

GYK



Visit NH Summer 2025 End Campaign Report

October 2025



Executive Summary

Objectives and Strategies

A trip to New Hampshire lets visitors embrace that “LIVE FREE” spirit during their stay.

Objectives

- Increase rooms and meals state tax revenue.
- Generate awareness of New Hampshire as a top leisure destination.
- Generate positive ROI for the advertising investment.

Strategies

- Target W25-54 (Millennial and Gen X Moms); Childless Millennials, Gen Z and Gen X
 - Boomers/Empty Nesters in Core Markets only
- For digital targeting, add on interests in the outdoors, travel and a desire to unplug/get away from busy lives to create family memories.
- Behavioral Targeting: In order to increase the number of aware households across a larger geography, use cultural and hiking/outdoor behaviors to target prospective visitors who are more likely to be willing to travel to have new experiences.

Geography

- Maintain the Core markets including Boston, Portland and Providence DMAs
- Grow the Opportunity markets including Hartford DMA, Fairfield County CT and select NY counties
- Develop Philadelphia DMA
- Grow Greater Montreal in Canada
- Behavioral Targeting: Focus east of the Mississippi River including DC, Delaware, Illinois, Indiana, Kentucky, Massachusetts (minus Boston), Maryland, Michigan, North Carolina, New Jersey, New York (minus our Opportunity counties), Ohio, Pennsylvania (minus Philadelphia), Virginia, Vermont and West Virginia.

