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Strategic Marketing and Research

New Hampshire
visitnh.gov

2016-17 Advertising Effectiveness & ROI

December 2017

Background

- Throughout the 2016-17 fiscal year, the New Hampshire Division of Travel and Tourism Development (DTTD) continued its efforts to attract leisure visitors through three seasonal marketing campaigns.
- In order to be accountable for the resources invested in these efforts, DTTD has retained Strategic Marketing & Research Insights (SMARInsights) to measure the reach and impact of its marketing.
- The specific objectives of this seasonal awareness research:
  - Measure the reach of the advertising among a targeted audience;
  - Evaluate the effectiveness of the Division's marketing through SMARInsights' cost-per-aware household benchmarking;
  - Understand the overlap and potential impact of multiple media;
  - Determine the ability of the creative to communicate desired messages, again using SMARInsights' destination marketing organization (DMO) benchmarking;
  - Assess the ability of the advertising to improve the image of the state, motivate interest in visiting, and increase visitation;
  - Calculate the number of influenced trips, visitor spending, and return on investment of the media campaigns; and
  - Forward insights into future refinement of the marketing.

Methodology

- SMARInsights' advertising effectiveness methodology requires respondents to view the actual advertising in order to gauge awareness, so we developed and programmed an online survey. National sample vendors provided a survey link to potential respondents.
- In order to qualify for the survey, respondents had be travel decision makers who regularly take overnight leisure trips of at least 50 miles from home. Respondents also had to be between the ages of 18 and 65.
- In order to evaluate individual target markets, quotas were established in Toronto, Montreal, Boston, and New York City. The Division's paid media placements have the ability to reach a broader audience throughout the Northeast. So in addition to the spot markets evaluated, interviews were also completed in other markets in Connecticut, Maine, Massachusetts, Rhode Island, Vermont, New Jersey, and New York. Pennsylvania had been considered part of the northeast market in the 2015-16 fiscal year but was eliminated for this fiscal year. Tampa was added as a new market.
- In total, 2,440 interviews were conducted across the target markets. Upon completion of data collection, the results were cleaned, coded, and weighted to be representative of the population.
- The following report summarizes the results of the survey. The questionnaire and the ads tested appear in the Appendix to this report.

	Completed Interviews
Toronto	409
Montreal	412
Boston	309
New York City	508
Other Northeastern States	501
Tampa	301
Total	2,440

Campaign Spending

- The Division cut paid media significantly for the 2016-17 fiscal year, with all of the cuts coming from the spring/summer campaign. Spending for the agency's primary campaign was cut 50% from the previous fiscal year. There were slight increases in the fall and winter budgets, resulting in an overall budget decline of 39%.
- Although all forms of media had a 20% or more decline in spending, most of the cuts were to TV and digital. For the most part, cuts were proportional across markets. However, New Hampshire pulled back on TV placements in Boston. The market previously had more than $400,000 in TV spending.
- Tampa was a new market to receive targeted spending, with digital placements during the fall campaign.

Spending by Media	TV	Digital	Print	Outdoor
Toronto	$56,622	$76,471	$0	$0
Montreal	$69,516	$76,471	$0	$24,165
Boston	$22,565	$159,429	$6,508	$391,295
New York City	$371,238	$155,609	$0	$156,411
Other Northeast	$112,823	$548,071	$32,542	$8,600
Tampa	$0	$14,000	$0	$0
2016-17 Total	**$632,763**	**$1,030,050**	**$39,050**	**$580,471**
2015-16 Total	$1,261,628	$1,561,564	$191,793	$727,264
% Change	-50%	-34%	-80%	-20%

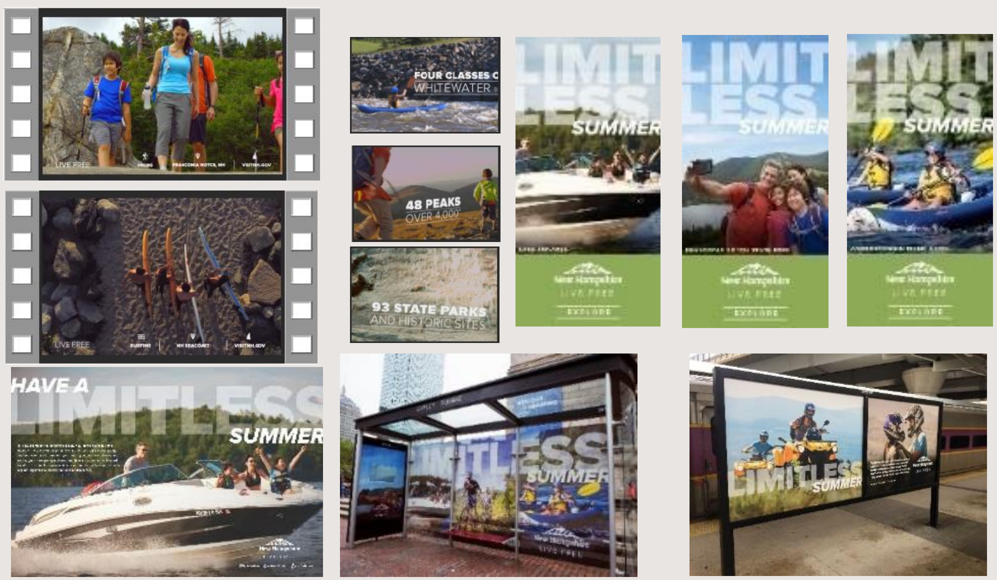
	Fall	Winter	Spring/ Summer	Total
2015-16	$238,587	$358,860	$3,144,803	$3,742,250
2016-17	$274,099	$444,493	$1,563,742	$2,282,334
% Change	15%	24%	-50%	-39%

Campaign Creative

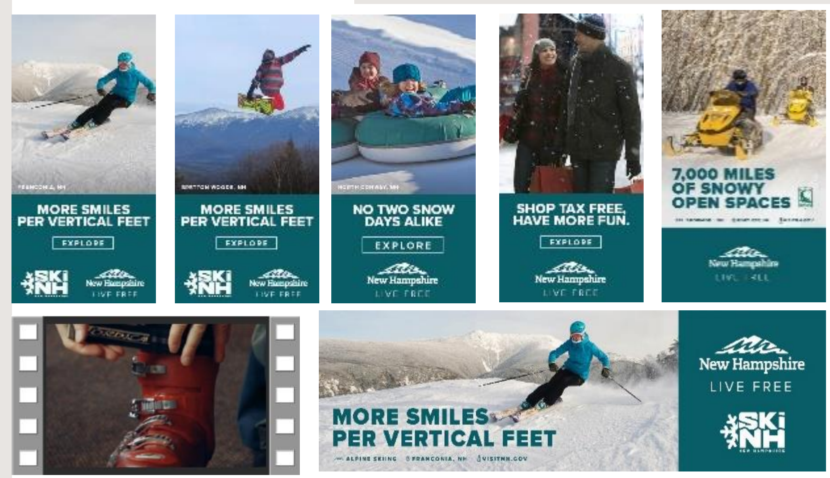
- New Hampshire launched the Live Free brand and creative in the 2015-16 fiscal year. While this campaign continued in the fall and winter, a new campaign launched for spring/summer.
- Placements of Live Free in the fall were exclusively digital, and winter included both digital and out-of-home. The spring/summer Limitless campaign included TV, digital, print, and out-of-home.

Fall 2016

Spring/Summer 2017



Winter 2016-17



Insights

- With a budget cut of nearly 40%, recall of the New Hampshire marketing for the fiscal year declined. The budget cut makes the campaign more efficient at reaching consumers, but falls short of the anticipated level of awareness for a DMO campaign investing similarly. Although it still meets industry benchmarks, the Limitless creative does not perform as well as last year's Live Free campaign. With fewer influenced trips and less visitor spending, the return on investment falls just short of the industry average for return on investment and tax ROI.

Measure	New Hampshire 2015-16 Campaign	New Hampshire 2016-17 Campaign	SMARInsights Benchmarks for State DMO Campaigns
Communication Ratings	4.0	3.8	3.9
Impact Rating: These ads make me want to visit New Hampshire	3.8	3.6	3.6
Impact Rating: These ads make me want to learn more about things to see and do in New Hampshire	3.8	3.6	3.6
Impact Rating: These ads make me want to go to the state website or request a brochure from New Hampshire	3.6	3.4	3.5
Awareness	51%	43%	Predicted awareness:46%
Cost per aware household	$0.44	$0.35	$0.67
ROI	$232	$146	$179
Tax ROI	$10	$8.50	$11

Insights

393,000
Influenced trips
-48%

$334 million
Influenced visitor spending
-60%

$146
Return on investment
-34%

- The Division influenced more then 393,000 trips to the state for the 2016-17 fiscal year, generating more than $334 million in influenced visitor spending.
- This influenced visitor spending generates more than $19 million in taxes for the state, returning $8.50 for every $1 invested in paid marketing.
- However, the influence of the campaign fell considerably with a nearly 40% cut to the media budget. There appear to be opportunities for refinement, even if the budget is not restored. Three areas that DMOS can continually look to improve are markets, media, and creative. Insights for each are below.

Market Insights

- DTTD's moves in Boston resulted in improved performance for the number of trips generated and the return on investment. Given this market's familiarity with New Hampshire, consumers here need very little in the way of brand messaging and can rely on tactical media such as digital and outdoor. Although the shift out of TV in the market resulted in a slight decline in recall, the overall performance of the market improved.
- New York City is an important market given the number of households. Spending was cut by a third, with most of the cuts from broadcast TV. As a market that remains relatively unfamiliar with New Hampshire, investment in brand-building media are important here. Broadcast TV and print are considered brand-building media and serve a different function from the tactical of digital and outdoor. Continued and even increased investment here could significantly improve influence.

Market Insights, cont.

- When resources are limited, DMOs must be especially thoughtful on how to allocate resources. By taking a systematic approach to market selection, DMOs can place media in markets based on the goals of the campaign – be that maximizing visitors, spending or return on investment. SMARInsights has developed a market potential model evaluating the amount of investment a destination might consider given distance, cost of media in the market as well as existing rates of travel. As New Hampshire considers how best to maximize the available dollars, this market potential review can inform where and how much to invest.

