



New Hampshire Joint Promotion Program Ad Effectiveness Research

December 2024

SMARInsights

Background & Objectives

- As part of the Department of Business and Economic Affairs, the New Hampshire Division of Travel and Tourism Development (DTTD) has a mission to increase tourism in the state. While the most significant portion of their efforts consists of advertising and promotional activities on behalf of the state to help drive leisure travel, much effort involves supporting partners and tourism stakeholders in a myriad of ways.
- Among the support provided to partners throughout the state is a Joint Promotional Program (JPP) whereby state grants are provided to groups and organizations to support specific targeted goals. The program is administered through an application and grant process. Over the course of a year, the state will invest approximately \$1 million in this effort.
- While state-sponsored advertising and promotional efforts have been continuously evaluated through advertising effectiveness research, no such similar measure has been implemented with respect to JPP efforts. In part this is a function of scale – the state's advertising efforts are designed to reach a large audience, while many of the JPP programs represent highly targeted efforts with comparatively small budgets.
- Recognizing this assessment void, it was determined that a cooperative study where several JPP participants are evaluated in the same research could allow for similar effectiveness measurement as used on the state's marketing.
- This research effort is intended to provide a similar type of metric as the advertising effectiveness research and includes measures of awareness, cost per aware household, creative evaluations and Return on the state's investment.

Methodology

- Over the past year, 21 different organizations participated in the JPP program. The focus and scope of these efforts varied widely. While the grants averaged around \$50,000, nearly half were under \$20,000. Expenditures involved efforts like planning, printing, and marketing.
- In reviewing participants with the state, eight were selected as representing most of the program investment and efforts that were measurable in a way consistent with traditional advertising effectiveness metrics.
- Once participants were selected for evaluation, their plans were reviewed, target markets were assessed, and creative assets were obtained to serve as the basis of quantitative research efforts.
- The research methodology mirrors regularly conducted research for DTTD where awareness is assessed through presentation of the creative assets to travelers and travel behavior is reviewed. It was done cooperatively with materials from all eight participants included in the research.
- Specifically, a total of 4,533 surveys were collected in US and Canadian markets between November 6th and 18th, 2024 with travel decision makers. A copy of the survey used can be found in the Appendix of this report.

Partner	DTTD Grant
White Mountains Attractions Association	\$211,646
Lakes Region Tourism Association	\$163,124
Mt. Washington Valley Chamber of Commerce	\$152,483
Lincoln-Woodstock Chamber of Commerce	\$66,827
Chamber Collaborative of Greater Portsmouth	\$59,102
League of New Hampshire Craftsman	\$44,463
Hampton Area Chamber of Commerce	\$42,625
Ski New Hampshire	\$37,856
TOTAL	\$778,126
Market	Sample
New England states (ME, VT, CT, MA)	2,011
Other East Coast (PA, NJ, MD, DE, & NY)	1,810
Ohio	408
Canada	304
Total	4,533

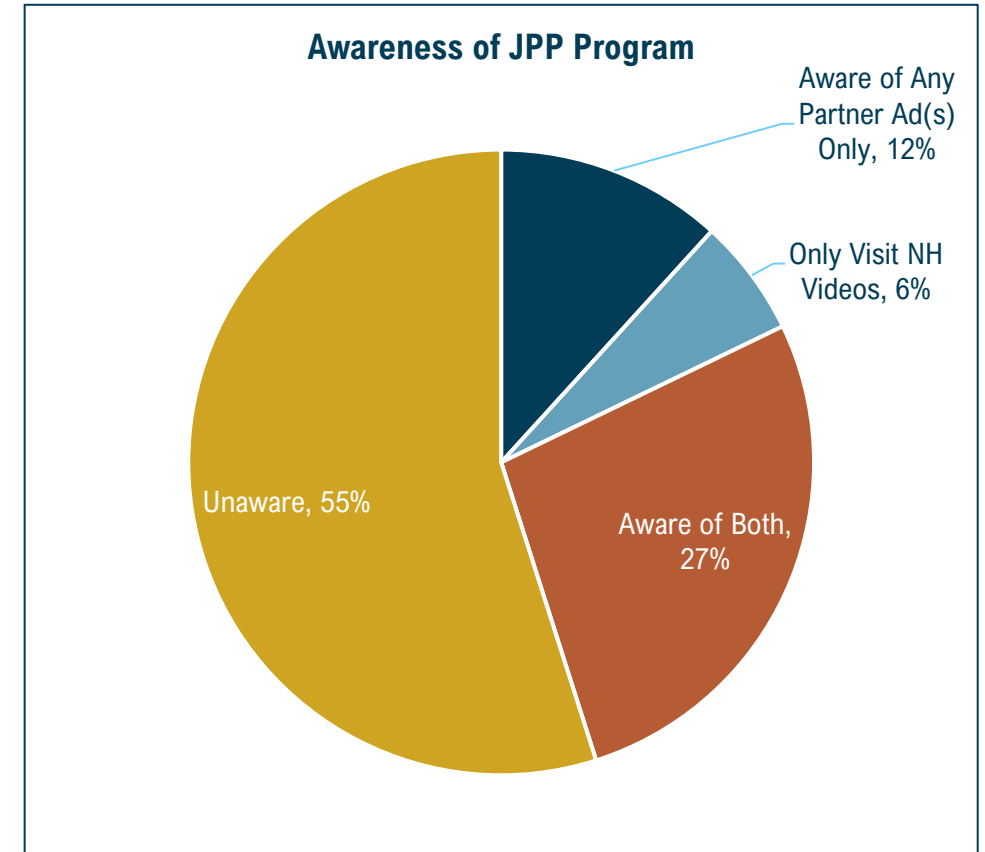
JPP Overview

A person with short dark hair, seen from behind, stands on a balcony or bridge railing, looking out at a city skyline across a body of water. The person is wearing a dark long-sleeved shirt and a light-colored backpack. The background is a blue-tinted image of a city with tall buildings. Overlaid on the entire image are white topographic map lines with numerical labels such as 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, and 480. There are also small white crosshair symbols scattered across the map lines.

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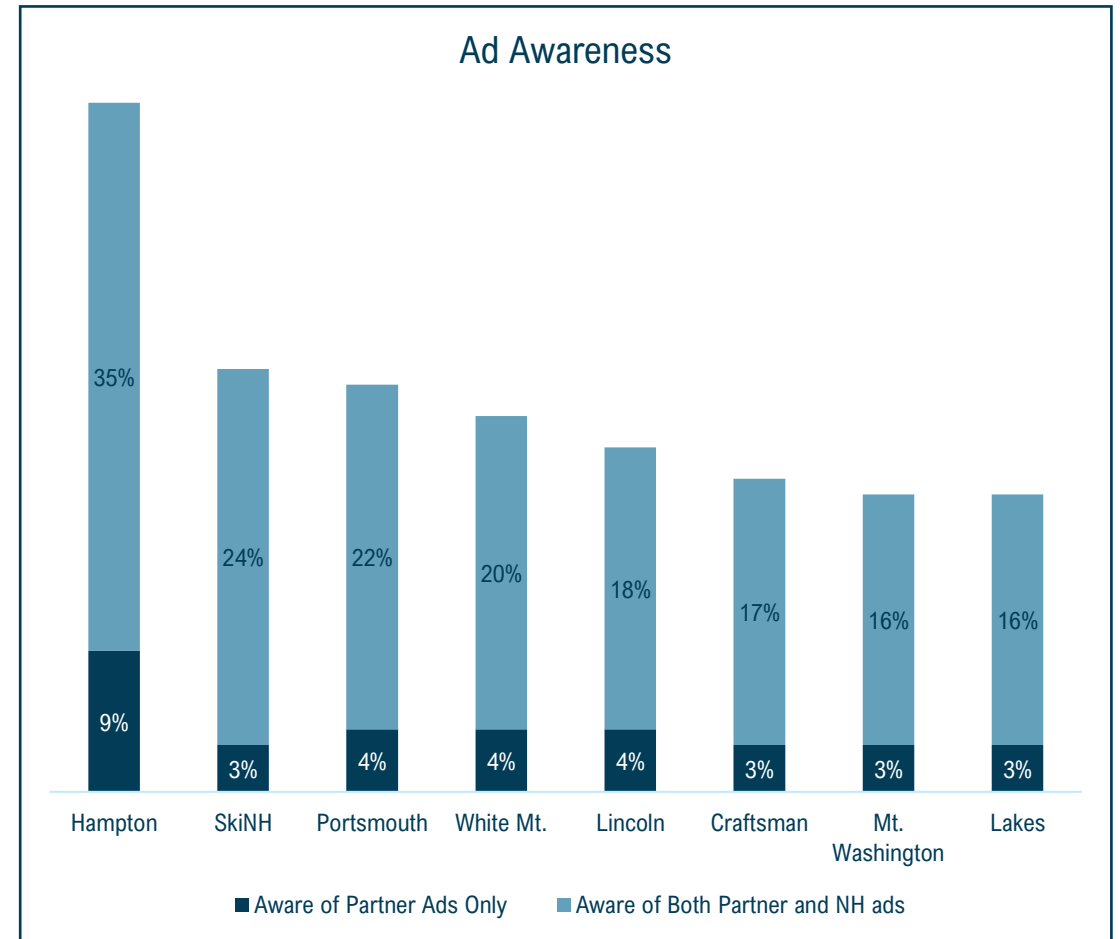
Overall Program Awareness

- This research will review program performance by the success of the individual participants and resulting benefits to the state.
- It is necessary to consider the multiple marketing exposures that travelers might have faced when assessing influence.
- Evaluation of impact attributable to individual partners will be viewed in light of traveling respondents who only saw partner promotions and not the state's.
- Additional return to the state will be considered in light of additional impact resulting from the combination of state and partner promotions.
- Overall, the partner grant program broadened the reach of the state's advertising, with 12% of aware travelers only recalling a partner ad and 27% recalling both DTTD and partner advertising.
- Only three videos were tested to represent Visit New Hampshire's advertising.



