



2024-2025 Winter Advertising Effectiveness Research

May 2025

SMARInsights

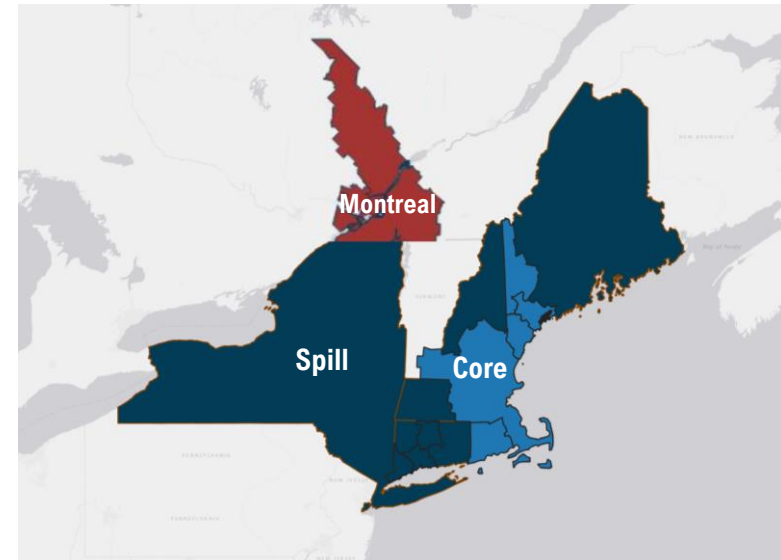
Background & Objectives

- The New Hampshire Division of Travel and Tourism Development (DTTD) has retained Strategic Marketing & Research Insights (SMARInsights) to conduct research to measure awareness and influence of its winter advertising, as well as 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 return on investment of the advertising; and
 - Forward insights into future refinement of the marketing.

Methodology

- 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.
- Respondents were screened to be travel decision makers aged 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. These consumers are referred to as “snow travelers” in the report.
- A total of 1,200 surveys were completed between April 15th and May 3rd, 2025.
- 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.

Market	Completed Surveys
Core U.S. (Boston, Providence, Cumberland, Oxford, and York Counties in ME)	400
Other U.S. Spill Markets that did not receive any direct media investment (Hartford, Fairfield County, CT, Dutchess, Orange, Ulster, Westchester, Rockland, and Sullivan Counties in NY, remaining NY, CT, MA, RI, ME, and NH)	549
Montreal	251
Total	1,200



Advertising Campaign Summary

Medium	2021-2022 Winter	2022-2023 Winter	2023-2024 Winter	2024-2025 Winter
Video (TV/CTV)	\$104,776	\$107,679	\$191,025	\$182,500
Print	\$31,475	\$42,917	\$45,032	\$37,540
Out of Home	\$68,620	\$102,170	\$94,318	\$64,130
Digital Display	\$103,000	\$110,000	\$97,000	\$7,500
Paid Social	\$56,600	\$44,000	\$45,000	\$80,000
Other	\$0	\$0	\$66,013	\$0
Total	\$364,471	\$406,766	\$538,388	\$371,670

- The winter 2024-2025 campaign consists of updated creative that uses the “Live Free” tagline instead of “Discover Your New.” However, the current ads have the same music and many of the same scenes/images used since winter 2021-2022.
- DTTD invested \$371,670 in the 2024-2025 winter advertising tested in this research, down from \$538,388 in winter 2023-2024.
- Ad samples are shown to the right. The full collection of assets tested is in the questionnaire in the Appendix.

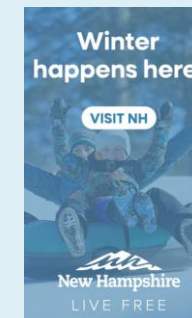
Sample
Video Ad



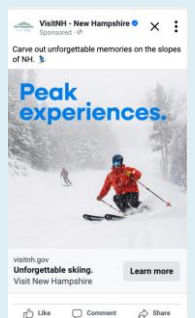
Sample
Print Ad



Sample
Out of Home Ad



Sample
Digital Display Ad



Sample
Paid Social Ad

Media Investment by Market

- The Core U.S. markets were targeted with all tested media types and received a much larger investment than Montreal.

Medium	Core U.S.	Montreal	Total
Video (TV/CTV)	\$174,335	\$8,165	\$182,500
Print	\$37,540	\$0	\$37,540
Out of Home	\$64,130	\$0	\$64,130
Digital Display	\$6,968	\$533	\$7,500
Paid Social	\$60,500	\$19,500	\$80,000
Total	\$343,473	\$28,198	\$371,670

Insights

DTTD partnered with SMARInsights to conduct advertising effectiveness research on the 2024-2025 winter advertising campaign. Insights from the research include:

- Awareness of the New Hampshire 2024-2025 winter advertising reached 63% awareness, or 3.1 million households. This is up from 56% and 2.5 million households last year despite the media budget decreasing by about \$130,000 year-over-year.
 - Awareness was strongest in the Core U.S. markets at 70%. The domestic spill markets followed closely behind at 62% awareness, and just over half of the target audience in Montreal was aware of the advertising (52%).
 - The advertising continues to be most effective at reaching Gen Z, though gains have been made across all generations year-over-year.
- Paid social had the broadest reach of any medium, with 52% of respondents recalling at least one ad in the medium. Closely behind paid social, the video assets reached 50% awareness.
- The campaign also grew more efficient compared to last year. This year, DTTD spent \$0.12 per ad-aware household, compared to \$0.21 the year prior. This increased efficiency is the result of the reduced advertising budget and the shifting of budget by media type.
- The growth in awareness is attributable to the addition of short-form video content and an increase in spending on social media; going from \$45,000 in 2023-2024 to \$80,000 in 2024-2025. This strategy change resulted in paid social awareness rising to 54% compared to just 15% in 2023-2024.
 - While additional social media spending helped to broaden the reach of the campaign, it is important to continue supporting other media formats that help brand building, such as longer form video.

Insights cont.

- Most respondents remain positive about the creative – and there are virtually no negative reactions. However, some creative attribute ratings show declines, which could be indicative of the creative beginning to wear out.
 - Specifically, the creative received lower ratings for showing a place *that is inspiring* and where *I could uncover new places or things*. The other communication attributes remained relatively flat year-over-year.
 - Last year, an additional set of communication ratings were added to gauge how the creative makes viewers feel; each of these seven attributes saw a ratings drop this year.
 - Lastly, ratings for making the viewer *want to learn more* and *visit* New Hampshire are both down but are still narrowly in the excellent benchmark range.
- The 2024-2025 winter advertising ultimately influenced travel out of the Core U.S., Spill U.S., and Montreal markets.
- The advertising influenced more than 77,000 trips, which resulted in about \$123 million dollars in influenced visitor spending and \$7.4 million dollars in tax revenue. Given this year's media investment of \$371,670, this results in an ROI of \$333 in visitor spending and \$20 in tax revenue for every dollar DTTD spent on advertising.
 - Tax ROI increased from \$10 last winter to \$20 this winter.
- The advertising continues to influence visitors to stay longer, engage in more activities, and rate their trips better. Aware travelers are also more likely to share their trip experiences to social media than their unaware counterparts.

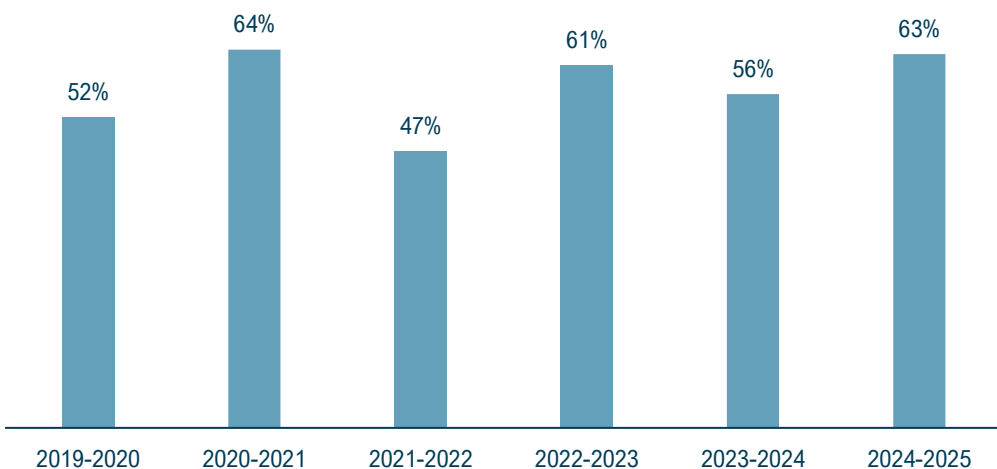
Advertising Awareness

A photograph of three skiers ascending a steep, snow-covered mountain slope. The skiers are wearing dark gear and have their skis on their backs, using poles for support. The background shows a vast, snowy landscape under a cloudy sky. The image is partially obscured by a diagonal white line and a blue overlay on the right side.