Media Insights

- In the 2015-16 advertising effectiveness research, SMARInsights recommended a move away from TV in familiar markets, namely Boston. With this, media efficiency and the return on investment increased in Boston. While this move into digital is effective because Boston is such a familiar market, it is likely unfamiliar markets still need the brand-building medium of TV and it will be hard to generate influenced trips with a primarily digital investment.

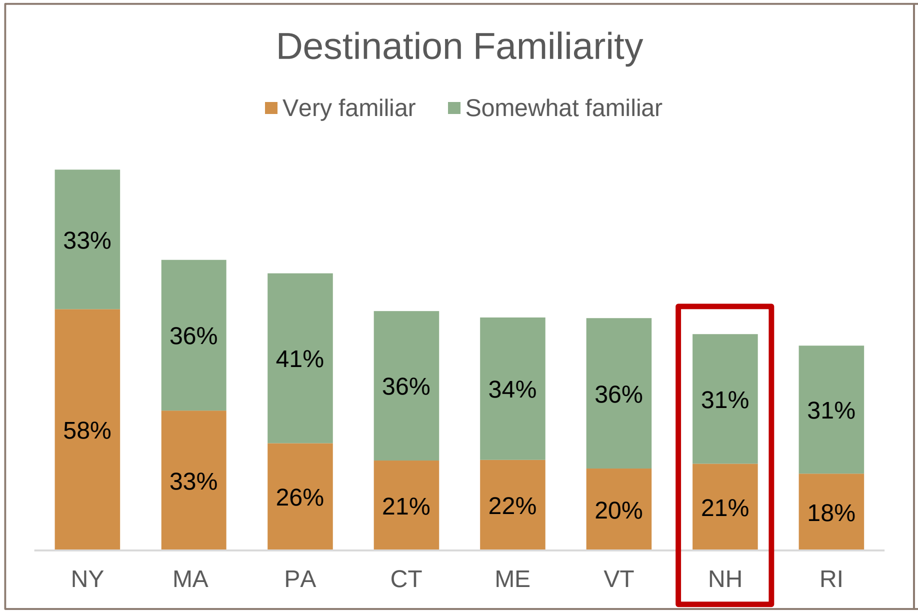
Creative Insights

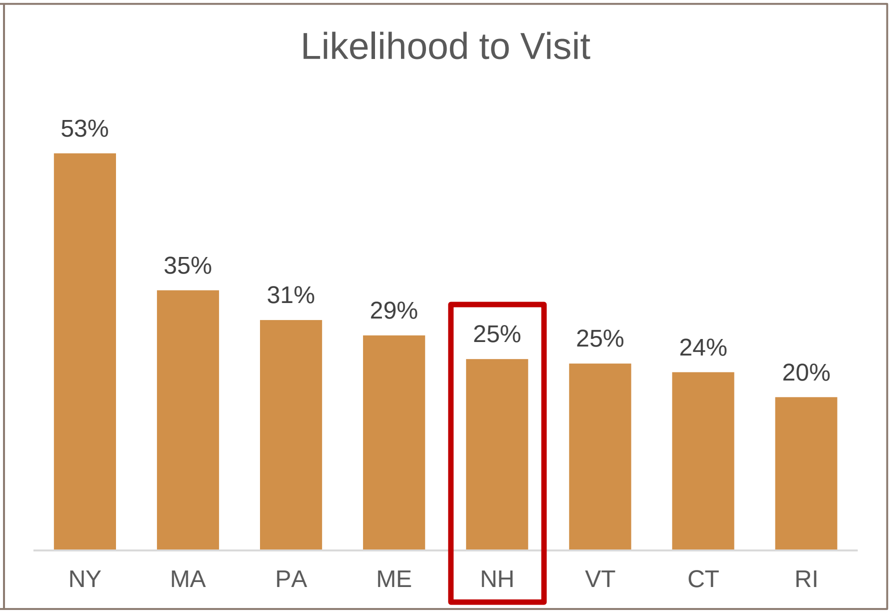
- Destination marketing is able to build awareness by continuing to invest in a campaign year after year. After only one year, DTTD deployed new creative with the summer campaign Limitless. While the campaign receives good creative ratings, they are not as strong as those for Live Free.
- In order to build awareness, a campaign must generate "wear in" with consumers. This is especially true of campaigns with a limited budget. For destinations with more modest investment such as New Hampshire, SMARInsights has seen campaigns be successful for three to four years.

COMPETITIVE POSITION

Competitive Position

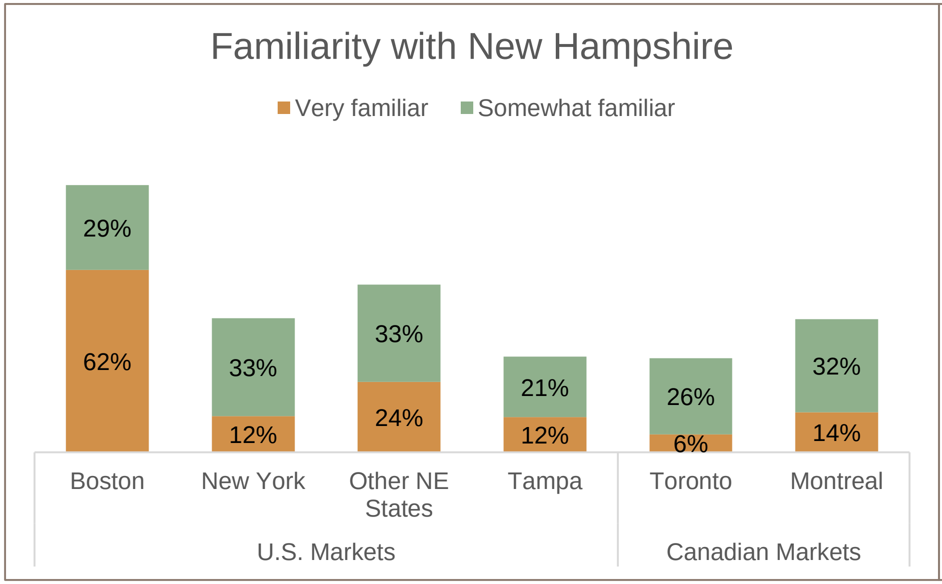
- Familiarity is often tied to interest in visiting, and likelihood to visit closely follows familiarity. Connecticut is an outlier that has stronger familiarity than interest in visiting. Considered a bedroom community for those who live in New York City, the state's travel product is not as well defined.
- In the 2016 Image and Position research, consumers had both more familiarity and interest in visiting Vermont than New Hampshire. While the similarly positioned competitor continues to enjoy slightly more familiarity, New Hampshire has pulled ahead slightly for interest in visiting.
- Destinations build familiarity, and in turn interest in visiting, with paid and earned media.

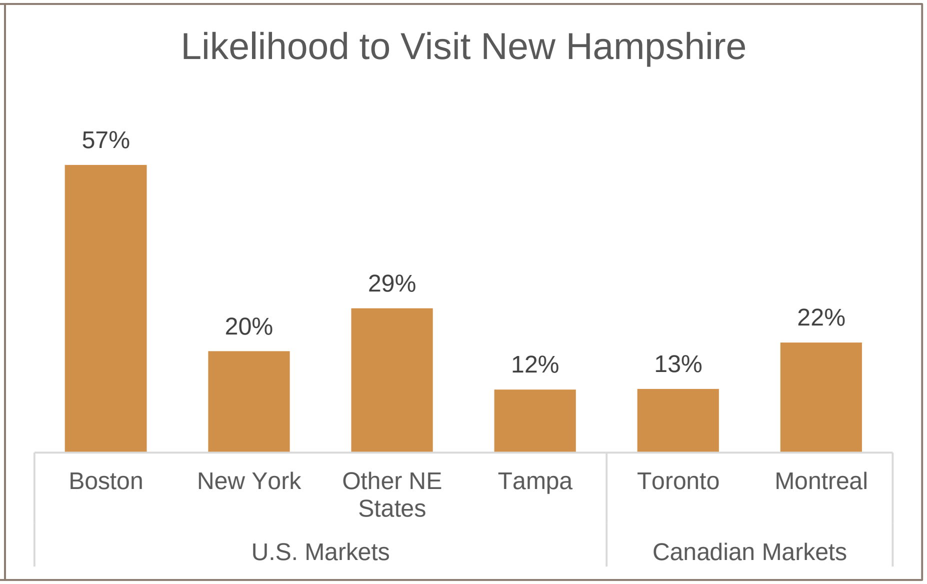




Market Position

- As a neighboring market, Boston has considerable past experience with New Hampshire's tourism product. There is strong familiarity and interest in visiting from the market.
- Other areas in the Northeast are familiar with the state and are the next most likely to visit.
- The new market of Tampa has slightly more familiarity with New Hampshire than Toronto has, but it has the least interest in visiting.





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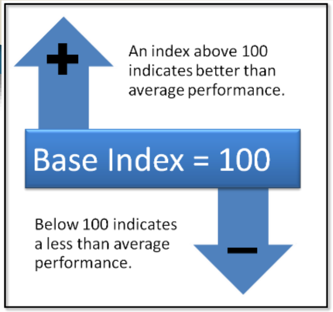
New Hampshire Image



- As the least familiar market, Toronto's image of New Hampshire is the weakest of the target markets.
- Toronto and Tampa do not see New Hampshire as an easy place to get to as they are the most distant markets.
- But more concerning is that Toronto does not consider New Hampshire a good place for outdoor recreation and winter sports, the state's top attractions. This market has easier access to similar product within nearby provinces.