Recall by partner

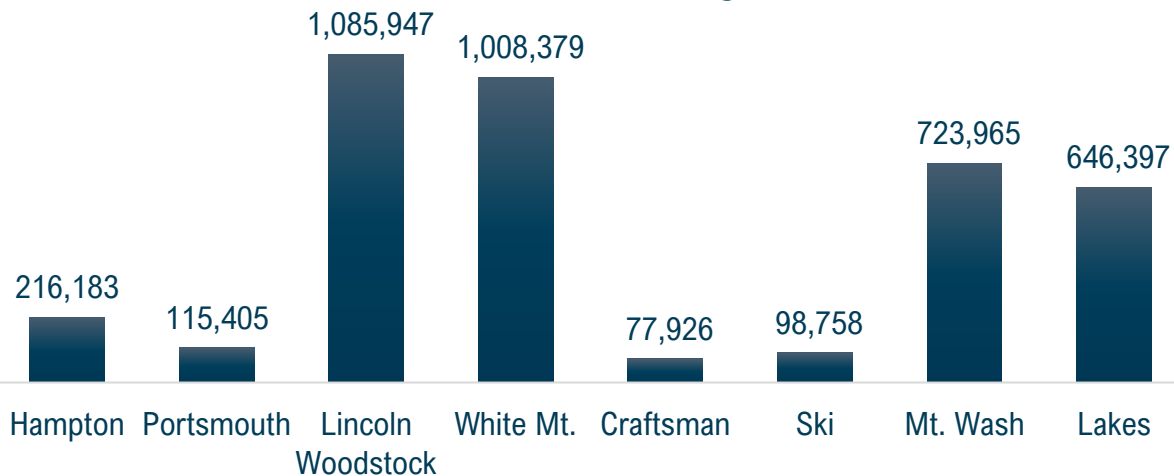
- While the scope of these programs represents a sizeable investment, individually they were modest and narrowly targeted. The state investment averaged under \$100,000 per partner tested. When impact from the partner ads alone is considered, the reach is quite small.
- Overall, the reach of many of these individual programs was fairly large, reaching between 19% and 44% of their targeted geographies.
- Hampton had the highest awareness rate – this is due, in part, to a more limited geographic target.
- With significantly different geographic targets, ranging from primarily in-state to the entire northeast, the reach in terms of aware households exhibited even greater variation.



Reach by Partner

- The overall number of ad-aware households varies by partner and is heavily influenced by the number of households targeted by each partner.
- Hampton, Portsmouth, Craftsman and Ski New Hampshire all had campaigns whose geographic targets were more limited. As a result, their reach in terms of aware households was significantly smaller. All other partners targeted significantly broader geographics.
- In terms of advertising efficiency measured by cost per aware households, the grant program was efficient in its reach, with Visit NH's grants overall yielding a cost per aware household of \$0.18. The two least efficient CPAHs were seen with Craftsman and Ski, who were more geographically and behaviorally targeted.

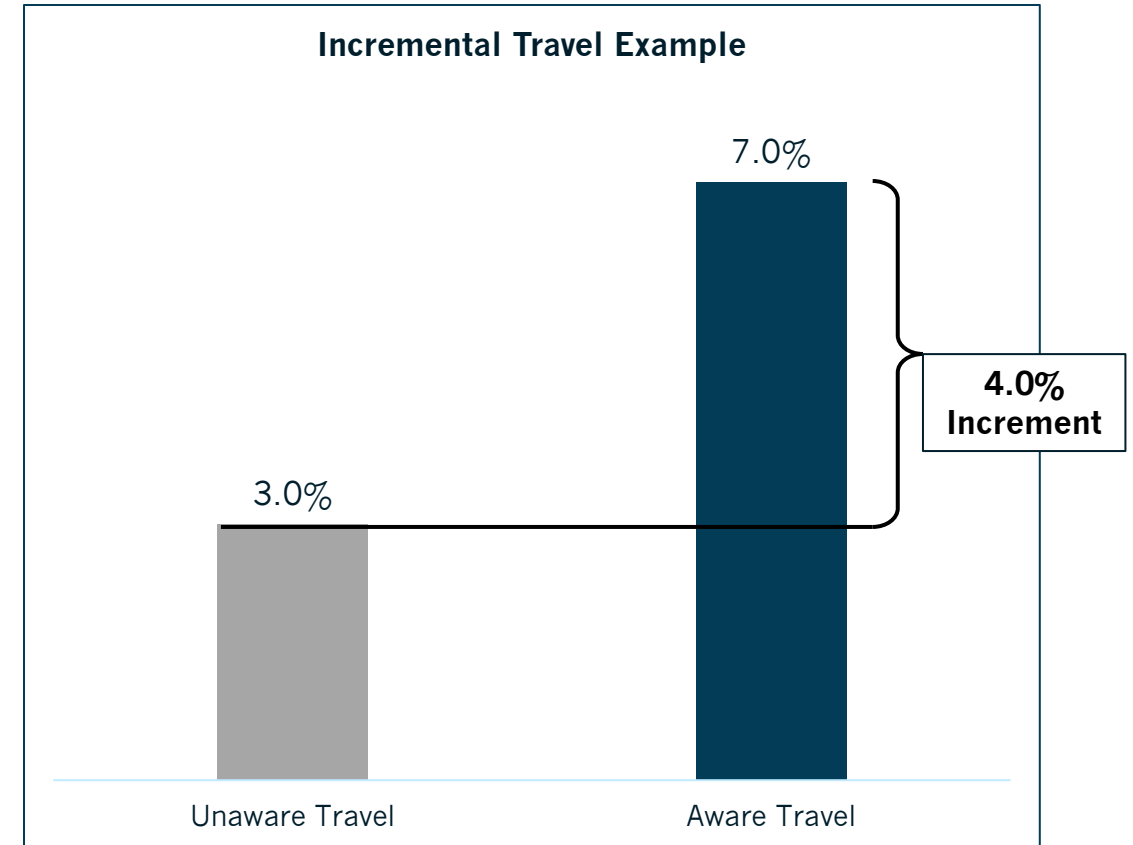
Aware Households by Partner



Partner	CPAH
Lincoln-Woodstock Chamber of Commerce	\$0.06
Hampton Area Chamber of Commerce	\$0.10
White Mountains Attractions Association	\$0.21
Mt. Washington Valley Chamber of Commerce	\$0.21
Chamber Collaborative of Greater Portsmouth	\$0.25
Lakes Region Tourism Association	\$0.25
Ski New Hampshire	\$0.38
League of New Hampshire Craftsman	\$0.57
Entire DTTD Grant	\$0.18

ROI Measured Through Incremental Travel

- The key measure the DTTD uses in evaluating the effectiveness of its marketing efforts is incremental travel. Measuring incremental travel is important to producing a conservative measure of advertising impact. This measure is used in this study to evaluate the effectiveness of the cooperative marketing program.
- Consumers would obviously visit a destination regardless of advertising efforts. We do not count all ad-aware trips as an influenced trip.
- Rather, the level of travel among those unaware of the advertising represents the travel that would have occurred with no advertising.
- The additional level of travel observed among those aware of the advertising is considered influenced, or incremental.
- This is a classic experiment approach in which a test case is compared to a control case. It is logical, universally applicable, easily understood, and defensible.