SMARInsights

Winter Ad Awareness & Cost per Aware HH

Winter Ad Awareness



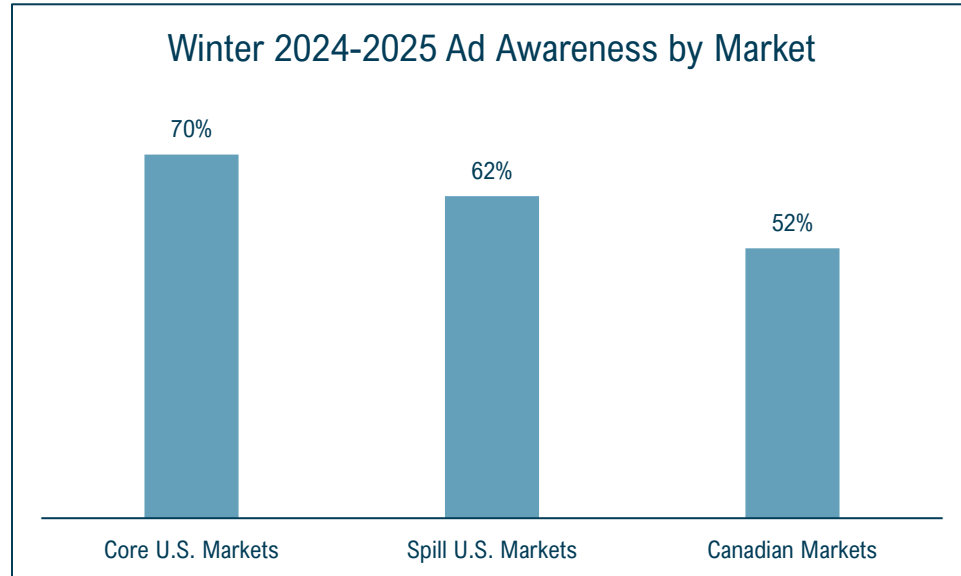
	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
*Targeted HHs	6,433,066	1,927,786	12,725,929	5,519,065	4,474,498	4,998,863
Ad Awareness	52%	64%	47%	61%	56%	63%
Ad-Aware HHs	3,370,926	1,228,398	5,933,788	3,371,419	2,515,898	3,159,525
Media Investment	\$418,175	\$356,808	\$364,471	\$406,766	\$538,388	\$371,670
Cost per Aware HH	\$0.12	\$0.29	\$0.06	\$0.12	\$0.21	\$0.12

*Target HHs differ by year due to markets and winter travel incidence

- The 2024-2025 winter advertising generated 63% awareness and reached 3.1 million snow traveling households.
- Ad awareness and ad-aware households grew compared to last year despite a smaller investment, partially due to reallocation of budget across media formats – particularly a boost in spending on paid social ads.
- In terms of cost per aware household, the media investment is more efficient than last year and outperforms SMARInsights' industry norms.

SMARInsights'
winter
benchmark:
\$0.32
per Aware
Household

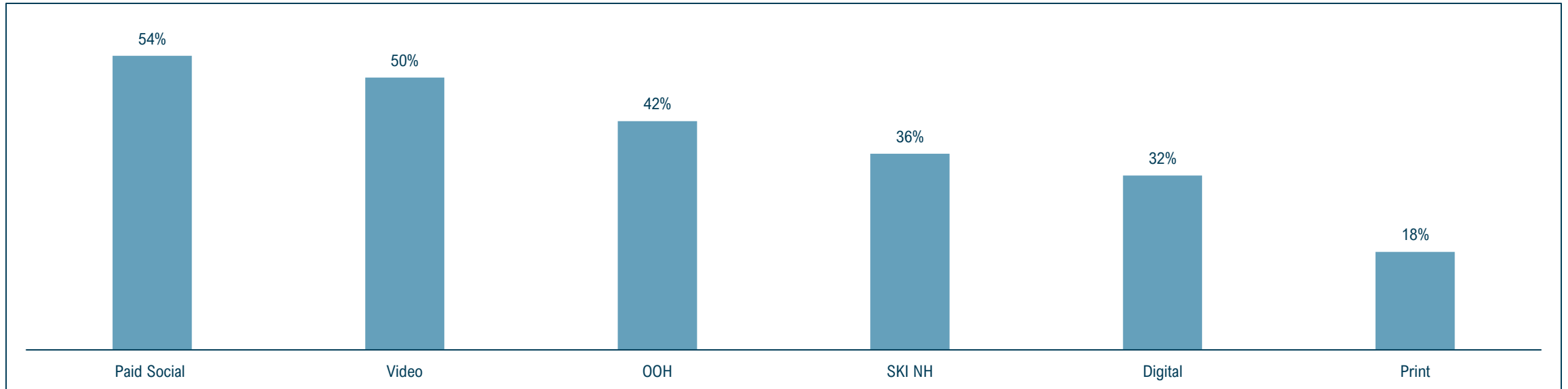
2024-2025 Winter Ad Awareness U.S. and Canada



	Core U.S. Markets	Spill U.S. Markets	Montreal
Targeted HHs	988,402	3,713,790	296,671
Ad Awareness	70%	62%	52%
Ad-Aware HHs	689,410	2,316,461	153,654
Media Investment	\$343,473	---	\$28,198
Cost per Aware HH	\$0.50	---	\$0.18

- The advertising generated 70% awareness in the Core U.S. markets. There is also a great deal of awareness “spill,” as evidenced by 62% awareness in the U.S. markets that did not receive any direct investment. Spill market awareness can be driven by legacy awareness from years when these markets were targeted with similar creative, travel (e.g. someone from New York could have seen an OOH ad while in Boston), and true media spill such as an online ad running on a device in a non-core market. Yet, we would expect awareness to erode fairly quickly in the spill markets in the absence of future media investment.
- Ad awareness is lowest in Montreal, but the Montreal media investment was more efficient than the U.S. investment in terms of cost per aware household.

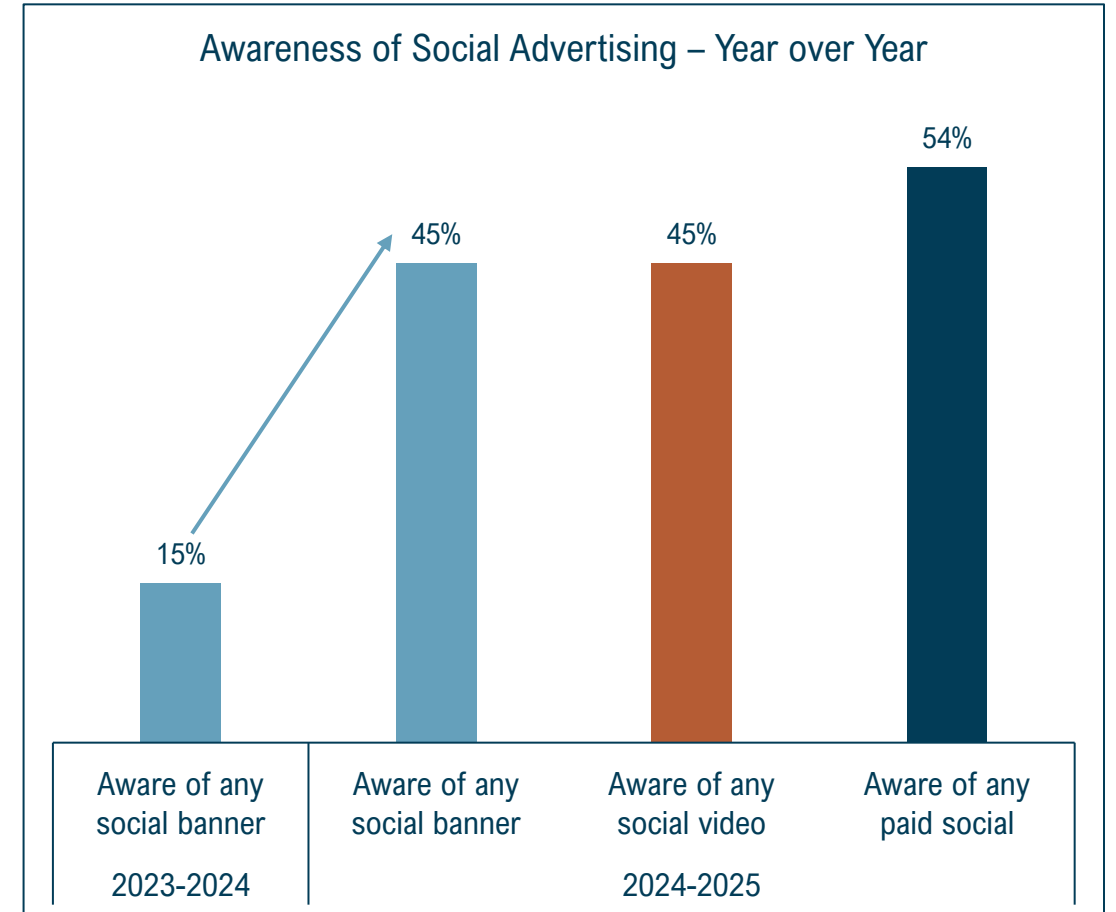
2024-2025 Winter Ad Awareness by Medium



- The winter 2024-2025 paid social ads generated the highest awareness of the various media employed. The paid social ads that were shown this year included both static images and short form video.