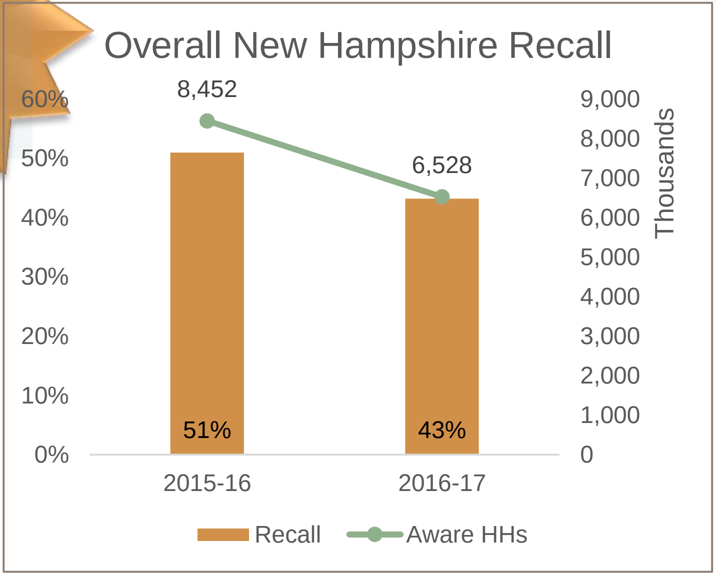
	Boston	New York City	Other NE States	Tampa	Toronto	Montreal
Is beautiful	103	99	101	100	92	97
Offers lots of outdoor recreation	105	98	102	99	92	95
Is safe	100	99	101	101	96	98
Is easy to get to	108	93	103	92	90	100
Is a great place for winter sports	107	100	100	101	92	91
Has great parks	103	100	99	100	97	100
Is a kid-friendly vacation destination	106	97	101	102	92	97
Offers great vacations for people like me	103	99	101	101	92	97
Is affordable	106	100	99	97	95	99
Is a place I would be excited to visit	103	99	101	101	93	100
Is a great place when traveling with children	106	97	101	99	94	98
Offers an attractive lifestyle	100	98	102	101	96	98
Is a fun and exciting place	103	97	102	101	95	98
Always has something new to discover	103	99	100	103	97	99
Is a good place for fairs and festivals	104	99	100	102	97	95
Is unique because of the variety	102	99	101	101	95	98
Has interesting historic sites/museums	99	100	100	106	99	99
Is a good place for shopping	105	95	102	97	97	102
Is a good place to live and work	103	98	101	101	98	97
Is a good place for water activities	107	100	98	96	99	98
Is a good place for culinary activities	103	101	98	104	98	100
Is rich in culture and the arts	98	100	100	105	100	102
Is a good place to go to the beach	111	95	98	95	100	106

MARKETING AWARENESS

Overall Awareness

SMARInsights' spot market benchmark: $0.67 per aware household

- Throughout the 2016-17 fiscal year, the advertising reached 6.5 million households. However, New Hampshire's paid media budget was cut by more than a third for the fiscal year. With this, there was a decline in recall of the marketing
- Although there was a decline in recall, the reduced spending results in a more efficient media buy. Through the evaluation of hundreds of DMO campaigns, SMARInsights has set benchmarks for campaigns' cost per aware household. For campaigns attempting to reach spot market audiences, the average cost per aware household for state DMOs is $0.67. The more efficient the campaign, the lower the cost per aware household.
- So though the campaign reached fewer households, it did so more efficiently than in the previous fiscal year. This efficiency is a result of the shift in media allocation. In 2015-16, 34% of the overall budget was allocated to TV, a more expensive medium. For the current fiscal year, the TV allocation fell to 28% of the total budget, contributing to the media efficiency.

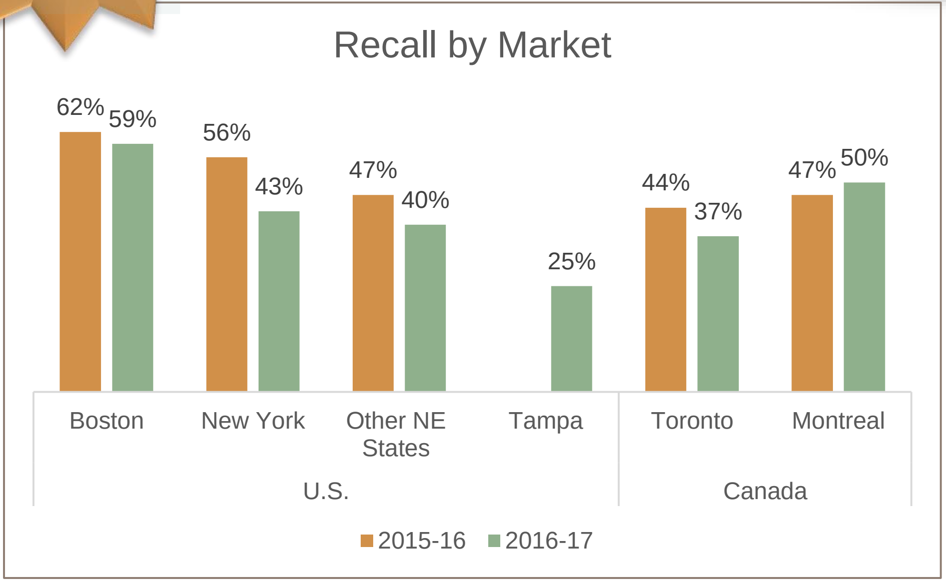


	2015-16	2016-17
Recall	51%	43%
Aware HHs	8,452,050	6,525,973
Media Spending	$3,742,250	$2,282,334
Cost per Aware HH	$0.44	$0.35

Recall by Market

SMARInsights' spot market benchmark: $0.67 per aware household

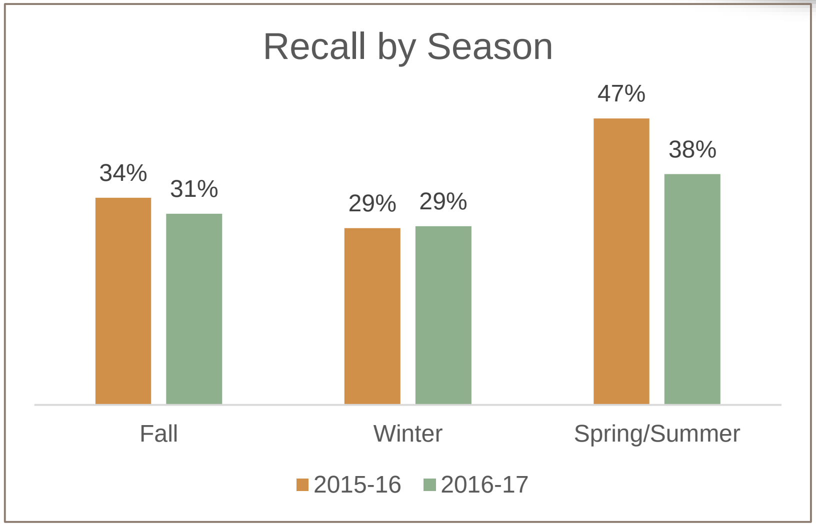
- When introducing a new campaign, DMOs typically need to invest more in the media to achieve similar results to previous efforts.
- With both budget cuts and new creative, recall fell in nearly every market. But with the cuts, every market is meeting the industry benchmark for cost per aware household.
- Recall in Boston dipped only slightly, bringing the cost per aware household in line with industry benchmarks.
- Declines in recall in New York City and other parts of the Northeast correspond to budget cuts.
- The Canadian markets continue to return a better than average cost per aware household. In Montreal, recall actually increased with less investment.
- Tampa was a new target. Although it is considered the most efficient, there was minimal spending.



	U.S. Markets				Canadian Markets	
	Boston	New York City	Other NE States	Tampa	Toronto	Montreal
Targeted HHs	2,086,837	5,128,016	3,851,808	968,733	1,838,687	1,232,443
Recall	59%	43%	40%	25%	37%	50%
HHs with Recall	1,235,894	2,210,700	1,537,648	244,597	683,326	616,222
Media Spend	$579,797	$683,258	$702,036	$14,000	$133,093	$170,151
Cost per Aware HH	**$0.47**	**$0.31**	**$0.46**	**$0.06**	**$0.19**	**$0.28**
2015-16 Cost per Aware HHs	$1.10	$0.34	$0.38	NA	$0.17	$0.50

Awareness by Campaign

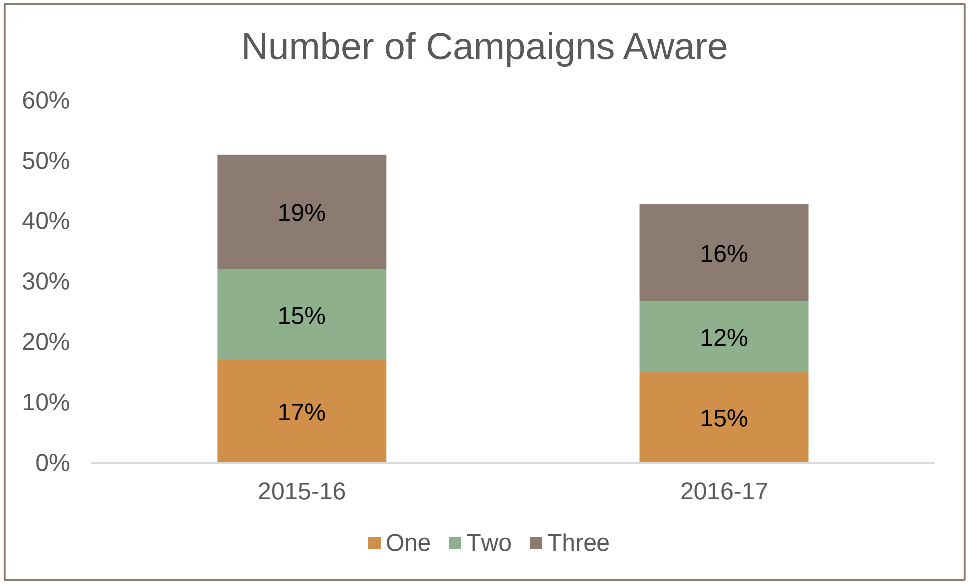
- Although there was a 39% decline overall in media spending for the fiscal year, this all came from the spring/summer campaign. The fall and winter campaigns both saw an increase in media spending.
- Although the budget for fall increased, this effort targeted the new market of Tampa and recall dipped slightly. However, with the least investment it continues to be the most efficient of the seasonal campaigns.
- The budget for winter increased by a quarter, and recall remained steady.
- Spring/summer, however, is where the majority of the advertising dollars are spent. Here, there was a 50% cut to the media budget. In addition to a sharp decline in investment, the new creative Limitless was deployed.
- DMO campaigns need time to generate wear-in. Media dollars are able to build on one another with consistent investment in good creative. SMARInsights has seen that most campaigns can run three to four years before consumers begin to want to see something new.