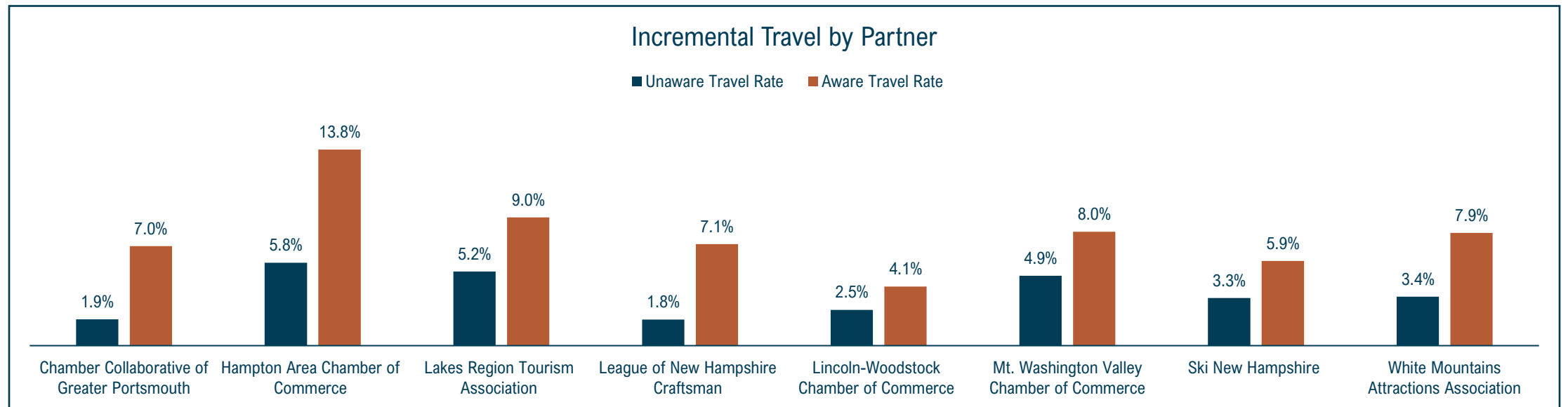
Qualifying Trips

- Due to the variety of destinations and organizations that are partners in the grant program, the table to the right was used to determine the extent to which the ads influenced New Hampshire visitors to travel to their destinations and events.
- For purposes of assessing effectiveness, respondents had to visit the destination or events to be counted as an influenced visitor.

Partner	Qualified Trip Destinations	Qualified Events & Activities
Chamber Collaborative of Greater Portsmouth	Portsmouth, Dover, Somersworth, & Rochester	N/A
Hampton Area Chamber of Commerce	Hampton Falls, Hampton, Hampton Beach, North Hampton, & Rye	Hampton Beach Seafood Festival & Hampton Beach Sand Sculpting Competition
League of New Hampshire Craftsman	N/A	Annual NH League of Craftsmen Fair
Lakes Region Tourism Association	Lake Sunapee, Lake Winnepesaukee, Newfound Lake, Squam Lake, Lake Winnisquam, Meredith, Wolfeboro, Laconia, Tilton, Tamworth, & Ossipee Lake	N/A
Lincoln-Woodstock Chamber of Commerce	Woodstock, Lincoln, Franconia Notch	N/A
Mt. Washington Valley Chamber of Commerce	Mount Washington, North Conway, Bartlett, Jackson, Crawford Notch, Pinkham Notch	N/A
Ski New Hampshire	N/A	Skiing or snowboarding, Cross country skiing, World Cup Skiing Race, Events at Ski areas
White Mountains Attractions Association	Littleton, With Mountain National Forest	N/A

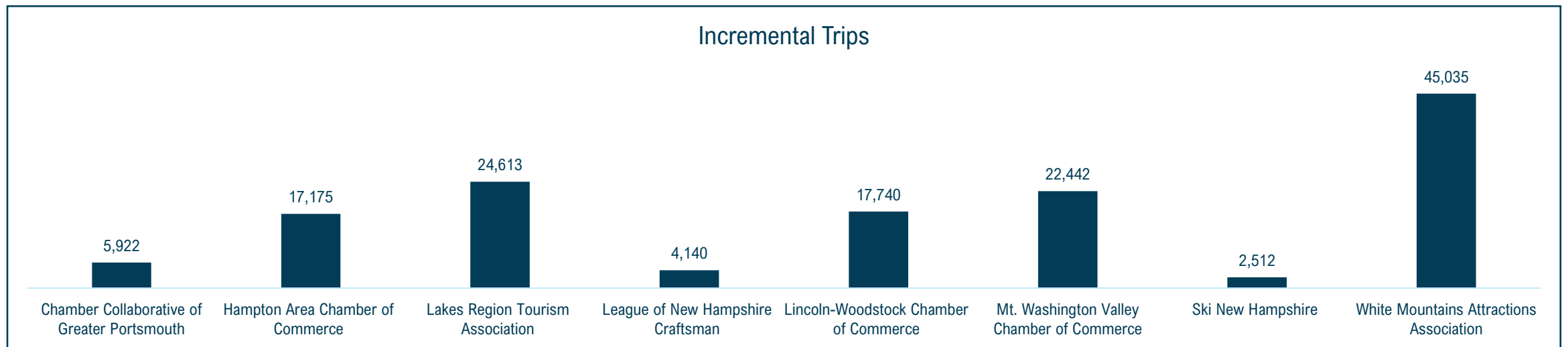
Increment by Partner

- Influenced trips are identified by considering the rate of qualified travel among those aware of a campaign versus those unaware. Each of the partners had positive travel increments among customers aware of their marketing assets. At this point we are not considering people who also saw the state's ads, as their incremental is already captured in the statewide advertising effectiveness research.



Incremental Trips by Partner

- The travel increment is applied to the number of aware households to identify the total number of incremental trips generated by the partner's efforts.
- Not surprisingly, higher levels of incremental travel were generated by partners with greater advertising spend in the more heavily traveled parts of the state. The White Mountains had the largest grant followed by Mt. Washington and the Lakes Regions.



Trip Spending

- The final task in the ROI assessment is to consider visitors' spending during each of their trips. The average New Hampshire visitor aware of partner ads spent \$420 on their trip. The average partner trip has lower spending than seen in previous DTTD ROI assessments, as should be expected with a higher percentage of these trips from closer or in-state markets. Additionally, this spending is intended to represent visitor spend at the individual partner. To determine this share, the share of activities and events for the partner was calculated as a share of the total trip spending. New Hampshire visitors spent the most per trip by far when Skiing, with an average trip spend of \$1,365.

Partner	Avg. Aware Trip Spend
Ski New Hampshire	\$1,365
Lakes Region Tourism Association	\$464
Hampton Area Chamber of Commerce	\$457
Mt. Washington Valley Chamber of Commerce	\$436
League of New Hampshire Craftsman	\$374
White Mountains Attractions Association	\$373
Lincoln-Woodstock Chamber of Commerce	\$342
Chamber Collaborative of Greater Portsmouth	\$331
Average NH Trip	\$420

ROI by Partner

- The table below summarizes considerations which go into the ROI calculation, along with the return on advertising spend that was generated for each partner.

SUMMARY	Chamber Collaborative of Greater Portsmouth	Hampton Area Chamber of Commerce	Lakes Region Tourism Association	League of New Hampshire Craftsman	Lincoln-Woodstock Chamber of Commerce	Mt. Washington Valley Chamber of Commerce	Ski New Hampshire	White Mountains Attractions Association
Target HHs	2,959,096	2,513,756	25,855,877	2,513,756	25,855,877	25,855,877	3,291,929	25,855,877
Ad Awareness	3.9%	8.6%	2.5%	3.1%	4.2%	2.8%	3.0%	3.9%
Ad-Aware HHs	115,405	216,183	646,397	77,926	1,085,947	723,965	98,758	1,008,379
Incremental Travel	5.1%	7.9%	3.8%	5.3%	1.6%	3.1%	2.5%	4.5%
Ad-Influenced Visits	5,922	17,175	24,613	4,140	17,740	22,442	2,512	45,035
Average Trip Spending	\$331	\$457	\$464	\$374	\$342	\$436	\$1,365	\$373
Ad-Influenced Spending	\$1,960,956	\$7,852,303	\$11,421,277	\$1,549,423	\$6,065,968	\$9,787,341	\$3,428,296	\$16,793,076
Media Investment	\$59,102	\$42,625	\$163,124	\$44,463	\$66,827	\$152,483	\$37,856	\$211,646
ROI	\$33	\$184	\$70	\$35	\$91	\$64	\$91	\$79