Paid Social Awareness

- DTTD nearly doubled its investment in social advertising year-over-year, going from \$45,000 in 2023-2024 to \$80,000 in 2024-2025, helping awareness of social banner ads to increase by 30-pts.
- This year, short form video was added to the social media advertising mix. Both social media ad formats reached 45% of the target audience, with 54% recalling at least one of the two.
- The additional investment in social media helped grow the campaign's reach. It is important to keep in mind that while social media advertising is an efficient awareness builder, it needs the support of other brand building media like longer-form video.

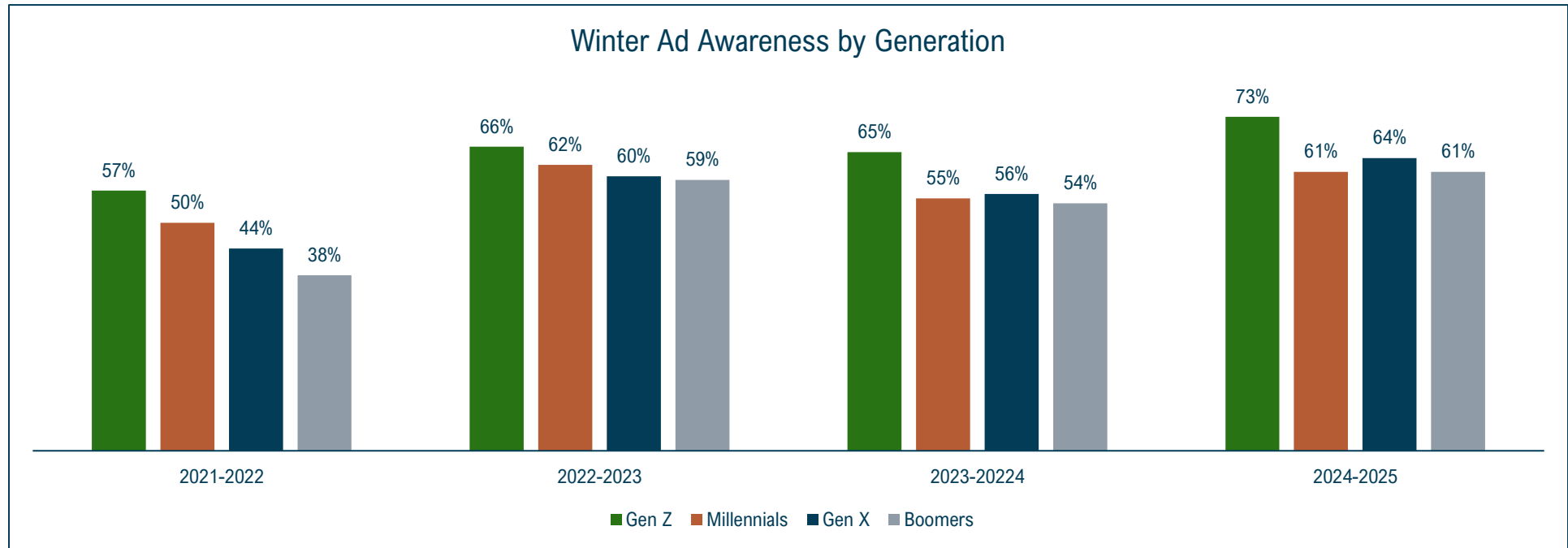


Cost per Aware HH by Medium

	Video	Digital	Paid Social	Print	OOH
Target HHs	4,998,863	4,998,863	4,885,295	4,702,192	4,702,192
Ad Awareness	50%	32%	54%	18%	42%
Ad-Aware HHs	2,515,004	1,582,086	2,650,559	834,685	1,985,680
Media Investment	\$182,500	\$7,500	\$80,000	\$37,540	\$64,130
Cost per Aware HH	\$0.07	\$0.01	\$0.03	\$0.04	\$0.03

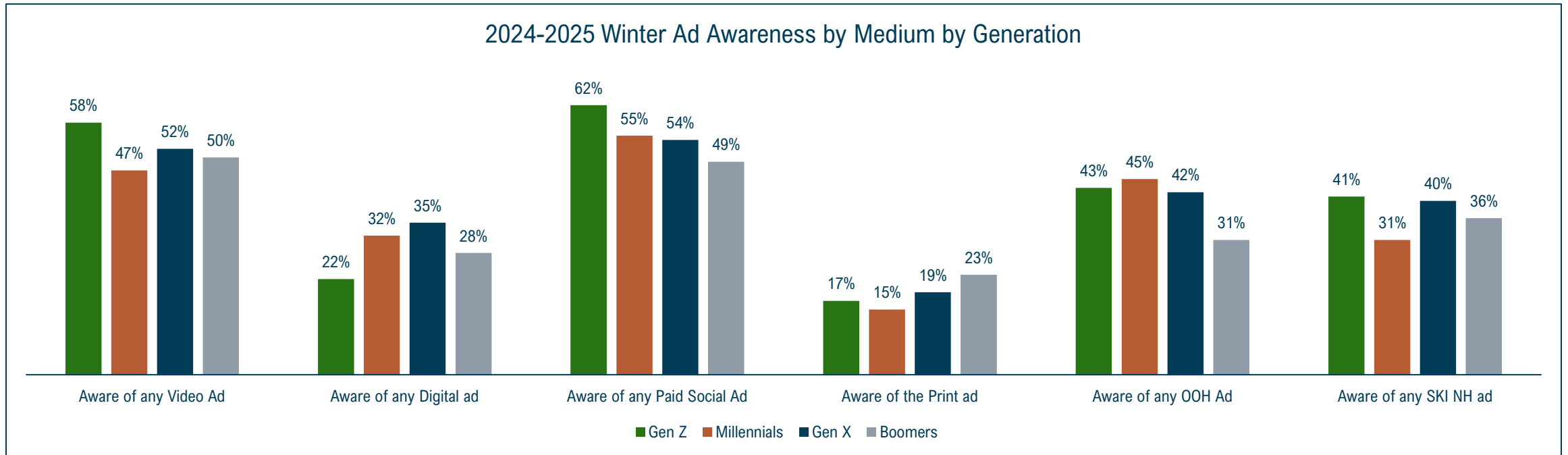
- The efficiency of the digital investment is evident in a low cost per aware household, though it also has the lowest budget of any media format (which helps its efficiency).
- As usual, video is the most expensive media in terms of cost per aware household. However, it is still comparable to the efficiency of the rest of the media. Video may be more expensive, but it is a key brand-building medium.

Winter Ad Awareness by Generation



- Winter ad awareness continues to be higher among Gen Z consumers, but DTTD has made progress in reaching Gen X and Boomer travelers.

Winter Ad Awareness by Medium by Generation

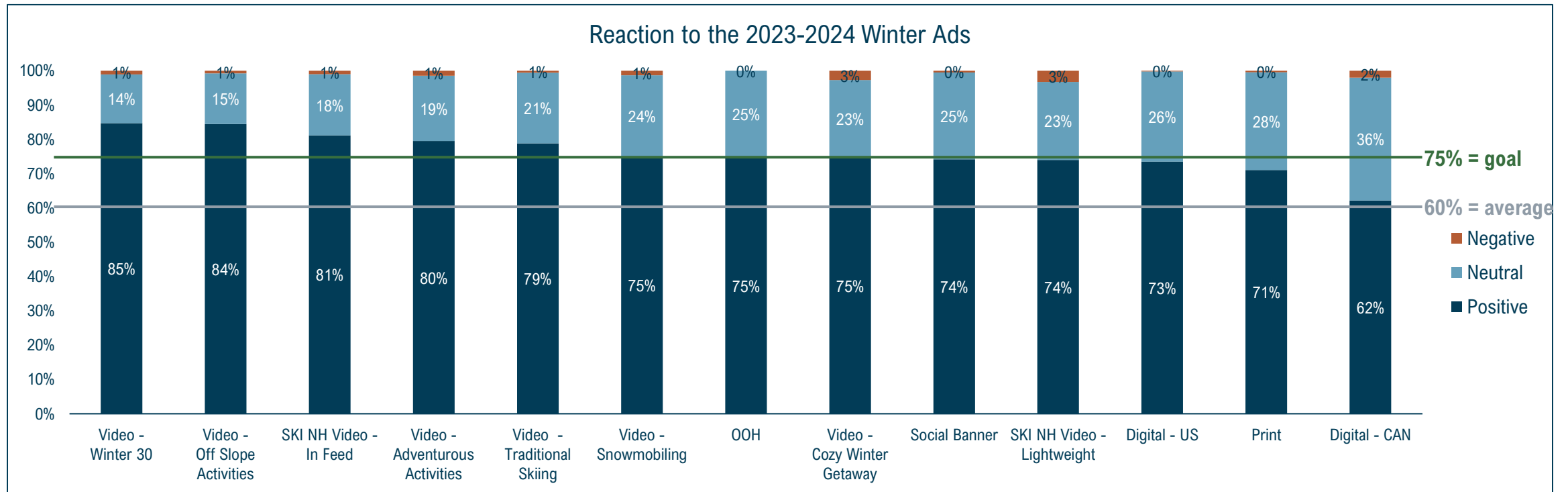


- Paid social ad awareness is highest among Gen Z at 62%, but it also reached nearly half of Boomers.
- Video remains a good way to reach Boomers – they are the only generation for which video awareness is higher than paid social awareness. Print is also relatively effective at reaching Boomers.

