

GYKANTLER



VISIT NH FALL 2021 CAMPAIGN REPORT | 12.10.21



Executive Summary

Fall 2021 Campaign Overview and Objectives:

- While continuing to operate with COVID-19 implications in mind, this year's Fall campaign focused on domestic drive and long-drive markets; we didn't include our historical long-haul efforts due to continued uncertainty with COVID-19 resurges
- The road trip theme continued to be relevant for Fall, as things like shorter weekend travel, scenic drives and leaf-peeping increase in popularity
- We continued with the "Discover Your New" campaign message and provided a unified call to action around the activities, both soft and adventurous, in New Hampshire

Target Audiences:

- In addition to our core audience who has always experienced New Hampshire in the fall, we continued to reach out to the long-drive markets we've been testing and seeing strong results for
- Millennial and Gen X moms (families who want to have adventures together and create shared memories)
- Childless millennials and Gen Xers (men and women who want to get away, relax, and immerse themselves in the outdoors)
- Empty Nesters: Gen X and baby boomers (men and women whose travel desires stem from wanting to unplug and relax from daily life to leaf-peep)

- Given the research from SMARI and the increases in some engagement metrics on the website, we recommend continuing these market tests into 2022 to truly understand the long-tail effects
- Foliage Tracker creative and website content yields the most engagement and traffic across the campaign; there's room here to leverage this in more creative ways, such as rich media and interactive units across paid media and the website
- New Hampshire-branded video delivers strong value to our campaign performance, with users not only interested in viewing the content to completion, but also taking secondary actions on the website to engage on a deeper level
- Compared to Fall 2019 (pre-COVID-19), website traffic is up 24% in sessions and 50% in pageviews, respectively
- Weekends, specifically Labor day, saw the greatest foot traffic to the state, with most visitors exploring North Conway and The Kancamagus Highway; there's opportunity to have a greater emphasis on non-holiday and weekday trips to add additional revenue to the state
- Across paid social, we saw that Boost cities in Connecticut, Rhode Island, and New York were the most engaged markets, showcasing that the increased support here is resonating with consumers
- Influencers who harness high follower counts across platforms, such as The Lovers Passport, add additional value from the cross-promotion on different media channels with creative authentically tailored to their following
- Overall, the Visit NH Instagram saw a follower growth of 6,524 new followers during the campaign time period
- At the time of this report, state Meals and Rooms Tax revenue for October (September activity) totaled \$28.4 million, up 1.4% compared to 2020; the improvement YOY is moving toward pre-pandemic levels (October 2019 = \$31.4 million)

EXECUTIVE SUMMARY:

Fall FY21 KPIs

	Fall 2019			Fall 2020			Fall 2021		
	Planned	Actual	Delivery	Planned	Actual	Delivery	Planned	Actual	Delivery
DISPLAY									
Impressions	7,019,150	7,153,166	102%	12,422,133	13,343,525	107%	16,765,677	12,387,032	74%
CTR	0.16%	0.57%	356%	0.20%	0.25%	125%	0.22%	0.22%	100%
CPM	\$16.00	\$10.90	68%	\$12.00	\$8.62	72%	\$10.00	\$7.90	79%
CPC	\$5.00	\$1.19	24%	\$5.00	\$3.44	69%	\$5.00	\$3.64	73%
SOCIAL									
<i>Facebook</i>									
CPE	\$0.35	\$0.06	17%	\$0.30	\$0.04	13%	\$0.25	\$0.05	20%
CPC	\$0.65	\$0.17	26%	\$0.60	\$0.21	35%	\$0.55	\$0.34	62%
CPV	\$0.20	\$0.39	195%	\$0.25	\$0.01	4%	\$0.22	\$0.07	32%
Engagements	50,000	409,303	819%	60,000	867,191	1445%	70,000	821,569	1174%
Impressions	2,205,556	4,301,269	195%	2,405,567	8,084,052	336%	7,748,125	8,889,174	115%
<i>Instagram</i>									
CPE	\$0.15	\$0.02	13%	\$0.15	\$0.03	20%	\$0.12	\$0.04	33%
CPC	\$2.00	\$0.14	7%	\$1.75	\$0.18	10%	\$1.50	\$0.57	38%
Engagements	17,000	218,350	1284%	30,000	323,623	1079%	45,000	337,500	750%
Impressions	618,056	1,583,448	256%	750,000	2,542,228	339%	1,250,000	2,603,406	208%
<i>Pinterest</i>									
CPE	\$0.30	\$0.29	97%	\$0.30	\$0.14	47%	\$0.25	\$0.65	260%
CPC	\$2.50	\$1.26	50%	\$2.50	\$0.24	10%	\$2.00	\$0.89	45%
Engagements	3,333	2,860	86%	2,000	12,616	631%	5,000	15,352	307%
Impressions	111,111	61,032	55%	50,000	458,237	916%	1,250,000	1,114,355	89%
OTHER DIGITAL									
<i>Search</i>									
CPC	\$1.53	\$1.18	77%	\$1.50	\$0.30	20%	\$1.35	\$0.36	27%
CTR	5%	6.22%	133%	5%	17.9%	382%	6%	9.3%	155%
<i>Email</i>									
Open Rate	13%	11.84%	94%	13%	19.85%	157%	14%	22%	157%
CTOR	14%	15.46%	109%	14%	20.40%	144%	15%	24%	158%
Referral Traffic	4,500	6,578	146%	4,500	3949	88%	4,000	8,343	209%
<i>Website</i>									
Sessions	400,000	539,159	135%	450,000	794612	177%	500,000	787,134	157%
Avg. Session Duration	1:49	1:28	81%	1:49	1:34	86%	1:35	1:48	114%
Avg Pages/Session	2.25	1.96	87%	2.25	2	89%	2.25	2.38	106%

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THANK YOU