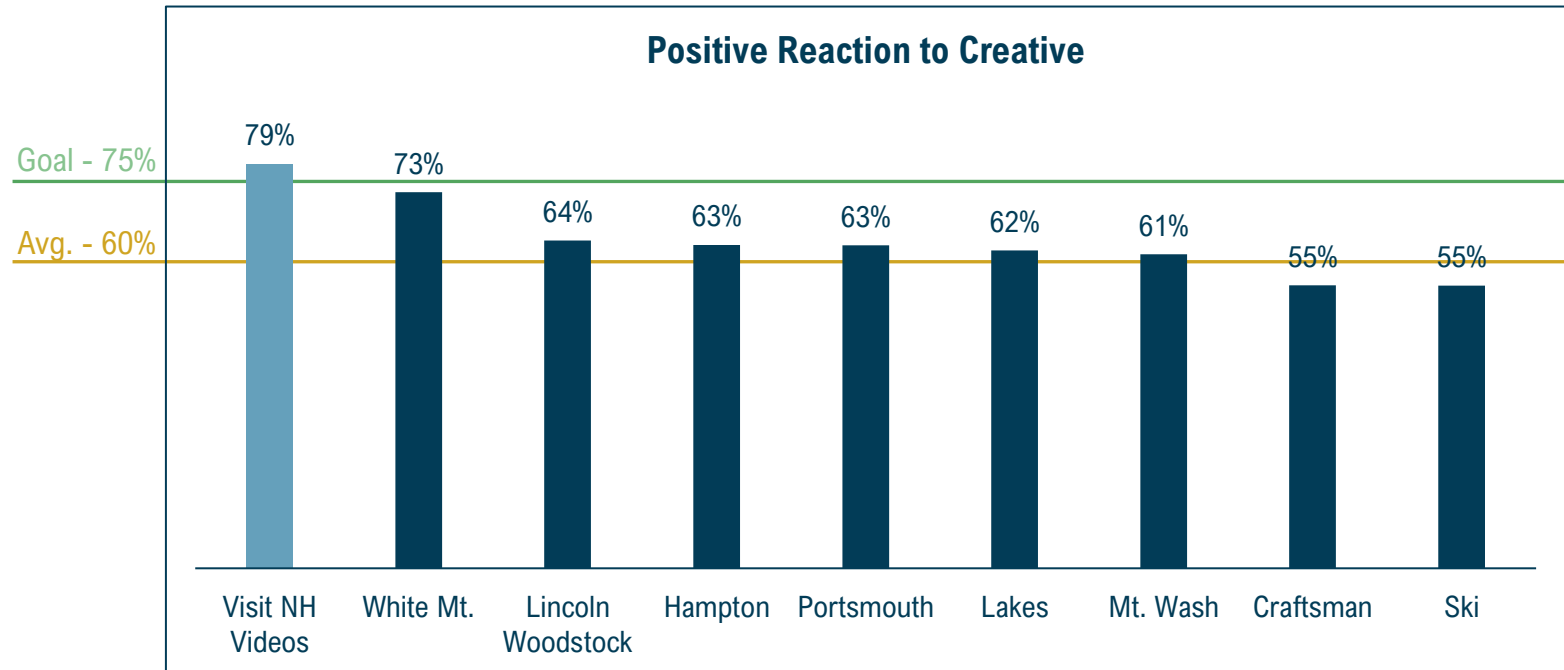
Reaction to JPP Creative

A person with short dark hair, seen from behind, stands on a balcony or bridge railing, looking out at a city skyline across a body of water. The person is wearing a dark long-sleeved shirt and a light-colored backpack. The image has a blue tint and is overlaid with white topographic map lines and numerical values (e.g., 320, 330, 340, 350, 360, 370, 380, 390, 400, 410, 420, 430, 440, 450, 460, 470, 480). There are also small white crosshair symbols scattered across the map lines.

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Response to Partner Creative

- In addition to evaluating the awareness and impact of JPP program efforts, respondents were asked for their reactions to the creative.
- Our industry norm for tourism creative reaction averages at 60% Positive. Our target goal is 75% Positive.
- The DTTD's video ads received the largest share of positive responses (which should be expected). Generally speaking, video executions are more favorably rated.
- White Mountain's advertising similarly earned a strong response. All other advertising received roughly average reactions.
- The slightly weaker performance of the Ski and Craftsman ads are a function of their narrower targeted appeal.



Creative Ratings

SMARInsights' Communication Ratings Benchmarks

>= 4.2 = Excellent (top 10%)

4.19 – 4.00 = Good (top 25%)

3.99 – 3.80 = Average

< 3.79 = Below Average

SMARInsights' Impact Ratings Benchmarks

>= 4.0 = Excellent (top 10%)

3.99 – 3.9 = Good (top 25%)

3.89 – 3.7 = Average

< 3.7 = Below Average

- After viewing all JPP ads and the three DTTD video ads, respondents were asked to rate all ads across a number of attributes.
- These ratings are not as strong as typical results for the state's integrated campaign, but this should be expected for several reasons: firstly, the state's campaign is a singular effort with a single strategy and approach – this is merely a composite of 8 different efforts plus a sampling of the state's. Secondly, these efforts are integrated and are generally intended as lower funnel promotions – they are not attempting to inspire a trip so much as they are attempting to generate a specific visit or event. Finally, they are mostly print and more retail-oriented; such assets typically test lower on communication ratings.
- Interestingly, the assets perform fairly well on impact ratings. This could be expected given a more “retail” orientation.

Communication Ratings

Where I could uncover new places or things	4.21
That is exciting	4.13
Where I would feel free-spirited	4.12
That is inspiring	4.08
Where I would be challenged to live life to the fullest	3.91
Where I could reconnect with my family	3.91

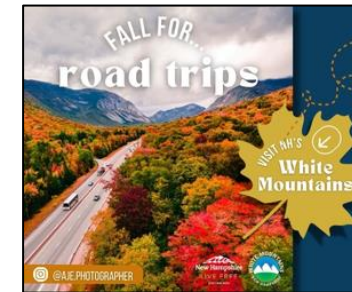
Impact Ratings

Want to learn more about things to see and do in the state	4.03
Want to visit the state	4.02

Creative Ratings Exploration

- The top performing assets in this study were DTTD's three video assets. These ads have tested well in the past and continue to do so because they feature beautiful scenery and effectively communicate a sense of the place being advertised. When these videos show people, they are rarely the center of focus for the shot. While the family video expectedly features families throughout, the other videos lean party-agnostic, enabling all sorts of travelers to picture themselves in the destination.
- The Ski and Craftsman ads received the lowest shares of positive responses. This is partially due to their focus on a decidedly narrower audience and lower "retail" funnel. At the same time, these ads fail to communicate a sense of place. The Ski ads featured digital art and close-ups of people skiing instead of featuring the beautiful scenery that can be taken in while skiing. Similarly, the Craftsman ads only featured arts and crafts found at the Annual NH League of Craftsmen Fair rather than the space that the event is hosted in and the scenery surrounding the event.

Communicates a Sense of Place

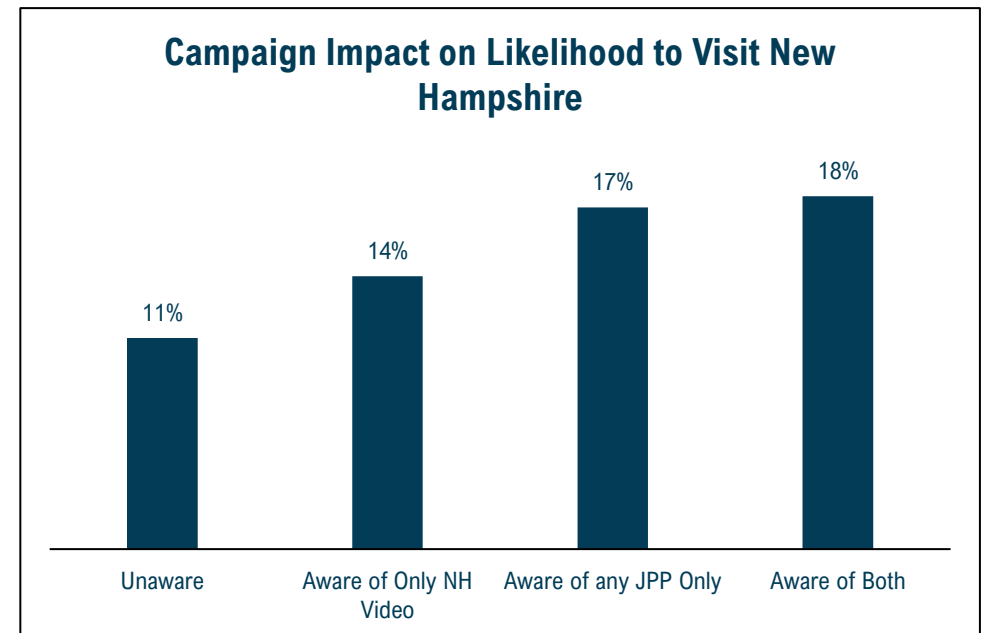
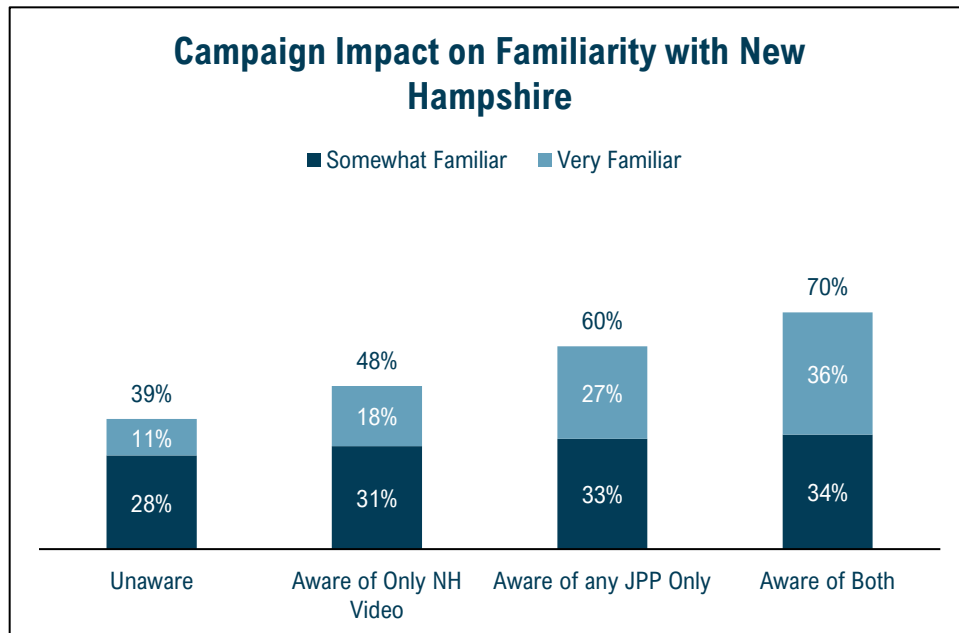


Does Not Communicate a Sense of Place



Campaign Overlap Effects

- The JPP ads effectively make travelers feel more familiar with New Hampshire's offerings as a leisure destination, and lead to travelers being more likely to visit the state. When travelers are aware of both the JPP ads and New Hampshire's video ads, the effects are enhanced.