Creative Evaluation

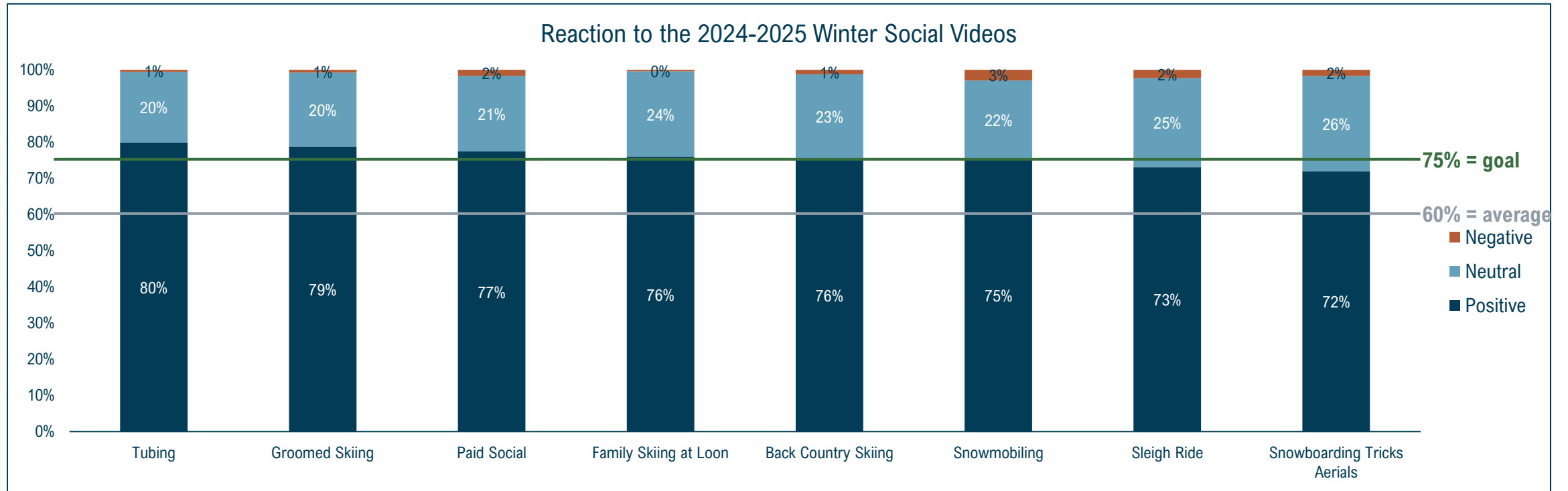
SMARInsights

Reaction to the 2024-2025 Winter Ads



- Reaction to the 2024-2025 winter advertising is mostly positive, and there are almost no negative reactions. Most ads reach the goal of 75% positivity.
- The video assets receive the largest share of positive responses, with the Winter 30 video and Off Slope Activities videos being the two strongest performers.

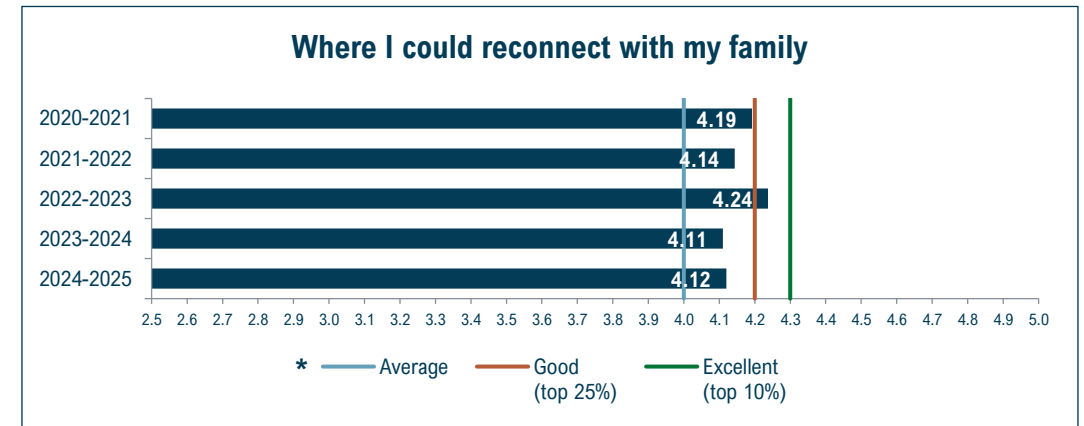
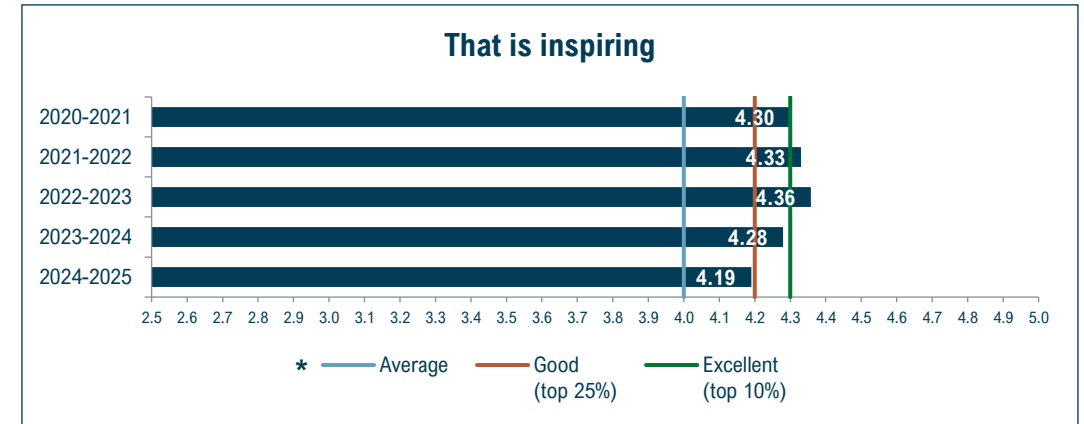
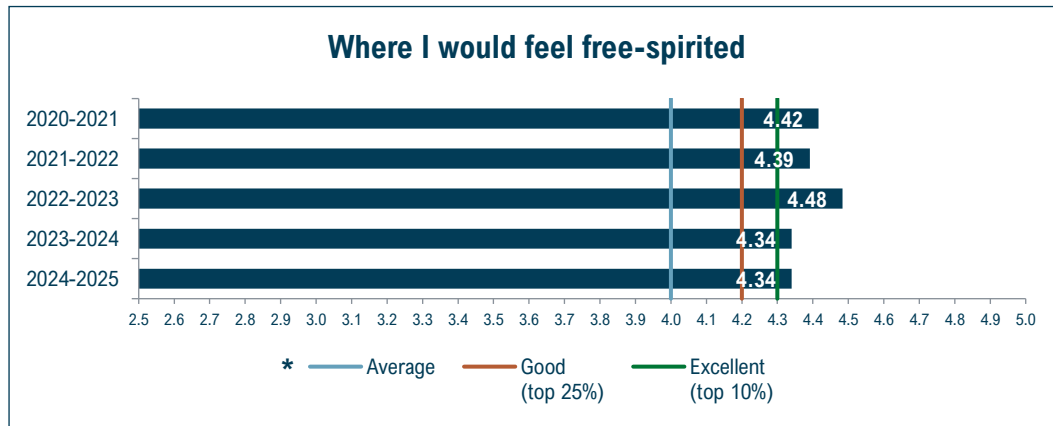
Reaction to the Winter 2024-2025 Social Videos



- Among the social media reels that were tested, the Tubing ad performed the best while the Snowboarding Tricks ad was the least popular. Tubing is a more accessible activity, which likely plays into the broader appeal of the ad.