Campaign Cost per Aware HH	Fall	Winter	Spring/ Summer
Recall	31%	29%	38%
Aware HHs	4,433,958	4,147,205	5,352,332
Media Spending	$274,099	$444,493	$1,563,742
Cost per Aware HH	$0.06	$0.11	$0.29
2015-16 CPH	$0.04	$0.07	$0.40

Media Overlap

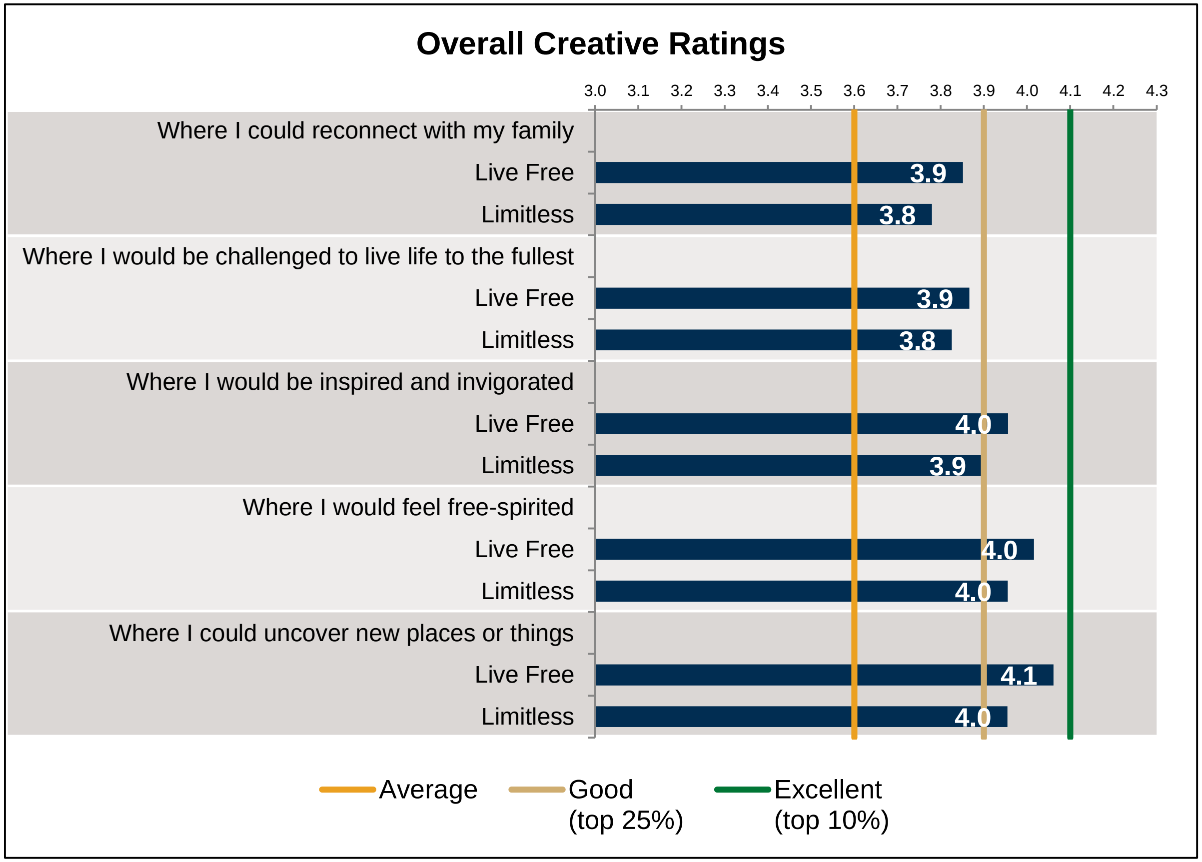
- Exposure to multiple messages helps build consumers' knowledge about a destination's product. There is often a corresponding increase in interest and visitation when exposed to multiple campaigns. With the cut in the spring/summer budget, there were fewer opportunities for consumers to be exposed to multiple campaigns. Not only did overall recall fall, but the overlap of exposure to more than one seasonal campaign also fell.



CREATIVE REVIEW

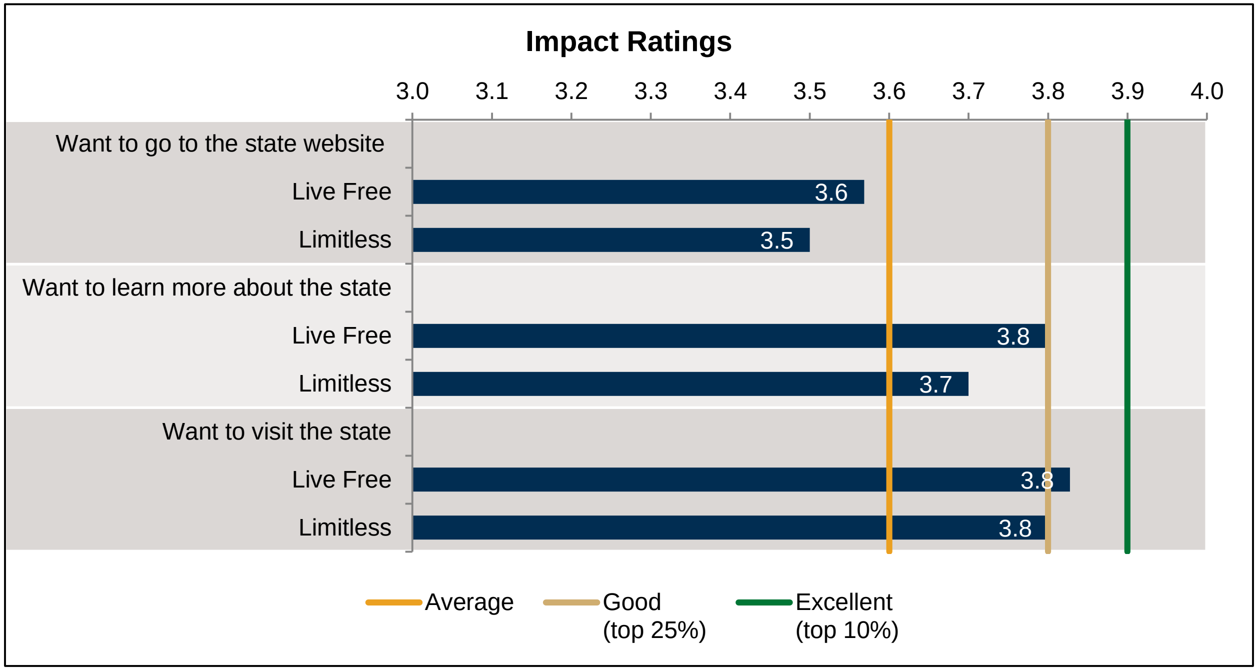
Communication Attributes

- The New Hampshire creative continues to receive good ratings, with many of the attributes measuring in the top 25% of all DMO creative SMARInsights evaluates.
- Although the ratings for Limitless are still strong, there is a slight decline from the Live Free campaign in 2015-16. However, the attributes on which the Limitless campaign are measured are more aligned with the attributes Live Free was attempting to communicate.



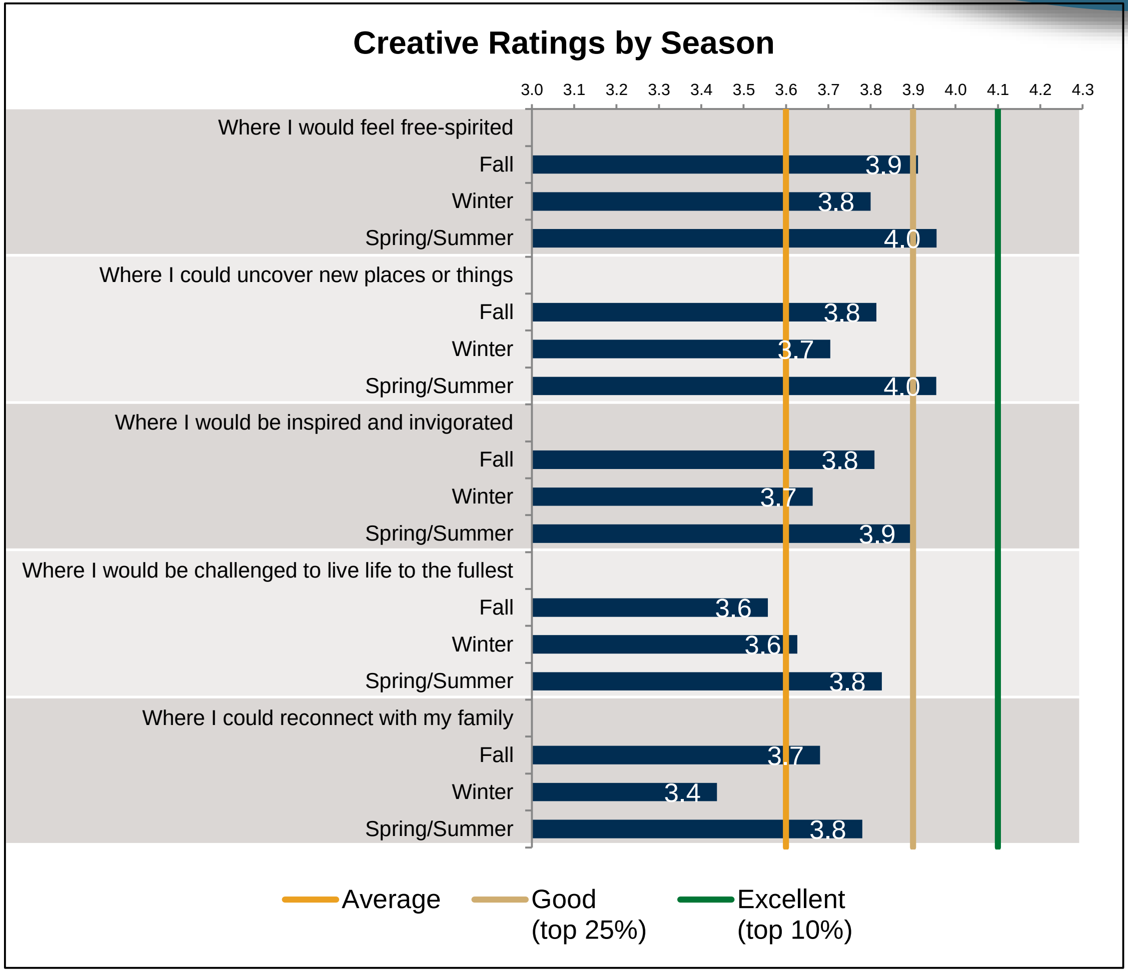
Impact Attributes

- Similarly, Limitless garners good impact ratings but they are not as strong as the Live Free creative of the previous fiscal year. Here, the attributes are not specific to the communication goals of the campaign. Impact ratings have slightly different benchmarks as they require an action from the consumer, which is far more difficult than just communicating a desired message.