Timing

- April 1, 2025–August 31, 2025
 - Differed by tactic

Actual Net Budget: \$3,601,199

- FY25: \$ 3,502,642
- FY26: \$98,557

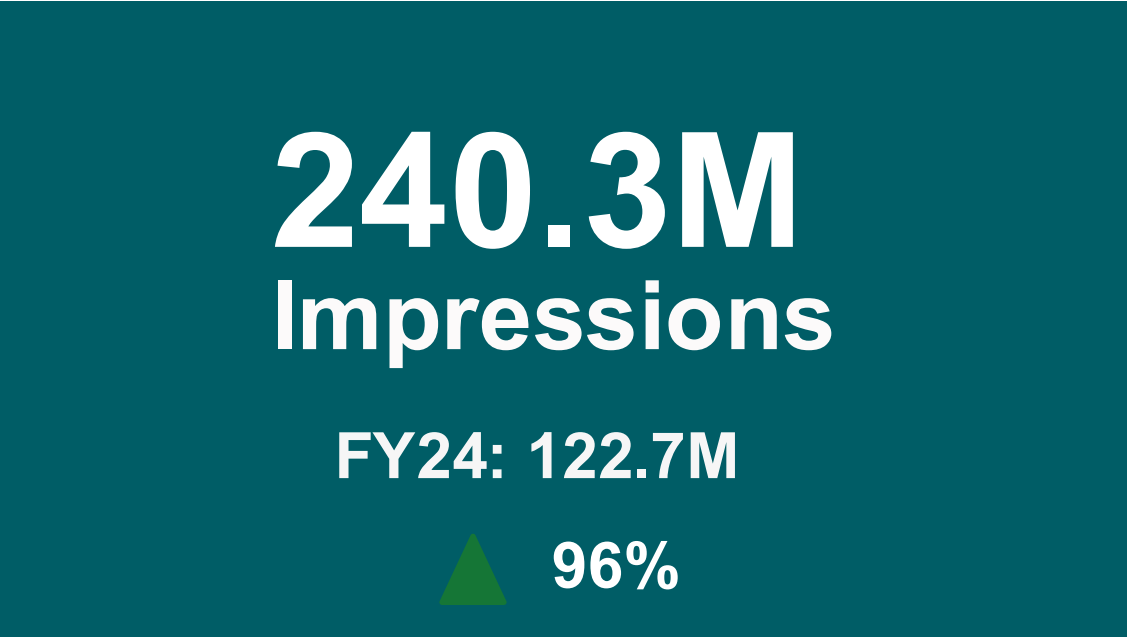
SUMMER RESULTS

The integrated campaign delivered over 619.3M impressions

DIGITAL RESULTS



TRADITIONAL RESULTS



KEY TAKEAWAYS

Key Takeaways

- The integrated campaign delivered 475.7M+ impressions, 106M+ video views, and 1.49M clicks, showing growth across major volume metrics despite a slight dip in CT
- Over \$543K in added value was secured, representing 15% of the total budget
- Disney+ and Hulu exceeded benchmarks, with Hulu delivering 99.1% VCR and Disney+ driving double benchmark scan rates through innovative formats. Adults 25–54 in Philadelphia and NY counties remained standout audiences
- StackAdapt drove 19.6M CTV video completions at a \$0.03 eCPCV, with Camping/Outdoor audiences leading
- Taboola native delivered CTR up to 0.71%, with Childless Adults in Long Drive markets +35% over campaign average CTR
- MiQ YouTube campaigns exceeded benchmarks across all markets, with Flume creative achieving 93%+ VCR
- First-ever Behavioral targeting campaign reached 21M+ impressions and 318K clicks with an efficient 1.49% CTR and \$0.63 CPC, adding new audiences from the Midwest and South
- Website traffic rose 71% YoY, with “Plan Your Trip: Summer” as top content
- Meta campaigns generated 850K+ clicks and fueled fan growth with 7.8K new Facebook followers and 5.1K new Instagram followers.
- Snapchat delivered 2.1% CTR, and resonated strongly with Childless Adults
- According to a destination lift study by Cadent, the primary campaign generated a 4.58% incremental sales lift (\$364,000 in incremental sales); The behavioral campaign generated a 3.45% incremental sales lift (\$67,000 in incremental sales).
- According to DRA, sales tax revenue was up 4.5% for hotels and up 1.3% for meals YoY (May – August).
- According to the ad effectiveness study, advertising generated 45% awareness across all markets which translates to 12.1M aware households at an efficient cost per aware household of \$0.25 (vs. industry average of \$0.51).

VISIT NH SUMMER FY25 FLOWCHART

	BEA Visit NH Summer 2025 Media Plan																									
Media Channel	April				May				June					July				August					Total Impressions	Total A50+ GRPs		
Monday Calendar Dates	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25				
PRINT																										
Yankee Co-Op					May/June 2025																			1,716,000	N/A	
TOTAL PRINT IMPRESSIONS																								1,716,000	N/A	
BROADCAST/CABLE TV (A50+)																										
Core Markets																										
Boston, MA Local TV						5/5/25-6/1/25																	N/A	404.4		
Providence/New Bedford Local TV						5/5/25-6/1/25																	N/A	498.7		
Worcester, MA Local Cable						5/5/25-6/1/25																	N/A	238.0		
Manchester, NH						5/26/25-6/22/25																		N/A	496.0	
TOTAL TV																										
OOH																										
Core						5/5/25-6/1/25																	16,576,146	N/A		
Opportunity						5/5/25-6/1/25																	28,233,732	N/A		
Long-Haul			4/14/25-6/8/25																					35,904,500	N/A	
TOTAL OOH IMPRESSIONS																								216,704,626	N/A	
DISPLAY/ONLINE STREAMING VIDEO/NATIVE																										
MiQ YouTube				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					16,798,214	N/A
AdTheorent				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					45,507,752	N/A
AdTheorent Behavioral Targeting				4/21/25-6/30/25																					45,567,419	N/A
NYTimes				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					5,936,189	N/A
Taboola				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					61,109,998	N/A
Taboola Behavioral Targeting				4/21/25-6/30/25																					26,294,395	N/A
Brand USA																							TBD	N/A		
																							N/A			
TOTAL DISPLAY/OLV/NATIVE IMPRESSIONS																								129,352,154	N/A	
CTV																										
StackAdapt				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					16,145,833	N/A
Hulu/Disney+				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					9,818,510	N/A
Amazon/Amazon Canada				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					3,576,657	N/A
TOTAL CTV IMPRESSIONS																								29,541,001	N/A	
STREAMING AUDIO																										
StackAdapt				4/21/25-6/30/25 (Long-Haul); 5/5/25-6/30/25 (Core + Opportunity)																					6,658,654	N/A
TOTAL AUDIO IMPRESSIONS																								6,658,654	N/A	
SOCIAL																										
Facebook/Instagram				4/21/25-6/30/25 (Long-Haul + Canada); 5/5/25-6/30/25 (Core + Opportunity)											7/1/25-8/31/25							61,382,417	N/A			
Snapchat				4/21/25-6/30/25 (Long-Haul + Canada); 5/5/25-6/30/25 (Core + Opportunity)																					1,470,833	N/A
Influencers																								TBD	N/A	
Summer Extension (Meta/LinkedIn)				4/4/25 - 5/31/25																				2,666,667		
TOTAL PAID SOCIAL IMPRESSIONS																								62,853,250	N/A	
SEM																										
Google	4/1/25-6/30/25 (Long-Haul + Canada); 5/1/25-6/30/25 (Core + Opportunity)													7/1/25-8/31/25							4,970,000	N/A				
Demand Gen	4/1/25-6/30/25 (Long-Haul + Canada); 5/1/25-6/30/25 (Core + Opportunity)													7/1/25-8/31/25							3,906,667	N/A				
Bing	4/1/25-6/30/25 (Long-Haul + Canada); 5/1/25-6/30/25 (Core + Opportunity)													7/1/25-8/31/25							2,668,182	N/A				
TOTAL PAID SEARCH IMPRESSIONS																								11,261,515	N/A	
CAMPAIGN TOTAL																								458,087,200	N/A	

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Thank You