Creative Communication Ratings

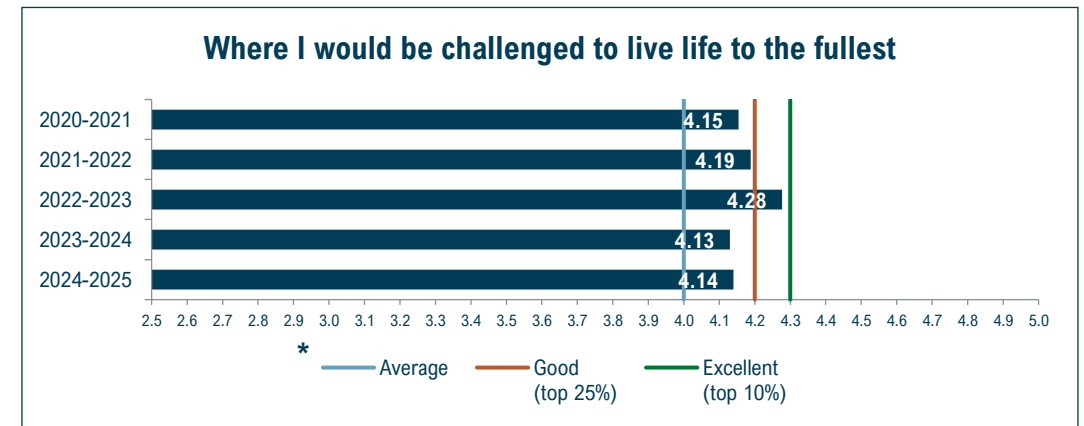
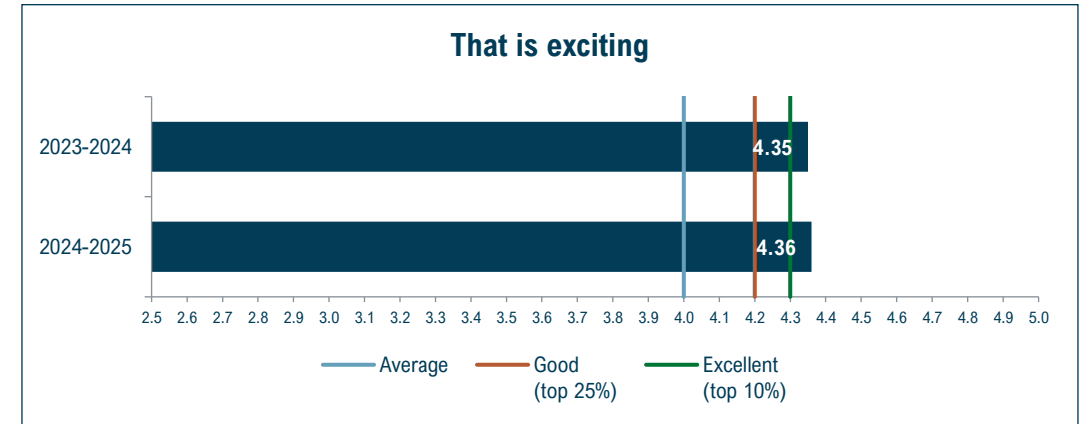
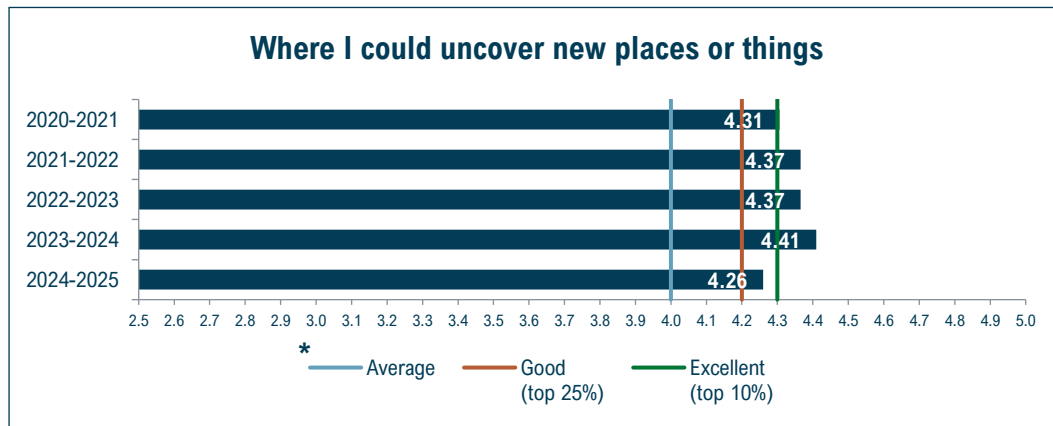
- Though awareness grew this year and there were almost no negative reactions to the ads, this creative ratings section reviews some initial indications of the campaign wearing out.
- Across these three attributes, the campaign appears to have reached its peak in 2022-2023.



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

Creative Communication Ratings Cont.

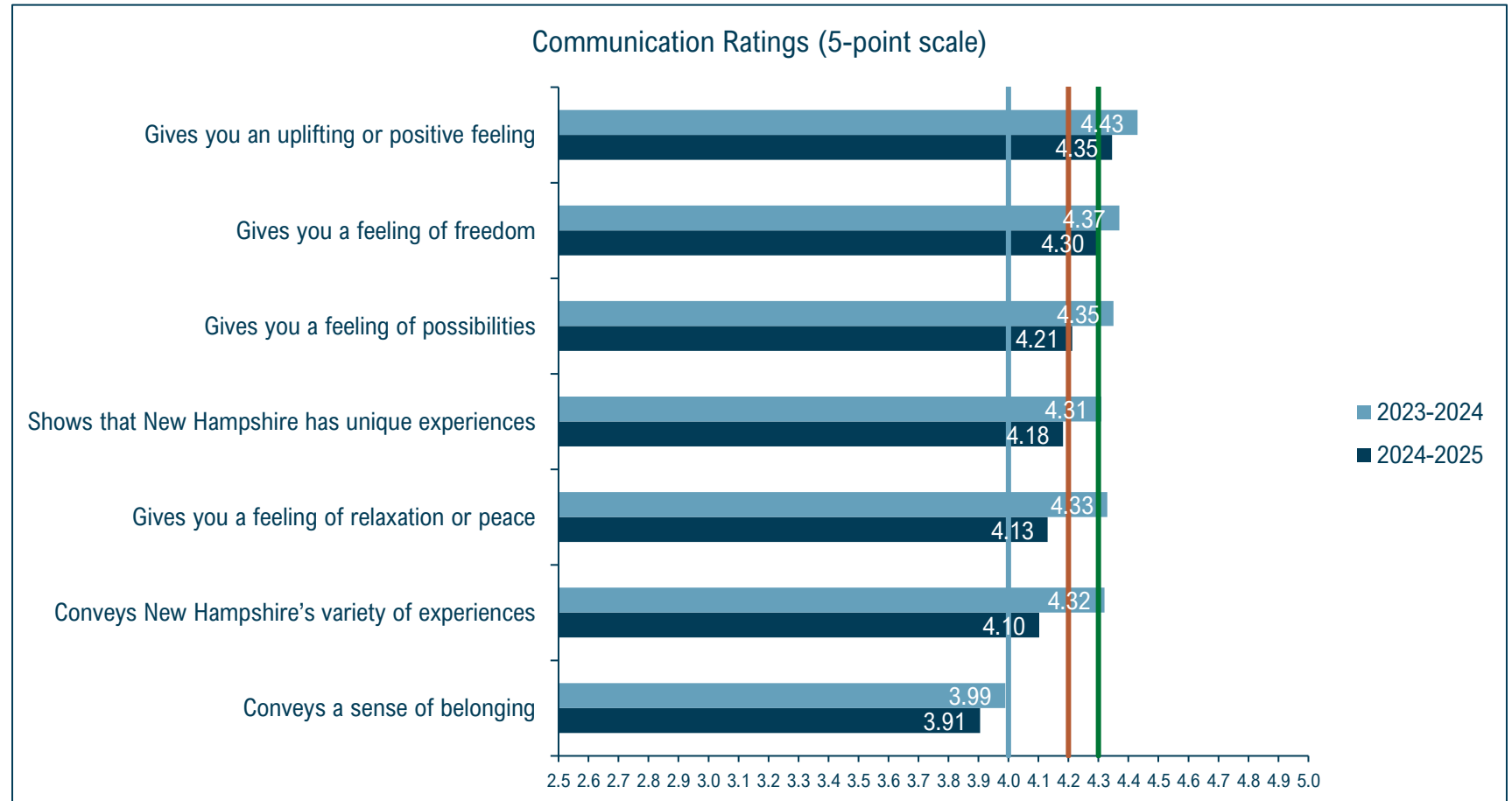
- This year, the rating for showing a place *where I could uncover new places or things* specifically dropped from the excellent benchmark range into the good range.