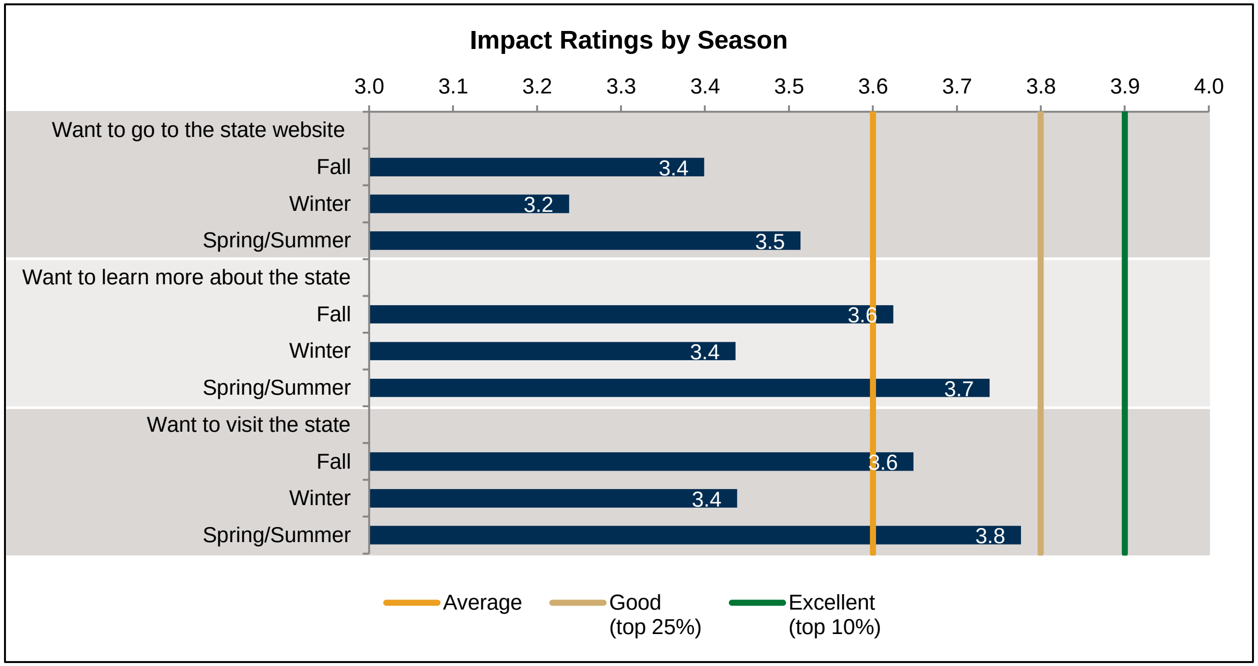
Communication Ratings by Season

- The spring/summer campaign generates the highest ratings of the seasonal efforts. However, SMARInsights has found that produced TV spots often drive ratings. And while winter had a produced spot used in pre-roll, it features skiing, snowboarding and product that has narrow appeal.



Impact Ratings by Season

- Getting consumers to take an action is more difficult than merely communicating information about the destination. Although the winter campaign is not meeting the benchmarks for these impact attributes, the product featured has far more narrow appeal. Both fall and spring/summer meet the benchmarks for making consumers want to learn more and visit.



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Creative Messaging

- By understanding what motivates visitors to consider New Hampshire and how the state is currently performing, the creative can deliver messages that are the most meaningful to consumers.
- Those activities in the upper right quadrant have both high correlation to interest in visiting and receive strong image ratings. These Strengths to Promote are centered around New Hampshire as a destination for adventure and families.
- The lower right quadrant has attributes on which New Hampshire rates better than average but are not considered drivers. However, some (namely winter sports) are motivating to a niche audience.
- The upper left quadrant's activities are motivating, but consumers don't have as strong a view of New Hampshire for these attributes. Improving the state's image for these attributes and featuring them in the creative could improve interest in visiting.

Opportunity to Improve
(strong driver & lower rating)

Always has something new to discover
Is a fun and exciting place
Is a good place to live and work
Is unique because of the variety of destinations and activities it offers vacationers
Offers an attractive lifestyle

Existing Strength to Promote
(strong driver & high rating)

Has great parks
Is a great place to vacation when traveling with children
Is a place I would be excited to visit for a leisure trip
Is affordable
Offers great vacations for people like me

Items to Monitor
(weak driver & lower rating)

Has interesting historical sites and museums
Is a good place for culinary activities, including U-pick farms and beer/wine trails
Is a good place for fairs and festivals
Is a good place for shopping
Is a good place for water activities
Is a good place to go to the beach
Is rich in culture and the arts

Existing Strength to Maintain
(weak driver & strong rating)

Is a great place for winter sports such as skiing and snowmobiling
Is a kid-friendly vacation destination
Is beautiful
Is easy to get to
Is safe
Offers lots of outdoor recreation

IMPACT OF THE ADVERTISING

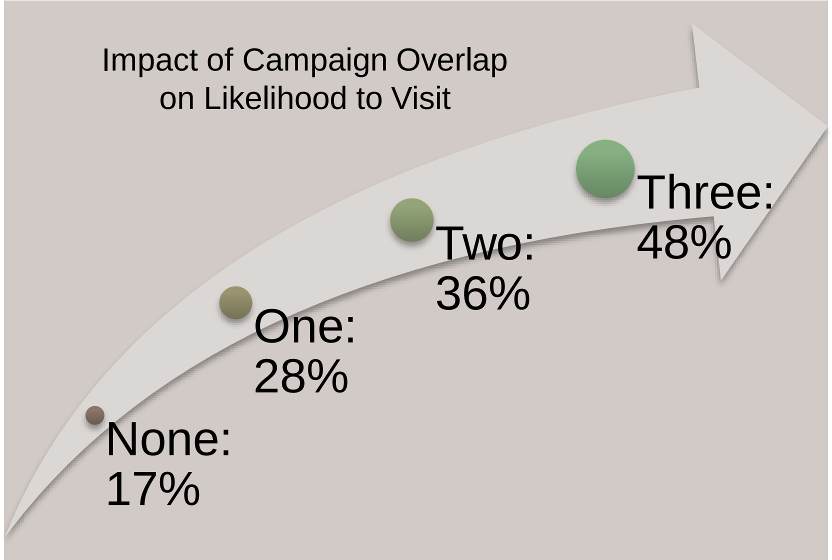
Impact on Image

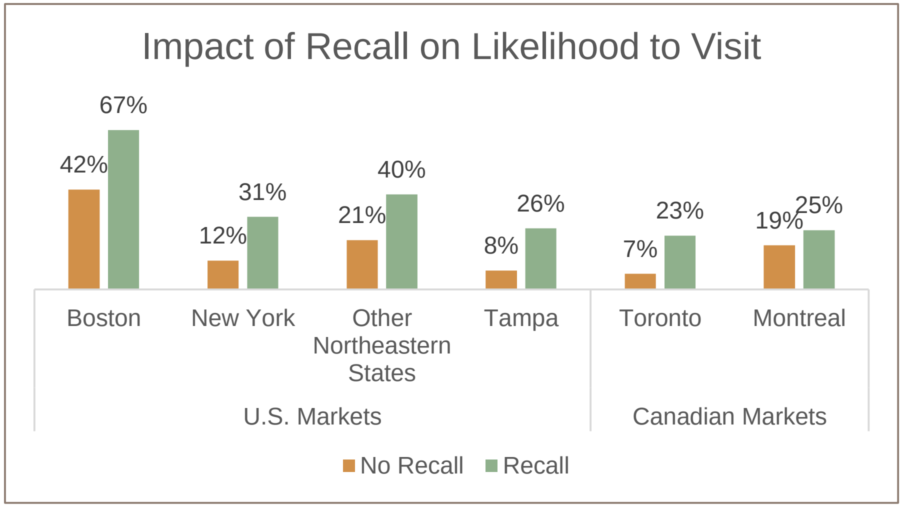
- While the short-term goal of destination advertising is to influence travel, over the long-term it can shift the image of a destination, providing a unique selling position and differentiation among the competitive set.
- For New Hampshire, there is well-defined product in the outdoors, especially winter sports. For these, the image is strong, making it difficult for advertising to further improve the image.
- However, for those attributes on which the state is less well positioned, the advertising improves the image. This is especially true of attributes previously shown to be Opportunities to Improve – those attributes that are closely tied to interest in visiting but on which the state receives lower ratings. Those important attributes are in bold to the right.

	No Recall	Recall	Change
Is rich in culture and the arts	3.3	3.8	0.4
Is a good place to go to the beach	3.1	3.5	0.4
Is a kid-friendly vacation destination	3.8	4.2	0.4
Is a good place to live and work	**3.5**	**3.9**	**0.3**
Is a good place for water activities	3.5	3.9	0.3
Has interesting historical sites and museums	3.6	3.9	0.3
Offers an attractive lifestyle	**3.7**	**4.0**	**0.3**
Is unique because of the variety of destinations and activities it offers vacationers	**3.6**	**4.0**	**0.3**
Offers great vacations for people like me	3.8	4.1	0.3
Is a great place to vacation when traveling with children	3.8	4.1	0.3
Is a good place for fairs and festivals	3.7	4.0	0.3
Always has something new to discover	**3.7**	**4.0**	**0.3**
Is a fun and exciting place	**3.7**	**4.0**	**0.3**
Is a good place for culinary activities, including U-pick farms and beer/wine trails	3.5	3.8	0.3
Is a good place for shopping	3.6	3.9	0.3
Is a place I would be excited to visit for a leisure trip	3.8	4.1	0.3
Is affordable	3.8	4.1	0.2
Has great parks	3.9	4.2	0.2
Is easy to get to	4.0	4.2	0.2
Is safe	4.1	4.2	0.2
Is beautiful	4.3	4.4	0.2
Is a great place for winter sports such as skiing and snowmobiling	4.0	4.2	0.1
Offers lots of outdoor recreation	4.2	4.3	0.1

Impact on Likelihood to Visit

- With less investment, there was less recall of multiple campaigns. As consumers are exposed to multiple seasonal campaigns, there more their interest in visiting grows. While the allocation to fall and winter rose slightly, the spring/summer campaign continues to receive more than two-thirds of the fiscal year investment.
- Not only does destination marketing motivate travel in the short term, it can also lay the foundation for future consideration. Across all markets, there is increased interest in future New Hampshire travel when exposed to the advertising.