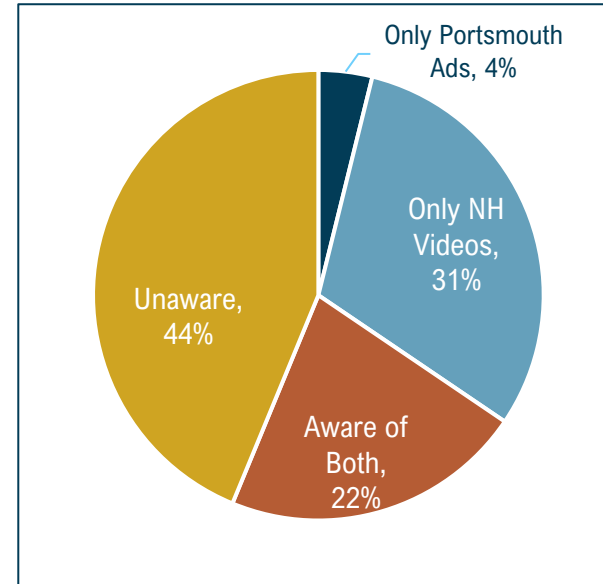


COOPERATIVE SPECIFIC FINDINGS

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Chamber Collaborative of Greater Portsmouth

- The Chamber Collaborative of Greater Portsmouth (CCGP) received \$59k in DTTD grant funding and advertised in New Hampshire, Massachusetts, and Maine. This study tested digital and print ads from the CCGP's 2024 campaign.
- CCGP's advertising reached over 115,000 households and generated nearly 6,000 trips to CCGP destinations (Portsmouth, Dover, Somersworth, & Rochester) in 2024. These trips generated \$33 in visitor spending for every grant dollar spent by the CCGP.



Creative



Awareness
4%
in NH, MA, & ME

Travel
Increment
5.1%

Aware HHs
115,405

Incremental
Trips
5,922

Cost per Aware
Household
\$0.51

Return on
Investment
\$33

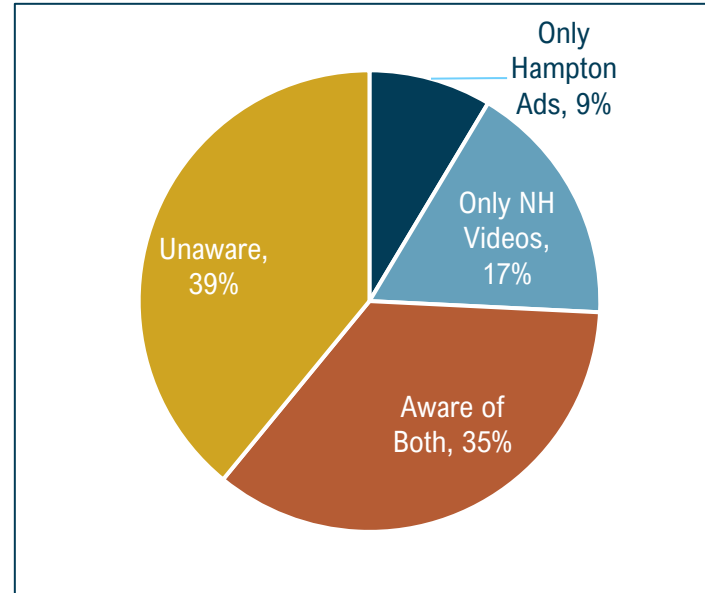
Positive
Response to
Creative
63%

Media Budget
\$59,102
Media type(s) tested:
Digital, Print

CAMPAIGN DETAILS

Hampton Area Chamber of Commerce

- The Hampton Area Chamber of Commerce (HACC) received \$42k in DTTD grant funding and advertised in New Hampshire and Massachusetts. This study tested digital, print, and radio ads from the HACC's 2024 campaign.
- HACC's advertising reached over 216,000 households and generated over 17,000 trips to HACC destinations (Hampton Falls, Hampton, Hampton Beach, North Hampton, & Rye) and events (Hampton Beach Seafood Festival & Hampton Beach Sand Sculpting Competition) in 2024. These trips generated \$184 in visitor spending for every grant dollar spent by the HACC.
- HACC's 2024 advertising performed above the average positive response benchmark (60%) seen across SMARInsights studies. The ads that were tested include a variety of images to show off what HACC destinations have to offer as well as supporting text. Many of the pictures used in the ads focus on the place being featured rather than people, aiding in the success of the ads.



Creative



Awareness
9%
in NH & MA

**Travel
Increment**
7.9%

Aware HHs
216,183

**Incremental
Trips**
17,175

**Cost per Aware
Household**
\$0.20

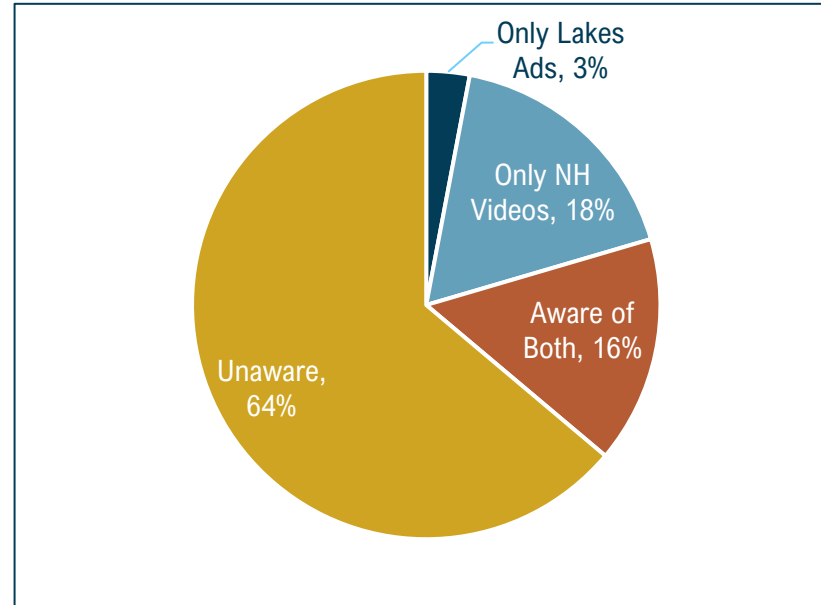
**Return on
Investment**
\$184

**Positive
Response to
Creative**
63%

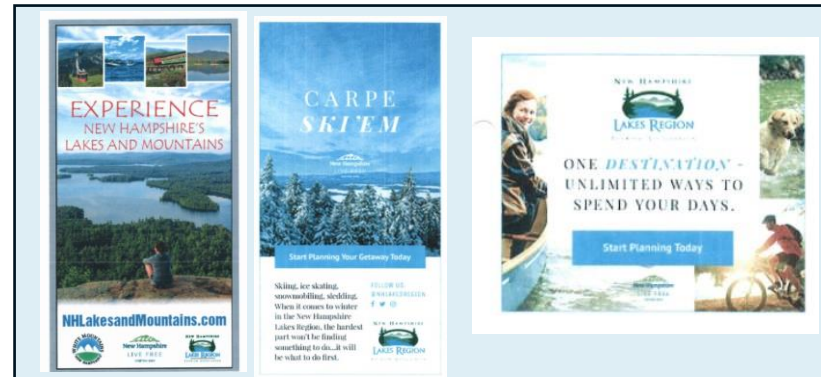
Media Budget
\$42,625
Media type(s) tested:
Digital, Print, Radio

Lakes Region Tourism Association

- The Lakes Region Tourism Association (LRTA) received \$163k in DTTD grant funding and advertised in all the markets surveyed in this study. This study tested print and digital ads from the LRTA's 2024 campaign.
- LRTA's advertising reached over 646,000 households and generated over 24,000 trips to LRTA destinations (Lake Sunapee, Lake Winnepesaukee, Newfound Lake, Squam Lake, Lake Winnisquam, Meredith, Wolfeboro, Laconia, Tilton, Tamworth, & Ossipee Lake) in 2024. These trips generated \$70 in visitor spending for every grant dollar spent by the LRTA.