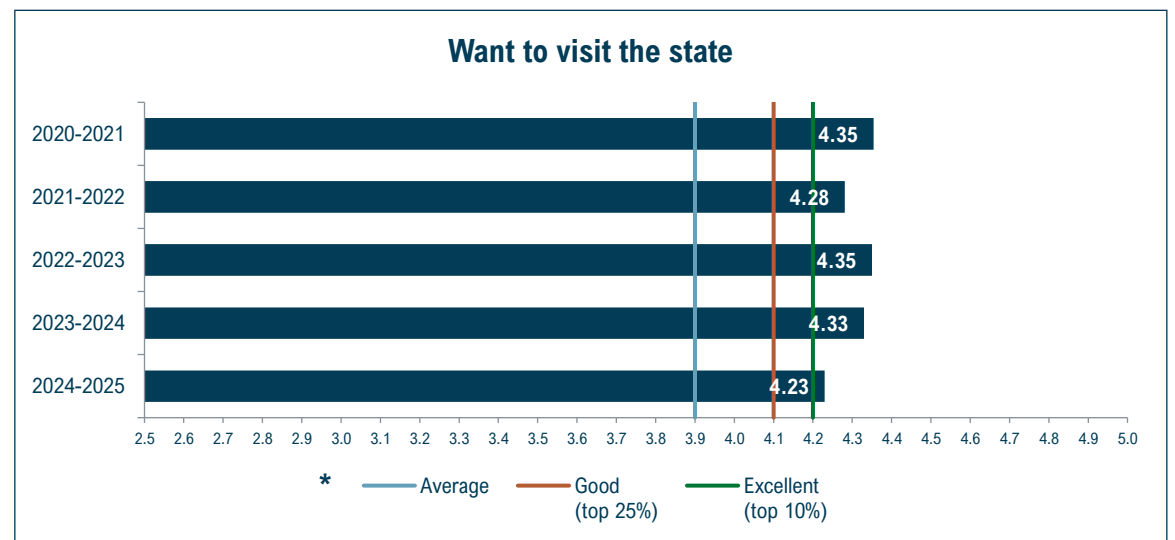
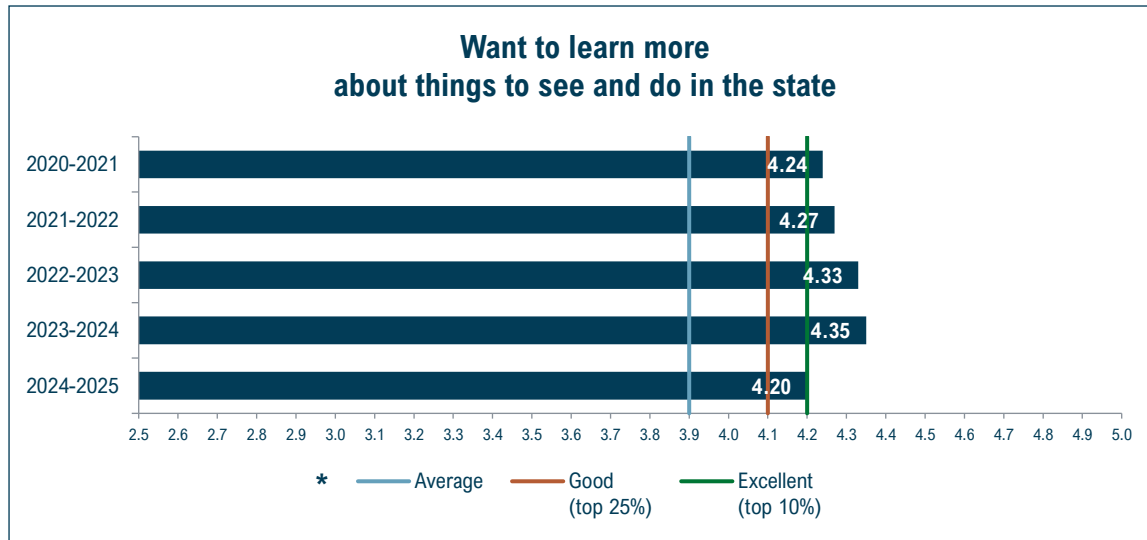
*The benchmarks are for winter campaigns being evaluated by snow travelers.

New Communication Ratings

- In 2023-2024 a new set of communication ratings were added to assess how the ads make the viewer feel.
- Each of these new attributes saw a fairly substantial decrease year-over-year.



Creative Impact Ratings



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

- The 2024-2025 winter advertising reached the excellent benchmark range for making viewers want to *learn more about* and *visit the state*. While these ratings are still in the top benchmark range, they both saw drops in ratings year over year, which again could be indicative of the creative beginning to wear out.

Advertising Influence

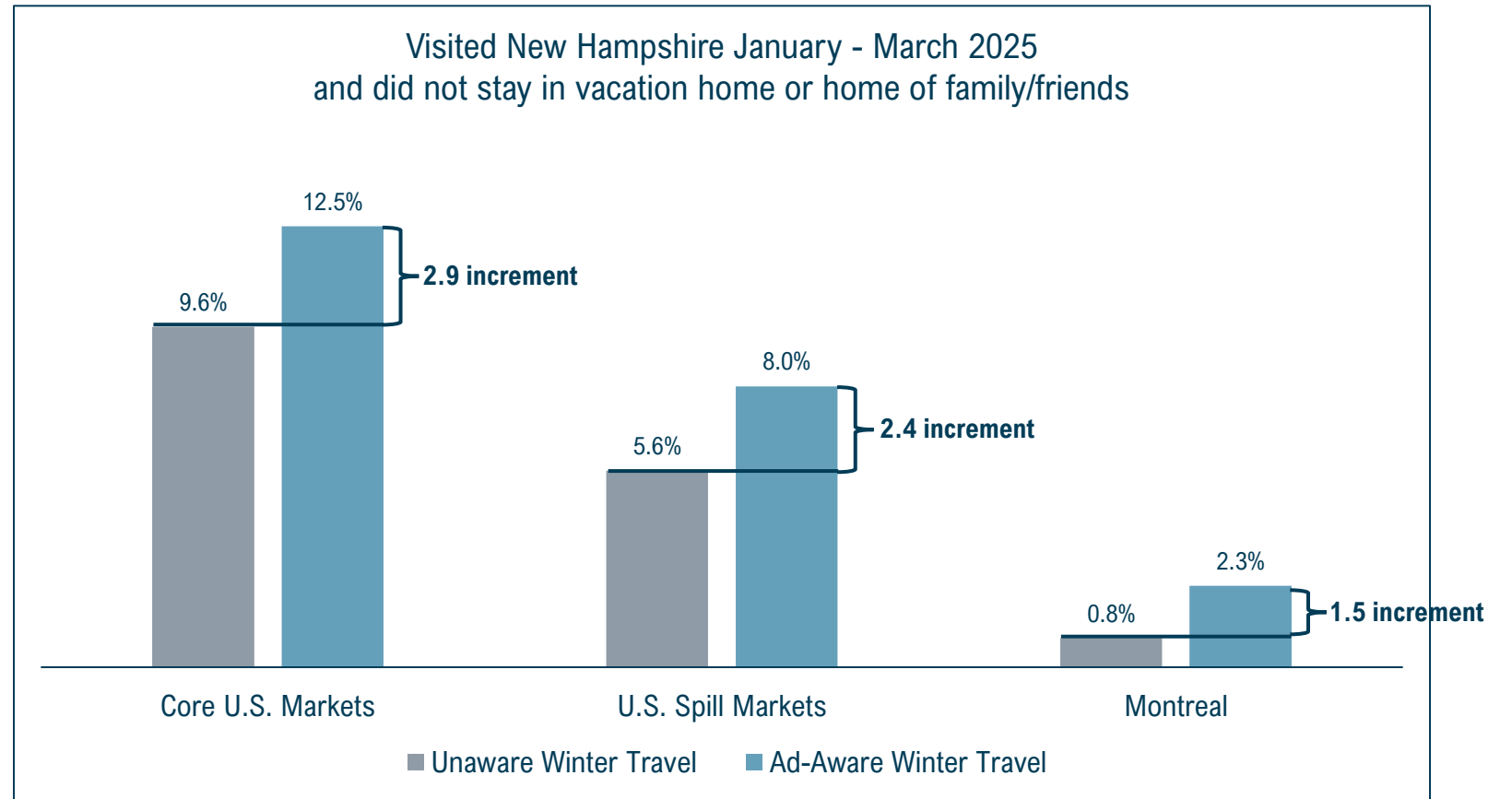
SMARInsights' methodology for evaluating the impact of destination advertising relies on establishing a base rate of travel. Certainly, there would be winter travel to New Hampshire even without any paid advertising. Thus, not all visitation, or even visitation by ad-aware households, is considered attributable 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 2025 that did not include a stay at the visitor's vacation home or the home of family/friends.

