islander
- Caucasian/white
- American Indian
- Native Hawaiian or Other Pacific Islander
- Other, please specify _____)

16

D8a. Do you identify as Hispanic or Latino?

Yes

No

D9. Do you identify as ...?

Male

Female

Non-binary

Prefer not to answer