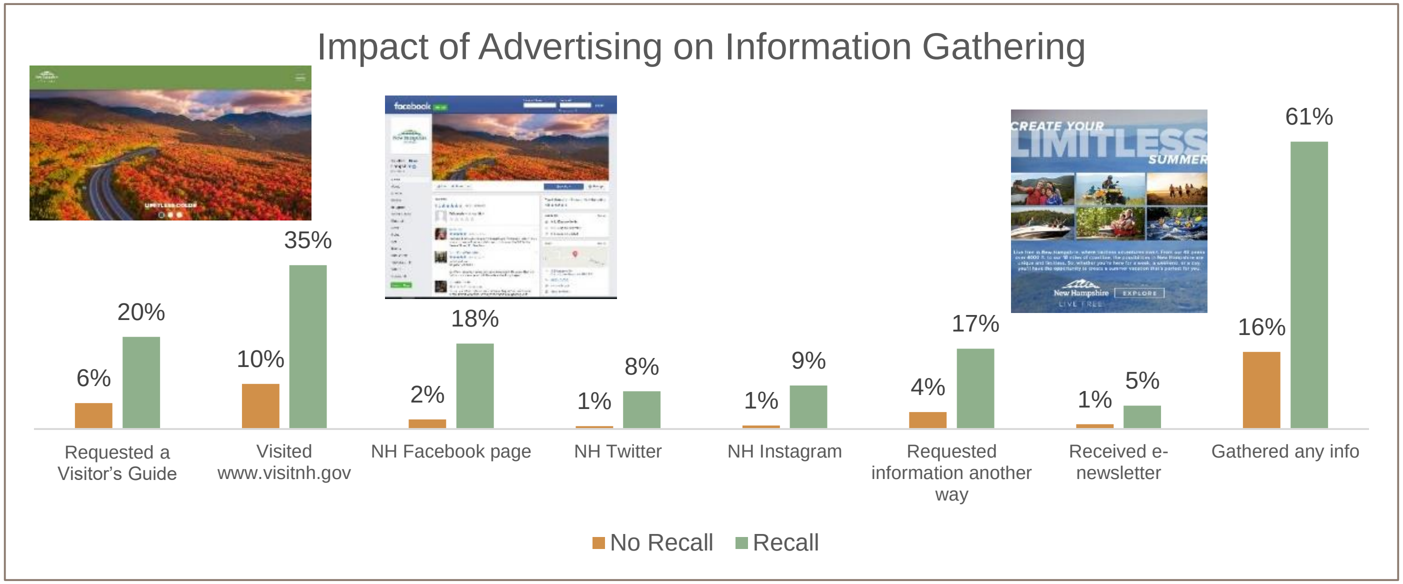




*Likelihood defined as 100% of households “already planning a trip” + 80% “very likely” to visit + 20% “somewhat likely” to visit

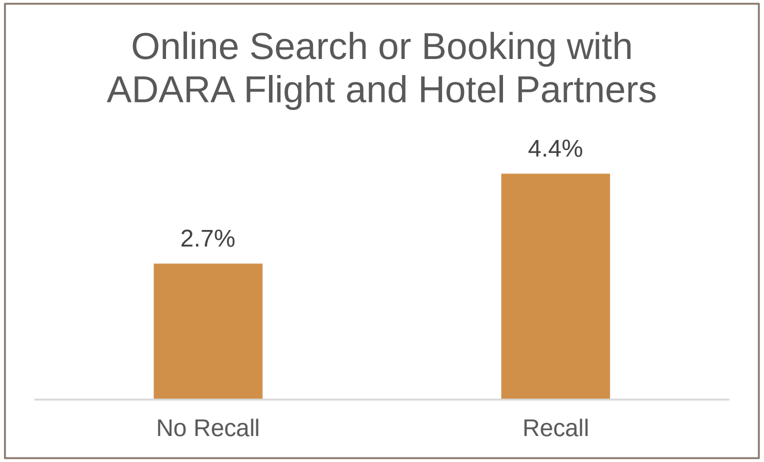
Impact on Information Gathering

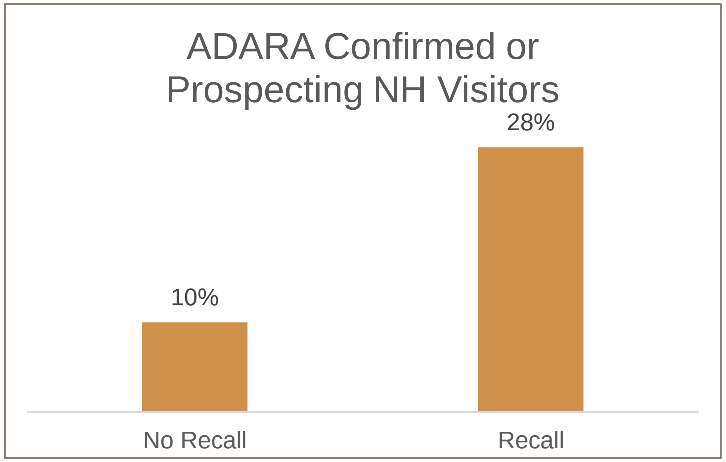
- In order to achieve the short-term goal of generating travel, destination marketing can also move consumers through the travel planning cycle by motivating them to gather information and research the destination.
- Those with recall of the advertising engage more often with the state's owned media such as the Visitor's Guide, website, and social media. And while the impact ratings did not indicate the campaigns were meeting benchmarks for making consumers interested in visiting the state's website, there is considerably more usage by those aware of the paid media than by those who are unaware.



Impact on Online Activity

- DTTD partners with ADARA to monitor the effectiveness of online advertising to understand not just the reach but also if those exposed to advertising take action such as search or book online. SMARInsights has begun to match survey respondents to ADARA's data on exposure and online activity. New Hampshire is one of the first DMOs to be able to overlay this additional level of data.
- Those with recall of the advertising more often book with airlines and hotel brands that ADARA tracks. However, New Hampshire's lodging is largely independent and would fall outside of ADARA's partners. Also, the Manchester airport is largely served by Southwest, which is not included in the reporting.
- With that, the audience is much bigger than just those booking on partner websites. Across all websites, there is considerably more activity by those aware of the New Hampshire advertising than by those who are unaware.



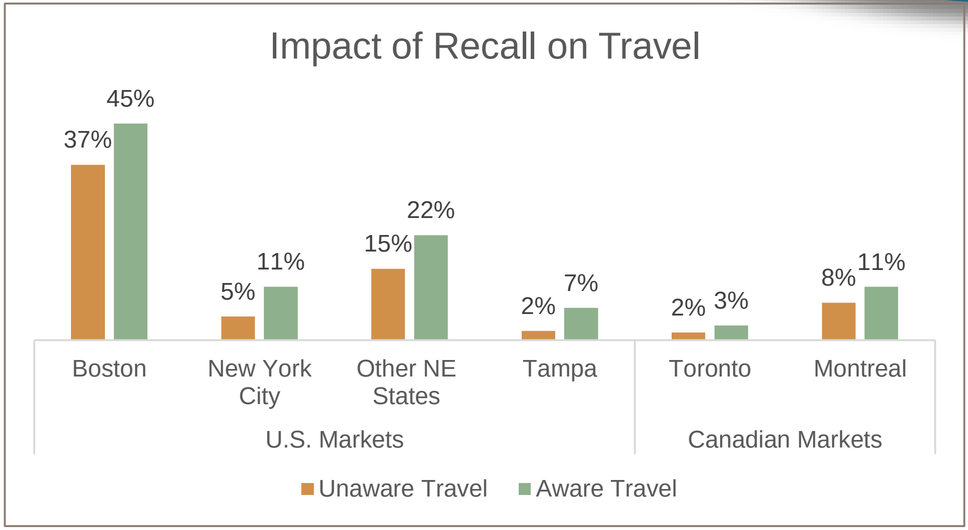


Incremental Travel

- While information gathering and online activity are good indicators for the performance of the campaign, it is the number of trips that the campaign is able to generate and the resultant travel on which the effectiveness of the advertising is measured.
- SMARInsights’ 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 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. Accordingly, any travel above that base by *aware* households is what is considered influenced. As such, this is a very conservative measure of influence.

Impact of the Advertising on Travel

- The campaign generated more than 393,000 trips to New Hampshire between September 2016 and October 2017.
- As the market with the most aware households and a positive increment, New York City generates the most trips, followed by other areas of the northeast and Boston.
- It often can be difficult to generate incremental travel from markets with high rates of visitation to a destination. However, the campaign is able to generate the strongest increment in Boston.
- The campaign generated 12,000 trips from the new market of Tampa. Given the minimal spending, the cost to generate an influenced trip is lowest here.
- With smaller rates of incremental travel, it cost the most to influence trips from the Canadian markets.



	Boston	New York City	Other NE States	Tampa	Toronto	Montreal	Total
HHs with Recall	1,235,894	2,210,700	1,537,648	244,597	683,326	616,222	6,528,387
Incremental Travel	8.6%	6.2%	7.0%	4.8%	1.5%	3.3%	6.0%
Incremental trips	105,805	137,501	107,635	11,741	10,068	20,497	393,248
Cost per Influenced Trip	$5.48	$4.96	$6.52	$1.19	$13.32	$8.30	$5.80

Change in Influenced Trips

- The number of influenced trips fell by nearly 50% for the fiscal year. There are a number of factors converging for this result:
  - ***A drop in overall spending of 40%.*** There was significantly less investment in the spring/summer campaign, both lowering recall and the ability of the seasonal efforts to generate overlap.
  - ***A shift in resources.*** In other northeast markets, Pennsylvania was eliminated as a potential target, eliminating 2.8 million potential households. Had the state continued to invest in Pennsylvania and it had similar levels of recall as the rest of the northeast, there could have been another million aware households and 80,000 influenced trips.

    New creative was deployed in the spring/summer campaign. Destination marketing can take time to generate "wear in" with consumers, prompting DMOs to run successful campaigns for multiple years.