SMARInsights

2025 Ad-Influenced Winter Travel

- The 2024-2025 winter advertising influenced New Hampshire travel from the Core U.S. markets, the Spill U.S. markets, and Montreal. The ads had the strongest influence in the Core U.S. markets.
- While the travel increment is smallest in Montreal, it is positive that the ads were able to have any influence in this market given political tensions and an ongoing unfavorable exchange rate.
- It should also be noted that last year, there was no ad-influenced travel from Montreal or Quebec City (Quebec City was dropped as a target market for the 2024-2025 winter campaign).



2025 Winter Advertising ROI

	Core U.S. Markets	U.S. Spill Markets	Total U.S.
Target HHs	988,402	3,713,790	4,702,192
Ad Awareness	70%	62%	64%
Ad-Aware HHs	689,410	2,316,461	3,005,871
Incremental Travel	2.9%	2.4%	2.5%
Ad-Influenced Trips	19,654	55,431	75,086
Average Trip Spending	\$1,350	\$1,701	\$1,609
Ad-Influenced Spending	\$26,533,452	\$94,313,540	\$120,846,992
Media Investment			\$343,473
ROI			\$352

	Montreal
Target HHs	296,671
Ad Awareness	52%
Ad-Aware HHs	153,654
Incremental Travel	1.5%
Ad-Influenced Trips	2,276
Average Trip Spending	\$1,239
Ad-Influenced Spending	\$2,820,814
Media Investment	\$28,198
ROI	\$100

	Total All Markets
Target HHs	4,998,863
Ad Awareness	63%
Ad-Aware HHs	3,159,525
Incremental Travel	2.4%
Ad-Influenced Trips	77,362
Average Trip Spending	\$1,599
Ad-Influenced Spending	\$123,667,806
Media Investment	\$371,670
ROI	\$333

- In the U.S., the 2024-2025 winter advertising influenced \$121 million in visitor spending and generated a \$352 ROI. The spill markets have lower ad awareness and lower incremental travel than the core markets, but the spill markets account for about 80% of the population and ad-influenced spending. As with awareness, we expect the impact of ads in spill markets to decline over the coming years without continued media investment.
- In Montreal, the ads influenced \$2.8 million in visitor spending and generated a \$100 ROI.
- Overall, the ads influenced \$124 million in visitor spending and generated a \$333 ROI.

2025 Winter Advertising Tax ROI

- Based on the average visitor spending on the taxable categories of lodging, meals, and transportation, the 2024-2025 winter advertising generated about \$7.4 million in taxes.
- The 2024-2025 advertising returned about \$20 in tax revenue for each \$1 invested.

	U.S.	Montreal	Total
Ad-Influenced Trips	75,086	2,276	77,362
Avg. Taxable Trip Spending	\$1,136	\$751	\$1,125
Ad-Influenced Taxable Spending	\$85,301,792	\$1,709,843	\$87,011,635
Taxes Generated (8.5% tax rate)	\$7,250,652	\$145,337	\$7,395,989
Media Investment	\$343,473	\$28,198	\$371,670
Tax ROI	\$21.11	\$5.15	\$19.90

Winter Advertising ROI Tracking

For each row:

Above-Average Across Years

Average Across Years

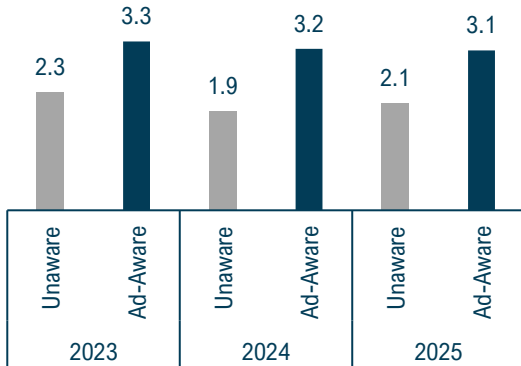
Below-Average Across Years

- Ad-influenced visitor spending and ROI rebounded from last year, when the results were suppressed by poor snow conditions and an unfavorable exchange rate for the Canadian markets.
- While the exchange rate remains unfavorable in 2025 and political tensions are an added Canadian headwind, DTTD was able to take advantage of better snow conditions by increasing ad awareness despite a smaller media investment and generating trips with higher average visitor spending.
- Ultimately, tax ROI grew from \$10 last year to \$20 this year. The stronger ROI is in part due to the smaller investment (the 2025 tax ROI with the 2024 investment would be \$14). With continued smaller investments, we would expect to see ROI decline.

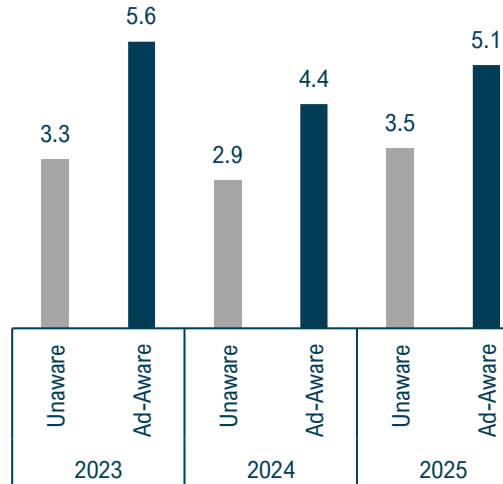
	2020	2021	2022	2023	2024	2025
Target HHs	6,433,066	1,927,786	12,725,929	5,519,065	4,474,498	4,998,863
Ad Awareness	52%	64%	47%	61%	56%	63%
Ad-Aware HHs	3,370,926	1,228,398	5,933,788	3,371,419	2,515,898	3,159,525
Incremental Travel	5.7%	1.6%	1.3%	2.8%	2.5%	2.4%
Ad-Influenced Trips	190,794	19,286	79,919	96,073	64,104	77,362
Average Trip Spending	\$1,359	\$955	\$1,385	\$1,492	\$1,288	\$1,599
Ad-Influenced Spending	\$259,289,605	\$18,419,365	\$110,710,604	\$143,382,835	\$82,593,685	\$123,667,806
Media Investment	\$418,175	\$356,808	\$364,471	\$406,766	\$538,388	\$371,670
ROI	\$620	\$52	\$304	\$352	\$153	\$333
Avg. Taxable Trip Spending	\$1,015	\$707	\$956	\$1,023	\$1,037	\$1,125
Ad-Influenced Taxable Spending	\$193,656,328	\$13,629,500	\$76,376,140	\$98,327,450	\$66,445,164	\$87,011,635
Taxes Generated	\$17,429,069	\$1,226,655	\$6,873,853	\$8,849,470	\$5,647,839	\$7,395,989
Media Investment	\$418,175	\$356,808	\$364,471	\$406,766	\$538,388	\$371,670
Tax ROI	\$42	\$3	\$19	\$22	\$10	\$20

Winter Advertising Influence on the Trip

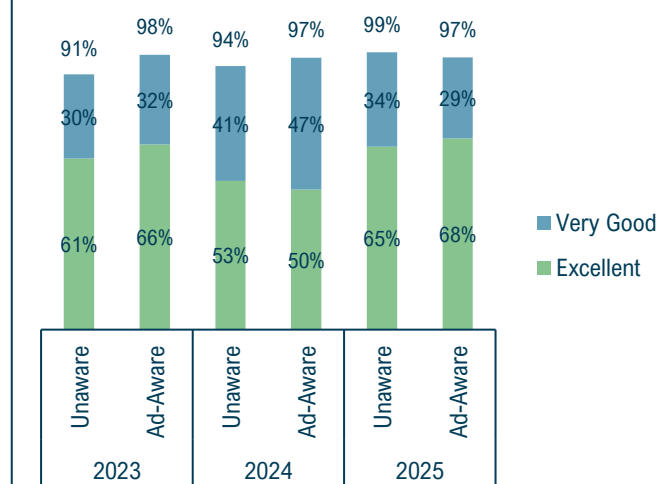
Avg. nights on trip



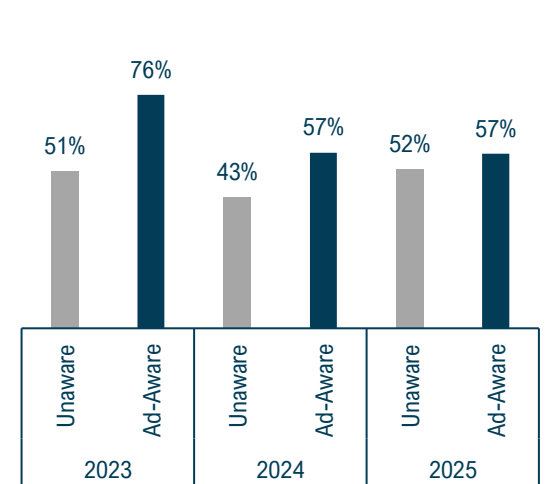
Avg. number of trip activities



NH winter trip rating



Share trip on social media



- The winter advertising continues to have a positive influence on New Hampshire trips as evidenced by longer, more active trips and more social sharing. There is a slight positive impact on trip rating, with the ad-aware group more likely to rate their trip “excellent,” but trip ratings are so strong that there is little room to move the needle.
- Last year we saw less active trips, which was likely an artifact of the lack of snowfall.