Creative



Awareness
3%

Travel
Increment
3.8%

Aware HHs
646,397

Incremental
Trips
24,613

Cost per Aware
Household
\$0.25

Return on
Investment
\$70

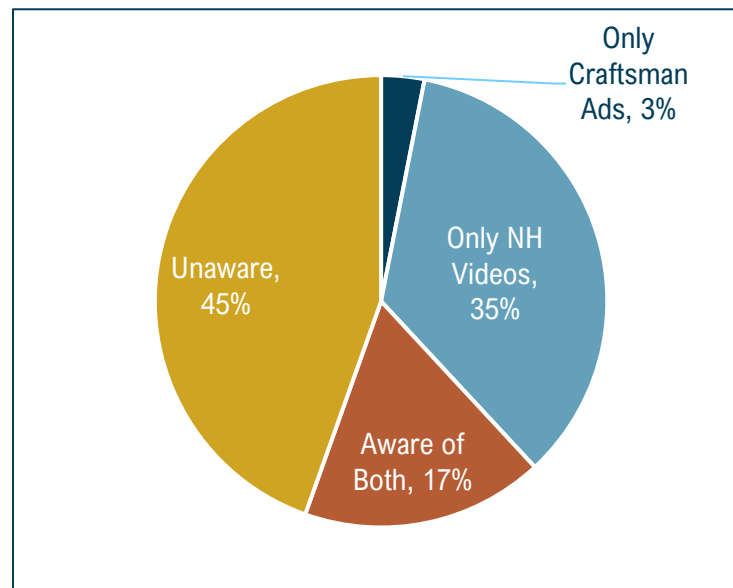
Positive
Response to
Creative
62%

Media Budget
\$163,124
Media type(s) tested:
Digital, Print

CAMPAIGN DETAILS

League of New Hampshire Craftsman

- The Lakes of New Hampshire Craftsman (LNHC) received \$44k in DTTD grant funding and advertised in New Hampshire and Massachusetts. This study tested digital ads from the LNHC's 2024 campaign.
- LNHC's advertising reached nearly 78,000 households and generated over 4,100 trips to the Annual NH League of Craftsmen Fair in 2024. These trips generated \$35 in visitor spending for every grant dollar spent by the LNHC.
- LNHC's advertising received a relatively lukewarm response, with just over half of viewers having a positive reaction, falling short of the average response performance (60%) seen across SMARInsights studies. The advertising focused on the types of crafts available. Typically, tourism ads perform better when they communicate a sense of place and allow viewers to picture themselves in the setting.



Creative



Awareness
3%
in NH & MA

Travel
Increment
5.3%

Aware HHs
77,926

Incremental
Trips
4,140

Cost per Aware
Household
\$0.57

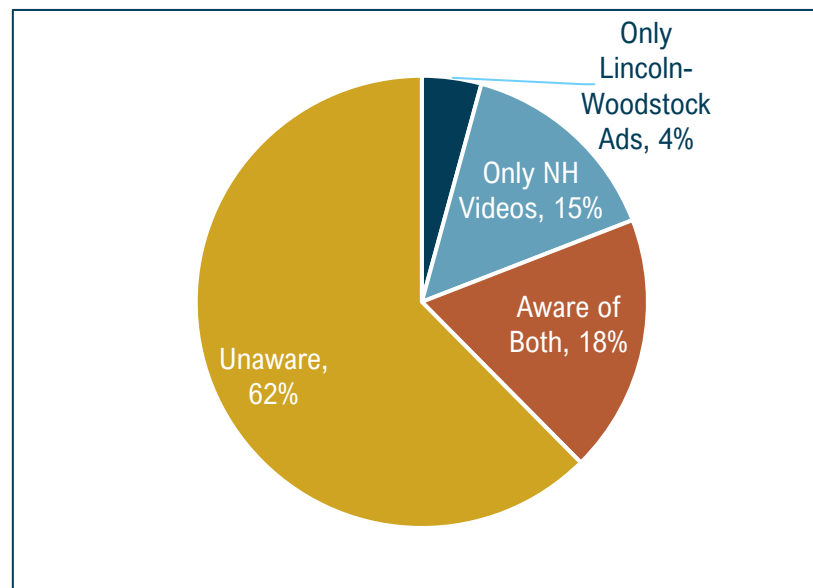
Return on
Investment
\$35

Positive
Response to
Creative
55%

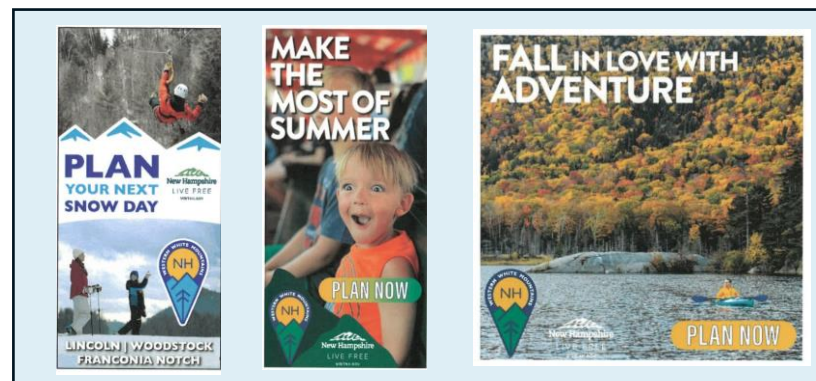
Media Budget
\$44,463
Media type(s) tested:
Digital

Lincoln-Woodstock Chamber of Commerce

- The Lincoln-Woodstock Chamber of Commerce (LWCC) received \$66k in DTTD grant funding and advertised in all the markets surveyed in this study. This study tested digital ads from the LWCC's 2024 campaign.
- LWCC's advertising reached over one million households and generated nearly 18,000 trips to LWCC destinations (Woodstock, Lincoln, Franconia Notch) in 2024. These trips generated \$91 in visitor spending for every grant dollar spent by the LWCC.



Creative



Awareness
4%

Travel
Increment
1.6%

Aware HHs
1,085,947

Incremental
Trips
17,740

Cost per Aware
Household
\$0.06

Return on
Investment
\$91

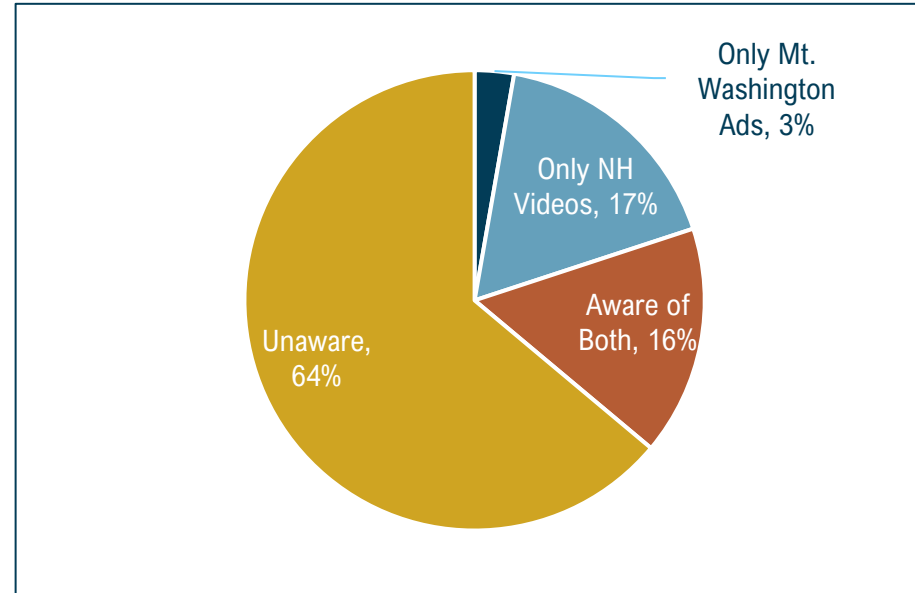
Positive
Response to
Creative
64%

Media Budget
\$66,827
Media type(s) tested:
Digital

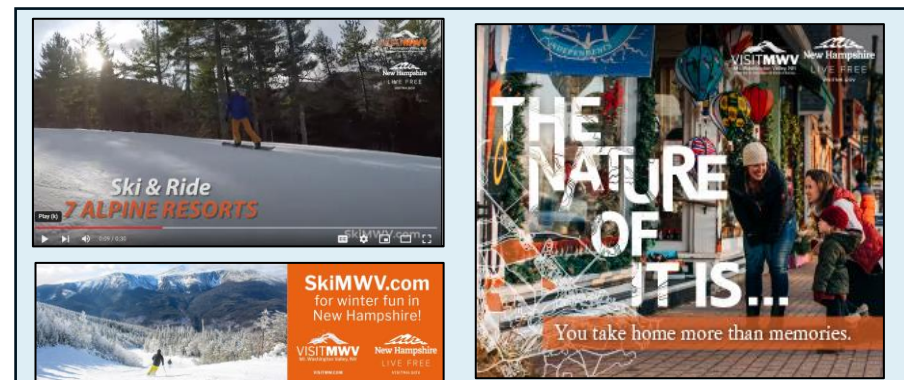
CAMPAIGN DETAILS

Mt. Washington Valley Chamber of Commerce

- The Mt. Washington Valley Chamber of Commerce (MWVCC) received \$44k in DTTD grant funding and advertised in all the markets surveyed in this study. This study tested video and digital ads from the MWVCC's 2024 campaign.
- MWVCC's advertising reached over 723,000 households and generated over 22,000 trips to MWVCC destinations (Mount Washington, North Conway, Bartlett, Jackson, Crawford Notch, Pinkham Notch) in 2024. These trips generated \$64 in visitor spending for every grant dollar spent by the MWVCC.