	2015-16 Influenced Trips	2016-17 Influenced Trips	% Change
Boston	93,822	105,805	13%
New York City	282,880	137,501	-51%
Other NE States	280,978	107,635	-62%
Tampa		11,741	NA
Toronto	32,084	10,068	-69%
Montreal	61,052	20,497	-66%
Total	**750,816**	**393,248**	**-48%**

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Market Consideration

- When resources are limited, DMOs must be especially thoughtful on how to allocate dollars. By taking a systematic approach to market selection, DMOs can place media in markets based on the goals of the campaign – be that maximizing visitors, spending or return on investment. SMARInsights has developed a market potential model evaluating the amount of investment a destination might consider given distance, cost of media in the market as well as existing rates of travel. As New Hampshire considers how best to maximize the available dollars, this market potential review can inform where and how much to invest.
- The market potential model will consider ease of access to New Hampshire, including availability of direct flights. While Tampa does have a daily non-stop flight to Manchester, there are a number of other markets with such access. One such market is Philadelphia. While Pennsylvania was included in the northeast target for 2015-16, it was eliminated this fiscal year. The market potential model can flush out if the availability of additional non-stop flights makes the market a better investment than other options.

Non-Stop Flights from MHT Manchester, NH

This page lists destinations which are a non-stop / direct flight away from Manchester NH (MHT).

To: Destination city and state	airport code	approx. # of monthly nonstop flights
Atlanta GA	ATL	31
Baltimore MD	BWI	210
Charlotte NC	CLT	66
Chicago IL	MDW	88
Chicago IL	ORD	38
Detroit MI	DTW	83
New York NY	LGA	31
Newark NJ	EWR	83
Orlando FL	MCO	66
Philadelphia PA	PHL	157
Tampa FL	TPA	32
Washington DC	DCA	88

Source: nsflights.com

RETURN ON INVESTMENT

Return on Investment

- The fiscal year's campaigns generated nearly $335 million in influenced visitor spending. The number of influenced trips fell, and the visitor spending on New Hampshire trips for all seasons declined.
- Given the level of investment, $146 in visitor spending was returned for every $1 spent on media. This is slightly lower than the industry average of $179 for state DMO campaigns.

	2015-16	2016-17
Incremental Trips	750,817	393,248
Total Trip Spending	$1,107	$850
Influenced Visitor Spending	$831,359,416	$334,089,342
Media Expenditures	$3,742,250	$2,282,335
Return on Investment	$222	$146

Return on Investment

- New York City is the only market with significant spending that bests the $179 industry average for return on investment. Continued targeting of this large market with consistent, strong creative will likely boost recall and influenced trips. Influence here is important to the success of the effort since visitors here spend the most of domestic visitors.
- Although Boston and other areas in the northeast generated a similar number of influenced trips, those in the northeast spend more on their trips, resulting in more than $90 million in influenced visitor spending.
- Boston's return on investment isn't quite to the average of $179, but it is far improved from the figure of $64 from the 2015-16 fiscal year. The move out of broadcast TV was a good one. As previously explored, Boston is a familiar market, and TV as a medium is considered a brand builder. Because the brand is strong here, New Hampshire can rely on tactical media such as digital and outdoor.
- Other, less familiar markets will likely need continued investment in TV to build the brand and increase familiarity with New Hampshire's product. Once established as a more familiar destination, New Hampshire can rely on tactical media to remain top-of-mind.

Influenced Trips	Boston	New York City	Other NE States	Tampa	Toronto	Montreal
2016-17 Incremental Trips	105,805	137,501	107,635	11,741	10,068	20,497
Trip Spending	$751	$906	$844	$556	$1,448	$880
Influenced Spending	$79,441,039	$124,616,056	$90,881,387	$6,522,468	$14,582,026	$18,046,366
Media Spending	$579,797	$683,258	$702,036	$14,000	$133,093	$170,151
2016-17 ROI	$137	$182	$129	$466	$110	$106

Tax Return on Investment

- Of the influenced visitor spending, only a portion is subject to tax. New Hampshire has no sales tax on goods and services so not all visitor expenditures are subject to tax. Only those related to lodging, meals, and transportation are taxed.
- Based on the spending on the taxable categories of lodging, meals and transportation, approximately $19 million is returned to the state in taxes from the influenced trips. Given the investment in paid media for the fiscal year, this returns nearly $8.50 to the state for every $1 invested. While this is lower than the average SMARInsights sees for state tax ROI, New Hampshire’s tax structure makes it much more conservative than other competitors. Most have sales taxes averaging 7% to 8% on all goods and services.

	2015-16	2016-17
Influenced Trips	750,817	393,248
Taxable Spending	$562	$545
Total Influenced Taxable Spending	$422,067,002	$214,914,565
Taxes Generated	$37,986,030	$19,342,311
Tax ROI	$10.00	$8.47

TRIP SPECIFICS

Fall Trip Specifics

- Although fall trips were slightly longer, they were among a younger audience who less often traveled with children.
- This younger audience was less affluent and spent less on their fall trips than in the previous year. With less spending but bigger travel party sizes, the per person, per day spending declined.

Trip Specifics	2015 Fall Trips	2016 Fall Trips
Nights in New Hampshire	2.6	2.9
People in your travel party	3.2	3.9
Kids on trip	30%	21%
Staying with friends and family	24%	23%
Average spending	$839	$720
Per person/per day spending	$103	$63
Income		
Less than $50,000	14%	29%
$50,000 but less than $75,000	38%	25%
$75,000 but less than $100,000	18%	16%
$100,000 but less than $150,000	18%	20%
$150,000 and up	12%	10%
Age		
Millennials (25-34)	32%	33%
Gen Xers (35-54)	27%	37%
Boomers (55+)	41%	29%

Winter Trip Specifics

- Winter travel is typically strongest from young consumers. Winter sports such as skiing and snowboarding have higher participation rates by younger audiences. However, there was strong visitation from Gen Xers for the 2016-17 winter trips.
- There was an uptick in winter visitors staying with friends and family, resulting in slightly less visitor spending.

Trip Specifics	2015/ 2016 Winter Trips	2016/2017 Winter Trips
Nights in New Hampshire	2.8	3.2
People in your travel party	3.0	3.2
Kids on trip	45%	38%
Staying with friends and family	19%	22%
Average spending	$1,140	$1,000
Per person/per day spending	$138	$100
Income		
Less than $50,000	17%	22%
$50,000 but less than $75,000	19%	9%
$75,000 but less than $100,000	24%	16%
$100,000 but less than $150,000	28%	24%
$150,000 and up	12%	31%
Age		
Millennials (25-34)	49%	23%
Gen Xers (35-54)	30%	55%
Boomers (55+)	21%	22%

Spring/Summer Trip Specifics

- For summer trips, there again is an increase in the share of New Hampshire trips by Gen Xers. While not the case for winter trips, an increase in this age demographic for spring and summer trips results in a slight increase in the trips with children.
- There is a slight decline in trip spending. SMARInsights has seen similar declines in destinations across the country. Gas prices in 2017 remained low through the fall, resulting in less trip spending on transportation.

Trip Specifics	2016 Spring & Summer Trips	2017 Spring & Summer Trips
Nights in New Hampshire	2.8	3.0
People in your travel party	3.0	3.5
Kids on trip	39%	40%
Staying with friends and family	17%	17%
Average spending	$1,002	$966
Per person/per day spending	$121	$94
Income		
Less than $50,000	15%	22%
$50,000 but less than $75,000	23%	21%
$75,000 but less than $100,000	22%	22%
$100,000 but less than $150,000	25%	23%
$150,000 and up	15%	12%
Age		
Millennials (25-34)	36%	29%
Gen Xers (35-54)	30%	36%
Boomers (55+)	34%	35%

Demographics

- The advertising reaches a slightly younger audience than the average domestic visitor. In reaching a younger audience, aware households are less affluent than the visitors. With visitor spending declining, it is possibly a reflection of the marketing targeting and appealing to a younger audience than New Hampshire has attracted in the past.

	18-34	35-54	55+	Married	Kids in HH	High School or Some College	College Grad or Higher	Under $50K	$50K-$100K	Over $100K
Domestic Visitors	34%	36%	30%	55%	36%	30%	70%	24%	40%	35%
Canadian Visitors	48%	25%	27%	60%	36%	17%	83%	17%	45%	38%
Aware HHs	40%	33%	28%	55%	39%	35%	65%	32%	40%	28%

Questionnaire

APPENDIX

Questionnaire

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New Hampshire Tourism
Ad Awareness and ROI
September 2017

ZIP. What is your ZIP code? _______

These are the screeners to identify leisure travel decision makers.

S1. Please indicate which of the following describe you. Select all that apply.

ROTATE	Yes	No
I regularly use social media like Facebook, Twitter or Instagram	☐	☐
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home (IF =0, TERMINATE AFTER SCREENING QUESTIONS)	☐	☐
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 Hulu or Netflix	☐	☐

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
4. Someone else → TERMINATE

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

Questions 1-5 will be used to evaluate the impact of the advertising on top-of-mind recall, familiarity and travel.

1. Thinking about places to go for domestic leisure trips, what 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				
Pennsylvania				
Rhode Island				
Vermont				

1

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					
Pennsylvania					
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	
Pennsylvania	
Rhode Island	
Vermont	

5. Have you visited any of the following states since October 2016 for a leisure trip that included an overnight stay? How many overnight leisure trips did you take in each state since October 2016?

[ROTATE]	States visited since October 2016 (check all that apply)	Number of Overnight visits since October 2016
New Hampshire		
Connecticut		
New York		
Maine		
Massachusetts		
Pennsylvania		
Rhode Island		
Vermont		
None of these		

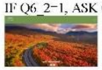
Questions6-8 will be used to evaluate the impact of the advertising on information gathering and image of New Hampshire.

2

Questionnaire

6. In the course of planning for any recent or upcoming trips to 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. Requested information about a New Hampshire trip in another way
    7. Received e-newsletter
    8. None of these

IF Q6_2=1, ASK Q7



Q7. Is this the New Hampshire website you visited?
1. Yes
0. No

IF 6_3=1, ASK Q7A

Q7a. Is this the New Hampshire Facebook page you accessed?
1. Yes
0. No

[MASSACHUSETTS AND BOSTON DMA ONLY]
IF 6_3=7, ASK Q7B

Q7b. Is this similar to the New Hampshire e-newsletter you received?
1. Yes
0. No

8. Please consider the following descriptions that could be used to describe travel destinations, and indicate how much you agree each statement describes New Hampshire.