Appendix: Questionnaire



SMARInsights

Questionnaire

SMARinsights

New Hampshire Tourism
2024-2025 Winter & Ad Awareness and ROI
April 2025

S1. What is your ZIP/postal code? _____

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

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

S1. Please indicate which of the following describe you.

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

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

ASK SOCIAL2 IF THEY USE INSTAGRAM FROM SOCIAL.

1

SMARinsights

I:\Ads Master\New Hampshire\2024\2024 New Hampshire Winter\Influencers (Core, Montreal and Quebec City)\State Insta Accounts



NONE

Social2. Which of these state tourism accounts do you follow on Instagram?

SHOW ALL ON SAME SCREEN.

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					

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4. Which of the following states would you most 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	

FOR P5A, HAVE THEM RATE NEW HAMPSHIRE IF AT LEAST NOT VERY FAMILIAR AND ONE COMPETITOR OF SIMILAR FAMILIARITY. IF NOT FAMILIAR WITH NEW HAMPSHIRE THEN RATE TWO OTHER STATES THAT THEY ARE AT LEAST SOMEWHAT FAMILIAR WITH.

P5a. How much do you agree that each of these statements describes STATE?

[ROTATE]	Strongly disagree	2	3	4	Strongly agree
A good place to live					
A good place to start a career					
A good place to start a business					
A good place to attend college					
A good place to purchase a vacation home					
A good place to retire					
A good place to relocate a business					
A good place to attend a meeting, conference or trade show					

5. Have you taken a leisure trip to or within any of the following states in 2025? How many trips did you take in 2025?

[ROTATE]	States traveled to or within in 2025 (Select all that apply)	Number of trips in 2025 FORCE GREATER THAN 0
New Hampshire		
Connecticut		
New York		
Maine		
Massachusetts		
Rhode Island		
Vermont		
None of these		

3

Questionnaire

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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?

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

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

Now please give us some information about the trip(s) you took to or within New Hampshire in 2025.

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

Select all that apply.

January 2025
February 2025
March 2025
April 2025

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/VRBO
Camping/RVing
Home of family or friends
Vacation home
Other

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

	Shopping
Visiting a state or national park	Dining at locally owned restaurants
Camping	Visiting a noteworthy bar or nightclub
Skiing alpine	Farm to table dinner
Skiing cross country	Snowboarding
Snowmobiling	Winery tours
Visiting museums	Brewery
Attending a play or concert	Farmer's markets/U-picks/roadside stand
Attending a festival or fair	Dogsledding
Attending performing arts (music/theater)	Cross country skiing
Visiting historical sites	Ice fishing
Hiking/snowshoeing	Other, please specify _____
Ice skating	None of these
Wildlife watching	
Bird watching	
Scenic drive	
Sightseeing tour	

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?

Click to select region(s).

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

Excellent
Very good
Good
Fair
Poor

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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	
Local transportation & gasoline	
Arts, entertainment, and recreation	
Retail sales	
Visitor air	
Other	
Total	SHOW TOTAL

- 15a. How much did you spend specifically on:

SHOW THE ONES THAT THEY DID FROM Q11	
Skiing alpine	
Skiing cross country	
Snowmobiling	
Hiking/snowshoeing	
Snowboarding	
Total	SHOW TOTAL

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

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

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

Facebook
X
Flickr
YouTube
Blogs
Instagram
Pinterest
Snapchat
TikTok

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Questionnaire

SMARinsights

None of these

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

- Very likely
- Somewhat likely
- Not likely

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

- Yes
- No

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

ROTATE APPEARANCE OF MEDIA

PRINT

EVERYONE

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Print (Yankee Co-op)



01-A4-Magazine-Mockups-v2

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

- Yes
- No

WinterPrintB. What is your reaction to this ad?

- Positive
- Neutral
- Negative

DIGITAL

CORE MARKETS

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Display\Core

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VisitWinter25_Core Retargeting_300x600

CANADA

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Display\Canada



VisitWinter25_Canada_300x600

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

- Yes
- No

WinterDigitalB. What is your reaction to these ads?

- Positive
- Neutral
- Negative

VIDEO

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Videos

EVERYONE



<https://vimeo.com/1067751294>

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EVERYONE



<https://vimeo.com/1067750734>

RANDOMLY SHOW TWO OF FOUR VIDEOS



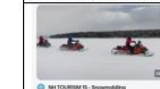
<https://vimeo.com/1067750822>

NH TOURISM 15 - Adventurous Activities



<https://vimeo.com/1067750919>

NH TOURISM 15 - Off Slope Activities



<https://vimeo.com/1067751002>

NH TOURISM 15 - Snowmobiling



<https://vimeo.com/1067751120>

NH TOURISM 15 - Traditional Skiing

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

- Yes
- No

ASK FOR EACH VIDEO AD

WinterTVB. What is your reaction to this ad?

- Positive
- Neutral
- Negative

OUT OF HOME

CORE MARKETS

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\OOH (Core)\USE

SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD



0710_25_Winter_14x4_Outdoor



0710_25_Winter_14x4_Snowmobiling



0710_25_Winter_14x4_Tubing



0710_25_Winter_14x4_Snowmobiling

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

- Yes
- No

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Questionnaire

SMARInsights

WinterOOHB. What is your reaction to these outdoor ads?

Positive
Neutral
Negative

PAID SOCIAL

FOR ALL SOCIAL ADS ASK ONLY IF THEY USE FACEBOOK, INSTAGRAM, YOUTUBE OR SNAPCHAT FROM SOCIAL QUESTION

CANADA ENGLISH

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Paid Social\Canada\English\USE

SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD



CANADA FRENCH

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Paid Social\Canada\French\USE

SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD



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SMARInsights

CORE MARKETS

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Paid Social\Core\USE
SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD



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

Yes
No

WinterSocialBannerB. What is your reaction to these ads?

Positive
Neutral
Negative

EVERYONE

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Ski NH\Paid Social\USE

SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD



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

Yes
No

WinterSocialB. What is your reaction to these ads?

Positive

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SMARInsights

Neutral
Negative

EVERYONE

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Videos

RANDOMLY SHOW THREE OF THE SEVEN VIDEOS

 https://vimeo.com/1067751511 10 REELS - Back Country Skiing 2024	 https://vimeo.com/1067751679 10 REELS - Family Skiing at Loon 2024	 https://vimeo.com/1067751835 10 REELS - Groomed Skiing 2024	 https://vimeo.com/1067752011 10 REELS - Sleight Ride 2024
 https://vimeo.com/1067752178 10 REELS - Snowboarding-tricks-aerials 2024	 https://vimeo.com/1067752382 10 REELS - Snowmobiling 2024	 https://vimeo.com/1067750684 10 REELS - Tubing 2024	

EVERYONE

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Ski NH\Videos



<https://vimeo.com/1067763045>

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

Yes
No

ASK FOR EACH VIDEO AD

WinterTVBV. What is your reaction to this ad?

Positive
Neutral
Negative

SKI NH

EVERYONE

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Questionnaire

SMARinsights

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Ski NH\Videos



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

Yes
No

WinterSKINHB. What is your reaction to this ad?

Positive
Neutral
Negative

SNOWBOUND EXPO

SHOW LOGO AND ASK EXPO1.



Snowbound Expo Logo USE

Expo1. Did you attend the 2024 Snowbound Expo in Boston?

Yes
No

ASK NH BOOTH AWARENESS IF THEY ATTENDED THE EXPO.

I:\Ads Master\New Hampshire\2025\2025 New Hampshire Winter\OneDrive_2025-03-17\Winter 2025\Snowbound Expo

SHOW ALL ADS ON THE SAME PAGE



Expo2. Did you see the Ski New Hampshire booth at the 2024 Snowbound Expo in Boston?

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Yes
No

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

	Strongly disagree				Strongly agree
That is inspiring	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
That is exciting					

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

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

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

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

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]

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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 race or ethnicity? Are you...?

Select all that apply.

African American/Black
Asian
American Indian or Alaska Native
Caucasian/White
Hispanic or Latino
Middle Eastern or North African
Native Hawaiian or Other Pacific Islander
Other, Specify

D9. Do you identify as ...?

Male
Female
Non-binary
Prefer not to answer

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