Creative



Awareness
3%

Travel
Increment
3.1%

Aware HHs
723,965

Incremental
Trips
22,442

Cost per Aware
Household
\$0.21

Return on
Investment
\$64

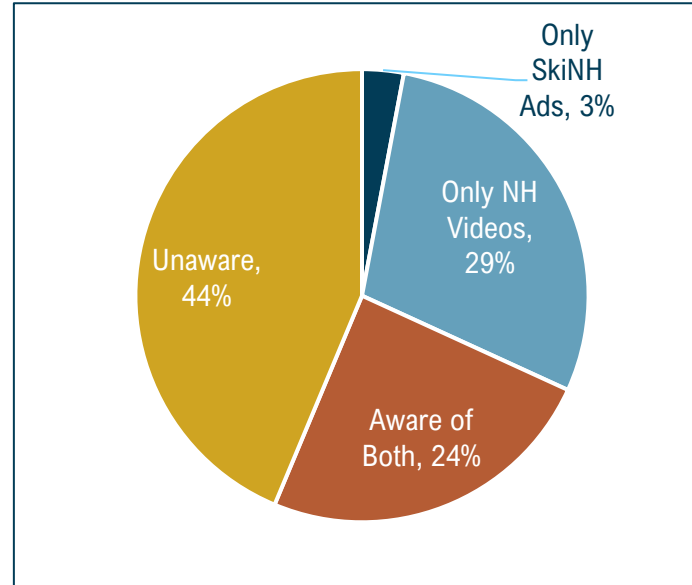
Positive
Response to
Creative
61%

Media Budget
\$152,483
Media type(s) tested:
Video, Digital

CAMPAIGN DETAILS

Ski New Hampshire

- Ski New Hampshire (SkiNH) received \$37k in DTTD grant funding and advertised in New Hampshire, Massachusetts, Maine, and Rhode Island. This study tested video and digital ads from SkiNH's 2024 campaign.
- SkiNH's advertising reached nearly 100,000 households and generated nearly 2,500 trips involving skiing or snowboarding, cross country skiing, the World Cup Skiing Race, or events at ski areas. These trips generated \$91 in visitor spending for every grant dollar spent by SkiNH.



Creative



Awareness

3%

in NH, MA, ME, & RI

Travel
Increment
2.5%

Aware HHs

98,758

Incremental
Trips

2,512

Cost per Aware
Household
\$0.38

Return on
Investment
\$91

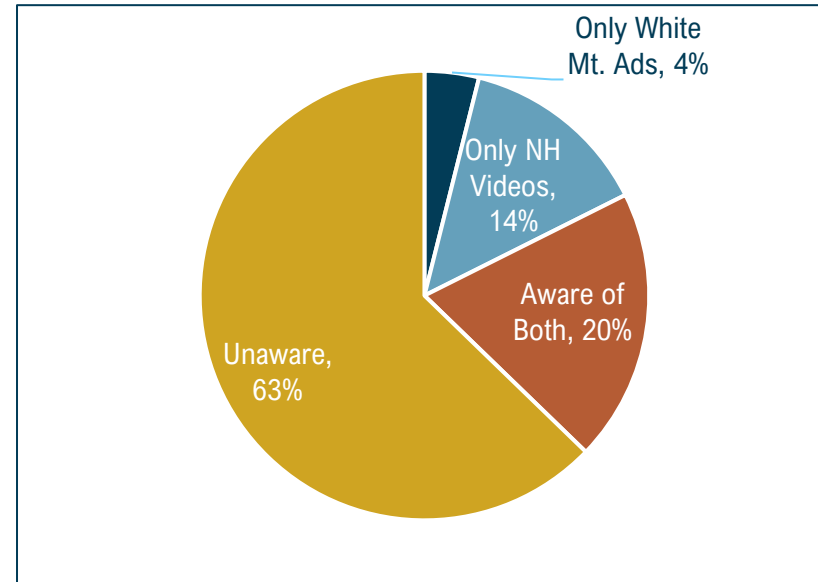
Positive
Response to
Creative
55%

Media Budget
\$37,856
Media type(s) tested:
Video, Digital

CAMPAIGN DETAILS

White Mountains Attractions Association

- The White Mountains Attractions Association (WMAA) received \$211k in DTTD grant funding and advertised in all the markets surveyed in this study. This study tested digital ads from the WMAA's 2024 campaign.
- WMAA's advertising reached over one million households and generated more than 45,000 trips to WMAA destinations (Littleton, With Mountain National Forest) in 2024. These trips generated \$79 in visitor spending for every grant dollar spent by the CCGP.
- WMAA's ads received the largest share of positive responses out of the partners and fell just short of the 75% positive goal established by SMARInsights for a strong campaign.



Creative



Awareness
4%

Travel
Increment
4.5%

Aware HHs
1,008,379

Incremental
Trips
45,035

Cost per Aware
Household
\$0.21

Return on
Investment
\$79

Positive
Response to
Creative
73%

Media Budget
\$211,646
Media type(s) tested:
Digital

ROI of the JPP Program for the State

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ROI on Cooperative Program

That which has been reviewed thus far are the trips, spending and economic impact of the spending on the JPP program, attributable solely to the efforts of the individual partners. New Hampshire DTTD's grant investments generated nearly 140,000 trips in 2024, resulting in over \$59 million dollars in influenced visitor spending. With a total grant investment of \$778,126, this leads to a return of \$776 dollars in visitor spending for each dollar invested by Visit New Hampshire.

By comparison, the state's marketing effort in the last fiscal year generated \$181 in incremental spending for each dollar generated. Not surprisingly, that integrated program performs better overall.

Cooperative Program Results	
Trips Generated by Coop Program	139,579
Average Trip Expenditures	\$422
Incremental Impact	\$58,858,640
Total DTTD Grant Investment	\$778,126
ROI on DTTD Grant Investment	\$76

However, while the overall impact of the state's campaign has already been measured, it is reasonable to consider to what degree the combination of the JPP and the state's effort yielded a better ROI than the state's effort alone. This requires additional analysis.

JPP Share of State Impact

- While the impact of the state's advertising and promotional efforts has already been quantified, the question remains: what percentage of prior measures could be attributed to the combination of the state's effort with the JPP?
- In total, the state's marketing efforts influenced 612,953 incremental trips. Multiple messaging strategies have long been seen to strengthen marketing messages and result in additional incremental travel.
- In order to make this assessment, a share of impact can be calculated by identifying the share of awareness, the impact of the JPP program upon increment, and resulting spend and ROI of the state's JPP dollars. Its important to note that this is not an assessment of additional incremental impact, but rather an attempt to isolate the contribution of the program upon overall ROI.
- Since arriving at these calculations require trying to “back out” the contribution of this program, it is not as straight-forward as the ongoing effectiveness research. Nonetheless, this provides a significant metric to assess the importance and role of this program to the state above and beyond partnering with stakeholders.

ROI Calculation

- The state's annual campaign generated 9,918,867 aware households.
- Of these, 61% were aware of one of more partner promotions.
- This represents 6,050,509 traveling households aware of both types of efforts.
- Those aware of the state campaign were 6% more likely to travel to the state than those unaware (travel increment).
- The incremental travel of those seeing both campaigns was 1.8 times higher than those seeing only the state effort.
- The increment of the combined effort was 7.5% while that of the state alone was 4.2%.
- As a result, 200,877 of the trips, or one third of the trips influenced, were the result of seeing both campaign efforts.
- This total times the spending of \$420 per partner trip yields \$105,460,370 in influenced spending or 15% of the state total.
- When considered in light of the state's investment in the program of \$778,000, this yields an ROI of \$136.

Total Program

- The purpose of this research was both to provide a performance metric for individual participants in the JPP program as well as to develop a measure of the contribution of this program to the state. There are obvious benefits to this program in terms of the help it provides organizations in their marketing. Another measure is how well it contributes to the state's overall effort.
- With the impact of this program for the individual partners, plus incremental travel resulting from the combined state and JPP promotions, the overall ROI is \$212 (a result very similar to the overall state ROI of \$181 for the last fiscal year).
- In other words, the overall impact of this type of program is similar to that of the state's broader promotional efforts.

	Partner only	Partner & State	Total
Trips Generated by Coop Program	139,579	200,877	340,456
Incremental Impact	\$58,858,640	\$105,962,565	\$164,821.202
ROI on DTTD Grant Investment	\$76	\$136	\$212

Appendix: Questionnaire

Questionnaire

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New Hampshire Tourism
Joint Promotion Program Questionnaire
November 2024

SCREENER MODULE

zipcode. What is your postal/ZIP code? _____

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

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

newtravel. Please indicate if each 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 =0 and Planning = 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 Prime Video, Disney+, AppleTV+, Netflix, or Hulu		
I like to travel during the fall to view the changing leaves		
I engage in skiing, snowboarding, and/or other winter activities		
I am currently planning or have already planned an upcoming leisure trip (IF =0 and Normally = 0, TERMINATE AFTER SCREENING QUESTIONS)		

age. What is your age? _____ [TERMINATE UNDER 18]

PERCEPTIONS MODULE

P1. 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				

P2. How likely are you to take a leisure trip to any of the following states in the next year?

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[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					

P3. Please consider the following descriptions that could be used to describe travel destinations, and indicate how much you agree each statement describes New Hampshire.