3

HAVE THEM RATE NEW HAMPSHIRE IF AT LEAST SOMEWHAT FAMILIAR AT Q2

[ROTATE]	Strongly disagree				Strongly agree
Is a fun and exciting place					
Always has something new to discover					
Is a good place to live and work					
Is beautiful					
Offers an attractive lifestyle					
Is rich in culture and the arts					
Is a good place for culinary activities, including U-pick farms and beer/wine trails					
Has great parks					
Offers lots of outdoor recreation					
Is safe					
Is a kid-friendly vacation destination					
Is easy to get to					
Is unique because of the variety of destinations and activities it offers vacationers					
Has interesting historical sites and museums					
Is a great place for winter sports such as skiing and snowmobiling					
Is a place I would be excited to visit for a leisure trip					
Is a good place for shopping					
Is a great place to vacation when traveling with children					
Offers great vacations for people like me					
Is affordable					
Is a good place for fairs and festivals					
Is a good place to go to the beach					
Is a good place for water activities					

(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 October 2016.

Questions 9-23 will be used to understand New Hampshire trips, including party composition, trip activities and spending.

9. When since October 2016 did you visit New Hampshire for a leisure trip? (ACCEPT MULTIPLES)

10………. October 2016
11………. November 2016
12………. December 2016
1………… January 2017
2………… February 2017
3………… March 2017
4………… April 2017
5………… May 2017
6………… June 2017
7………… July 2017
8………… August 2017
9………… September 2017

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Questionnaire

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

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? ________

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	
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	
River rafting		Beer trail	
Fishing		Farmer's markets/U-picks/roadside stand	
Visiting museums		Canoeing or kayaking	
Attend a play or concert		Boating	
Attending a festival or fair		Other, please specify________	
Attending performing arts (music/theater)		None of these	
Visiting historical sites			

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?

5

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

15. When you think of your most recent trip to New Hampshire, what thoughts, feelings or emotions come to mind? ______________________________

16. 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"
    Lodging/Accommodations ______
    Meals/Food/Groceries ______
    Entertainment/Attractions ______
    Shopping ______
    Entertainment such as shows, theater or concerts ______
    Transportation to New Hampshire ______
    Transportation within New Hampshire ______
    Other ______

17. 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

18. 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. None of these

23. How likely are you to recommend a trip to New Hampshire?
    1. Very likely
    2. Somewhat likely
    3. Not likely

Questions 24-27 will be used to measure recall of New Hampshire advertising.

6

New Hampshire
visitnh.gov

Questionnaire

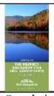
24. Have you seen any advertising for New Hampshire as a travel destination?
    1. Yes → ASK 24A
    0. No

24a. What do you recall about the ads? ____________

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

ROTATE SEASONS

Fall 2016 Ads
DIGITAL
Banner Ads [CT, ME, MA, NH, RI, VT, NY, TAMPA, MONTREAL & TORONTO ONLY] (NOT NJ)

		
Hiking.jpg	Pick Your Own.jpg	Scenic.jpg

Banners - Boston Globe Homepage Takeover [MASSACHUSETTS ONLY]

bostoncom_fall_1232x415.jpg

bostonglobe_1232x90.jpg

Digital. Do you recall seeing these online ads before now.

DigitalB. What is your reaction to these ads?
1. Positive
2. Negative – ASK 26c
3. Neutral

DigitalC. Why do you feel that way? ________

7

Winter 2017 Ads
DIGITAL
Banner Ads
[ALL MARKETS - CT, ME, MA, NH, RI, VT, NY, NJ, MONTREAL & TORONTO]

			
Skiing.jpg	Snowboarding.jpg	Snowmobiling.jpg	Tubing.jpg

[TORONTO & MONTREAL ONLY]

Shopping (CANADA ONLY).jpg

Digital. Do you recall seeing these online ads before now.

DigitalB. What is your reaction to these ads?
1. Positive
2. Negative – ASK 26c
3. Neutral

DigitalC. Why do you feel that way? ________

Pre-Roll Video [ALL MARKETS - CT, ME, MA, NH, RI, VT, NY, NJ, MONTREAL & TORONTO]

WINTER 15 DRED-HD.mp4
https://youtu.be/RAzPqEDYwSY

ASK FOR EACH VIDEO
DIGITAL. How many times have you seen this or a similar ad for New Hampshire?
- ☐ More than three times
- ☐ Two or three times
- ☐ Once
- ☐ Never

ASK FOR EACH AWARE
DIGITALA. Where do you recall seeing the ad? Select all that apply.
1. On TV
2. Online
3. Don't recall

8

Questionnaire

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ASK AFTER ALL VIDEOS SHOWN
DIGITALB. What is your reaction to these ads?
1. Positive
2. Negative – ASK 25c
3. Neutral

DIGITALC. Why do you feel that way? _________

OUTDOOR --

Billboards [BOSTON ONLY]

billboard_48x14_skiing_120516.jpg

billboard_weather_1400x400_122216.jpg

Subway Posters [BOSTON ONLY]

		
subway digital_skiing2_768x1366.jpg	subway digital_snowmobile_768x1366.jpg	subway digital_tubing_768x1366.jpg

SHOW ALL ON ONE PAGE
Have you seen these or similar ads before now?
Outdoor. ☐ I have seen ads like these before now
☐ I have never seen ads like these

OutdoorB. What is your reaction to these ads?
1. Positive
2. Negative – ASK 27c
3. Neutral

OutdoorC. Why do you feel that way? _________

9

SUMMER 2017

TV [NY, MONTREAL & TORONTO ONLY]

	
DRED_SUMMER 17 TV MAIN_030317_FINAL.mp4 https://youtu.be/5g1IeNiaruo	30 Second TV Spot.mp4 https://www.youtube.com/watch?v=-coPMgYHVRc

ASK FOR EACH VIDEO
TV. How many times have you seen this or a similar ad for New Hampshire?
☐ More than three times
☐ Two or three times
☐ Once
☐ Never

ASK FOR EACH AWARE
TVA. Where do you recall seeing the ad? Select all that apply.
1. On TV
2. Online
3. Don't recall

ASK FOR EACH VIDEO
TVB. What is your reaction to this ad?
1. Positive
2. Negative – ASK 25c
3. Neutral

TVC. Why do you feel that way? _________

DIGITAL
Banner Ads[ALL MARKETS - CT, ME, MA, NH, RI, VT, NY, NJ, MONTREAL & TORONTO]

		
Boating Banner.jpg	Hiking Banner.jpg	Kayaking Banner.jpg

Digital. Do you recall seeing these online ads before now.

DigitalB. What is your reaction to these ads?
1. Positive
2. Negative – ASK 26c
3. Neutral

10

New Hampshire
visitnh.gov

Questionnaire

DigitalC. Why do you feel that way? _________

Activity Videos for Ads (SHOW THREE RANDOMLY)
[ALL MARKETS - CT, ME, MA, NH, RI, VT, NY, NJ, MONTREAL & TORONTO]

 ATV 15-HD.mp4 https://youtu.be/y7yV8caGbLs	 BIKING 15-HD.mp4 https://youtu.be/gUNlKu1-Je8	 HIKING 15-HD.mp4 https://youtu.be/xauXGRCDy5U	 KAYAK 15-HD.mp4 https://youtu.be/iI-0hgXzlDE
 LAKES 15-HD.mp4 https://youtu.be/tB-vKg3E7Ns	 PARKS 15-HD.mp4 https://youtu.be/Ou_pIqD6bBk	 SURFING 15-HD.mp4 https://youtu.be/jqN0gXXQ_uc	

15 second Family Activity Videos (SHOW 1 RANDOMLY)
[ALL MARKETS - CT, ME, MA, NH, RI, VT, NY, NJ, MONTREAL & TORONTO]

 BEACH FACT V2-HD.mp4 https://youtu.be/v7NFPEojFYY	 LAKE FACT V2-HD.mp4 https://youtu.be/o7-wVOlgjqM	 HIKING 15 - TRIP ADVISOR.mp4 https://youtu.be/hSzIwBN_j-A

ASK FOR EACH VIDEO
Digital. Do you recall seeing these online ads before now.

ASK AFTER ALL VIDEOS SHOWN
DIGITALB. What is your reaction to these ads?
1. Positive
2. Negative ASK 25c
3. Neutral

DIGITALC. Why do you feel that way? _________

PRINT

 [NH ONLY]	 [CT, ME, MA, NH, RI, VT, NY, NJ ONLY]
DRED2513_NH-Made-Mag_3.4375 x 2.3125.jpg	DRED2513_Summer_yankee_spread_8x10-75_030217.jpg

PRINT. Do you recall seeing these print ads before now.

PRINTA. What is your reaction to these ads?
1. Positive
2. Negative – ASK 26Ac
3. Neutral

PRINTC. Why do you feel that way? _________

OUTDOOR --
Boston North Station Takeover [BOSTON ONLY]

		
IMG_2348.JPG	IMG_2351.JPG	IMG_2352.JPG

		
IMG_2353.JPG	IMG_2358.JPG	IMG_2360.JPG

OOH – Boston Bus Shelter [BOSTON ONLY]


bus-shelter-inside.jpg

SHOW ALL ON ONE PAGE
Have you seen these or similar ads before now?
Outdoor. ☐ I have seen ads like these before now
☐ I have never seen ads like these

OutdoorB. What is your reaction to these ads?
1. Positive
2. Negative – ASK 27c
3. Neutral

OutdoorC. Why do you feel that way?

Questions 28-29 will be used to evaluate the messaging of the advertising.

Questionnaire

AFTER EACH SEASON IS SHOWN, ASK

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

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

Questions D1-7 detail demographics.

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

DEMOS [ALL ON ONE SCREEN & DO NOT FORCE]

The following questions are for classification purposed only so that your responses may be grouped with others, to help us better analyze the advertising.

D1. Are you …?
Male
Female

D2. Which of the following best describes your racial and ethnic heritage? Are you…?
Select all that apply.
African-American/black
Asian/Pacific Islander
Caucasian/white
Latino/Hispanic
Mixed ethnicity
American Indian
Other, please specify ____________)

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?
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