

# Summer Forecast

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- **4.3 million** overnight visitor trips
- **\$2.35 billion** in visitor spending





# Summer Campaign Objectives

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



# Summer Campaign Target Markets

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- **Core Markets:**

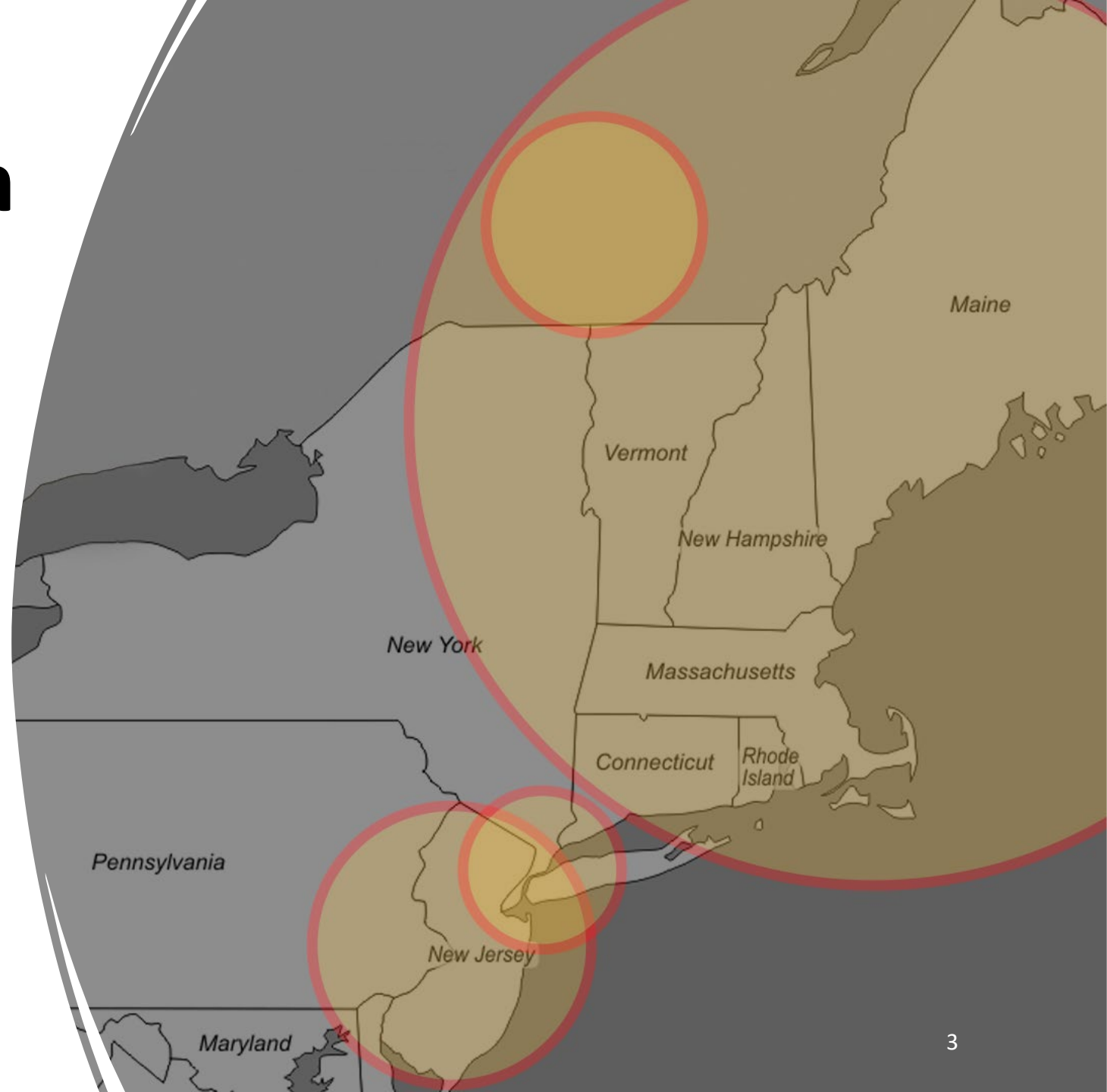
- NH, MA, ME, CT, RI, NY

- **Road Trip Markets:**

- Eastern PA and NJ

- **International:**

- Montreal and Quebec City Quebec





# Seaport Spectacular

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# Philadelphia – Market Street Spectacular

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# Out of Home





# Canadian Out of Home







**ROAD  
TRIPS**




**ARE WHERE  
MEMORIES  
ARE MADE**



**DISCOVER  
YOUR NEW**

[VISIT NH](#)



# Family Road Trip Display Ads







LET  
SUMMER DAYS




New Hampshire  
LIVE FREE



DRIFT AWAY




New Hampshire  
LIVE FREE




DISCOVER  
YOUR NEW


[VISIT NH](#)



# Core Relaxing Display Ads




DÉTENDEZ-VOUS



New Hampshire  
LIVE FREE



NOUS  
SOMMES  
PRESQUE  
ARRIVÉS



New Hampshire  
LIVE FREE



DÉCOUVREZ  
VOTRE “NEW”

[VISITEZ LE NH](#)



# Canadian Display Ads