[ROTATE]	Strongly disagree	2	3	4	Strongly agree
Fun					
Exciting					
Always has something new to discover					
Beautiful					
Rich in culture and the arts					
A good place for culinary activities					
A good place for agritourism such as U-pick farms, farm tours					
Has great parks					
Offers lots of outdoor recreation					
Safe					
Is a kid-friendly vacation destination					
Is easy to get to					
Is unique because of the variety of destinations and activities it offers					
Has interesting historical sites and museums					
A great place for winter sports such as skiing and snowmobiling					
A good place for shopping					
A good place to vacation when traveling without children					
Affordable					
A good place for fairs and festivals					
A good place to go to the beach					
A good place for water activities					
Relaxing					
Romantic					
Excellent restaurants					
Natural beauty and scenic landscapes					
Offers a clean and healthy environment					
Charming					
Friendly people and welcoming atmosphere					
A good place for me to stroll around					
A good value for my money					
A good place for a road trip					

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[ROTATE]	Strongly disagree	2	3	4	Strongly agree
Has a variety of landscapes					
A good place to view fall foliage					
A good place to reconnect with family and friends					
A peaceful place					
A good place to explore					
Mountain scenery					
Good hiking					
A place to pursue health and wellness activities					
A good place for craft beverages – breweries, winteries, cideries, distilleries					
A wide variety of activities					

P4. How much do you agree that each of these statements describes New Hampshire?

[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					

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TRAVEL MODULE

T1/T1a. Have you traveled to or within any of the following states for a leisure trip in the past two years? How many trips did you take to or within each state in the past two years?

[ROTATE]	T1. States visited in the past year	T1a. Number of visits in the past year
New Hampshire		
Connecticut		
New York		
Maine		
Massachusetts		
Rhode Island		
Vermont		
None of these		

SKIP TO AD SECTION IF NOT HEW HAMPSHIRE VISITOR AT T1.

T2. When during the past two years did you travel to or within New Hampshire? Please select all that apply.

November 2022	
December 2022	
January 2022	
February 2023	
March 2023	
April 2023	
May 2023	
June 2023	
July 2023	
August 2023	
September 2023	
October 2023	
November 2023	
December 2023	
January 2024	
February 2024	
March 2024	
April 2024	
May 2024	
June 2024	
July 2024	
August 2024	
September 2024	
October 2024	
November 2024	

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ASK REMAINING TRIP QUESTIONS (T3 – T9) FOR UP TO 3 TRIPS FROM T2. PRIORITIZE TRIPS AFTER JUNE 2023.

Now we'd like to ask you some questions about your MONTH AND YEAR trip to or within New Hampshire.

T3. Where did you visit on your MONTH AND YEAR trip to or within New Hampshire? Please select all that apply.

ROTATE, ANCHOR "OTHER"

Portsmouth
Dover
Somersworth
Rochester
Hampton Falls
Hampton
Hampton Beach
North Hampton
Rye
Lake Sunapee
Lake Winnepesaukee
Newfound Lake
Squam Lake
Lake Winnisquam
Meredith
Wolfboro
Laconia
Tilton
Tamworth
Ossipee Lake
Woodstock
Lincoln
Franconia Notch
Mount Washington
North Conway
Bartlett
Jackson
Crawford Notch
Pinkham Notch
Littleton
White Mountain National Forest
Manchester
Hanover
Nashua
Derry
Keene
Other, please specify _____

T4. Including you, how many people were in your travel party on your MONTH AND YEAR trip to New Hampshire?

—

ASK T4 IF T4 > 1

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T5. Of those, how many were children under age 18? ____

T6. How many nights did you spend in New Hampshire during this trip? ____

T7. Which of the following activities did you participate in during your MONTH AND YEAR trip to or within New Hampshire? ROTATE, ANCHOR "NONE"

Hiking or backpacking	Wildlife or bird watching
Visiting a state or national park	Scenic drive
Bicycling or mountain biking	Sightseeing tour
ORRVing	Golfing
Rock climbing	Shopping
Horseback riding	Dining at locally owned restaurants
Hunting	Visiting a noteworthy bar or nightclub
Camping	Farm to table dinner
River rafting	Visiting a winery, brewery, cidery, distillery
Fishing	Farmer's markets/U-picks/roadside stand
Visiting museums	Canoeing or kayaking
Attending a festival or fair	Boating
Attending performing arts (music/theater)	Skiing or snowboarding
Visiting historical sites	Snowshoeing
Snowmobiling	Dogsledding
Ice skating	Cross country skiing
Ice fishing	Visiting friends or relatives
	None of these

T7a. Did you attend any of the following events on your trip? Please select all that apply. ROTATE, ANCHOR OTHER AND NONE.

Hampton Beach Seafood Festival
Restaurant Week
NH Motorcycle Week
NH Motor Speedway Race
NH Highland Game
Vintage Snowmobile Races
Annual NH League of Craftsmen Fair
Hampton Beach Sand Sculpting Competition
World Cup Skiing Race
Performance at a Theater
Concert at Bank of NH Pavilion
NH Coffee Festival
Jericho ATV Festival
NH Brewfest
Events at Ski Areas
Market Days Concord
Pumpkin Festivals
Grass Drag Snowmobile Event

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Questionnaire

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Vintage Christmas
Other, please specify
None

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T8. Thinking about your overall travel experience on your MONTH AND YEAR trip to New Hampshire, would you say it was...?

Excellent
Very good
Good
Fair
Poor

T9. 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 MONTH AND YEAR trip. Please estimate how much your travel party spent in total on...

Please complete all fields. Your 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

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AD AWARENESS MODULE

Next we are going to show you some advertisements. Please indicate if you have seen these ads before.

SHOW NEW HAMPSHIRE AND ALL JPP PARTNER ADS. ROTATE APPEARANCE.

ASK AWARENESS OF EACH NEW HAMPSHIRE VIDEO AD:
Have you seen this or a similar ad for this destination before?

ASK AWARENESS OF PARTNER RADIO AD SEPARATE FROM OTHER ADS:
Have you heard this or a similar ad for this destination before?

SHOW ALL PARTNER STILL ADS ON THE SAME SCREEN AND ASK:
Have you seen any of these or similar ads for this destination before?

Yes
No

ASK AFTER EACH SET OF ADS IS SHOWN:
What is your reaction to these ads?

Positive
Neutral
Negative

NEW HAMPSHIRE ADS



30 - Family Combo - 16x9
<https://vimeo.com/956014501>



30 - Adults Combo - 16x9
<https://vimeo.com/956014348>



NH Tourism Winter 30
<https://vimeo.com/805649981>

Questionnaire

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CHAMBER COLLABORATIVE OF GREATER PORTSMOUTH ADS
I:\Ads Master\New Hampshire\2024\JPP\CCGP\Round 2\Ads\USE



HAMPTON AREA CHAMBER OF COMMERCE ADS
I:\Ads Master\New Hampshire\2024\JPP\HACC\Round 3\Ads\USE



I:\Ads Master\New Hampshire\2024\JPP\HACC\Round 4\Ads\USE



RADIO AD:
ONLY FORCE 30 SEC



<https://vimeo.com/manage/videos/1025567808>

LEAGUE OF NEW HAMPSHIRE CRAFTSMAN ADS
I:\Ads Master\New Hampshire\2024\JPP\LNHC1\Round 1\Ads\New Docs\USE

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LAKES REGION TOURISM ASSOCIATION ADS
I:\Ads Master\New Hampshire\2024\JPP\LRTA1\Round 1\ADS



I:\Ads Master\New Hampshire\2024\JPP\LRTA1\Round 2\ADS



LINCOLN-WOODSTOCK CHAMBER OF COMMERCE ADS
I:\Ads Master\New Hampshire\2024\JPP\LWCC1\Round 2\ADS



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MT. WASHINGTON VALLEY CHAMBER OF COMMERCE ADS
I:\Ads Master\New Hampshire\2024\JPP\MWVCC\Round 1\Ads\USE



SKI NEW HAMPSHIRE ADS
I:\Ads Master\New Hampshire\2024\JPP\SkiNH\Round 2\Ads\USE



WHITE MOUNTAINS ATTRACTIONS ASSOCIATION ADS
I:\Ads Master\New Hampshire\2024\JPP\WMAA\Round 2\Ads\USE



AD RATINGS MODULE

R1. Given all of these ads together, how much do you agree that they show a place...?

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

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Questionnaire

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R2. How much do you agree that these ads make you...?

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

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DEMO MODULE

The following questions are for classification purposes only so that your responses may be grouped with those of others.

- D1. Are you currently ...?
Married/living as married
Divorced/Separated
Widowed
Single/Never married
- D2. Including you, how many people live in your household? _____ [IF 1, SKIP TO D4]
- D3. How many children under the age of 18 live in your household? _____
- D4. 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
- D5. 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
- D6. Which of the following best describes your ethnic heritage? Are you...? (ALLOW MULTI)
African-American/Black
Asian
American Indian or Alaska Native
Caucasian/White
Hispanic/Latino
Middle Eastern or North African
Native Hawaiian or Other Pacific Islander
Other (Specify _____)

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- D7. What is your preferred gender identity?
Male
Female
Non-binary
Prefer not to answer