



New Hampshire

LIVE FREE

**2025-2026 Winter
Advertising Effectiveness Research**

May 2026

SMARInsights

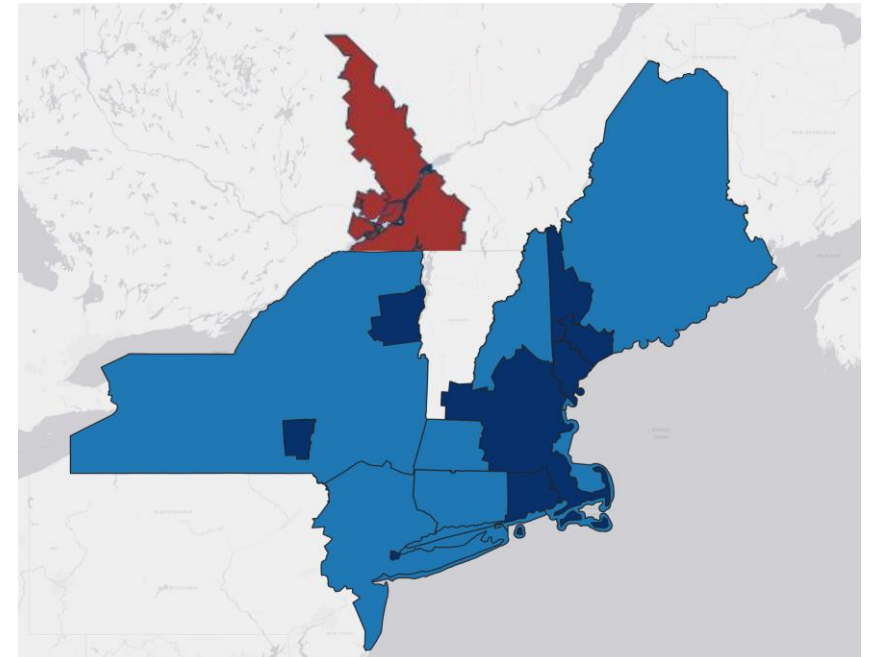
Background & Objectives

- 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 ages 18 to 65 who regularly take overnight leisure trips at least 50 miles from home. They were also required to have interest in winter vacations that involve skiing, snowboarding, snowmobiling, snowshoeing, or other outdoor winter activities.
- A total of 1,228 surveys were completed between April 15-30, 2026.
- 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	476
Spill	502
Canada (Montreal)	250
Total	1,228



Advertising Campaign Summary

- The winter 2025-2026 advertising continued the “Live Free” campaign. While there was fresh social and digital content, the core video assets remained consistent. The campaign rebranded from “Discover Your New” to “Live Free” last year; however, the current ads have the same music and many of the same scenes/images used since winter 2021-2022.
- DTTD invested \$461,514 in the 2025-2026 winter advertising tested in this research, up from \$371,670 in winter 2024-2025. The additional media spend this year was almost entirely invested in the digital display medium.
- Ad samples are shown to the right. The full collection of assets tested is in the questionnaire in the Appendix.

Medium	2021-2022 Winter	2022-2023 Winter	2023-2024 Winter	2024-2025 Winter	2025-2026 Winter
Video (TV/CTV/OLV)	\$104,776	\$107,679	\$191,025	\$182,500	\$188,750
Print	\$31,475	\$42,917	\$45,032	\$37,540	\$37,540
Out of Home	\$68,620	\$102,170	\$94,318	\$64,130	\$66,424
Digital Display	\$103,000	\$110,000	\$97,000	\$7,500	\$86,250
Paid Social	\$56,600	\$44,000	\$45,000	\$80,000	\$82,550
Other	\$0	\$0	\$66,013	\$0	\$0
Total	\$364,471	\$406,766	\$538,388	\$371,670	\$461,514



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)	\$148,750	\$40,000	\$188,750
Print	\$37,540	NA	\$37,540
Out of Home	\$66,424	NA	\$66,424
Digital Display	\$76,250	\$10,000	\$86,250
Paid Social	\$76,550	\$6,000	\$82,550
Total	\$435,514	\$56,000	\$461,514

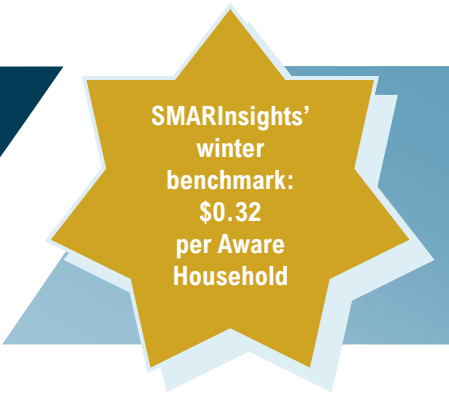
Insights

- Favorable snowfall conditions across New England – combined with weaker snow conditions in competing U.S. ski destinations – created a strong market opportunity for New Hampshire to capture incremental winter ski and snowboard travel demand during the 2025-2026 season.
- The 2025-2026 winter campaign was supported by approximately \$461K in media investment, representing a 24% increase over the prior year's \$371K investment and enabling expanded campaign reach.
- Campaign awareness reached 72% among target households, equivalent to approximately 3.8 million ad-aware households. This represents a meaningful increase from the prior year, when the ads reached 63% of households, or approximately 3.2 million households.
- Increased media support behind an established campaign significantly strengthened media overlap, driving deeper audience engagement and reinforcing New Hampshire's winter travel positioning among target travelers.
- The campaign influenced an estimated 192,000 trips, generating approximately \$313 million in visitor spending and nearly \$15 million in associated tax revenue. Based on the \$461,514 media investment, the campaign generated an estimated return of \$678 in visitor spending and \$32 in tax revenue for every advertising dollar invested.
- Compared to the prior season, campaign performance improved substantially, influencing approximately 115,000 additional trips and \$189 million in additional visitor spending.
- Advertising exposure continued to positively shape traveler behavior and trip quality. Travelers aware of the campaign stayed longer, participated in more activities, reported higher satisfaction with their trips, and were more likely to share their experiences on social media than travelers who were not aware of the campaign.
- Overall, by strategically capitalizing on favorable regional snow conditions, the 2025-2026 winter campaign successfully strengthened New Hampshire's ability to capture and redirect regional winter travel demand to the state.

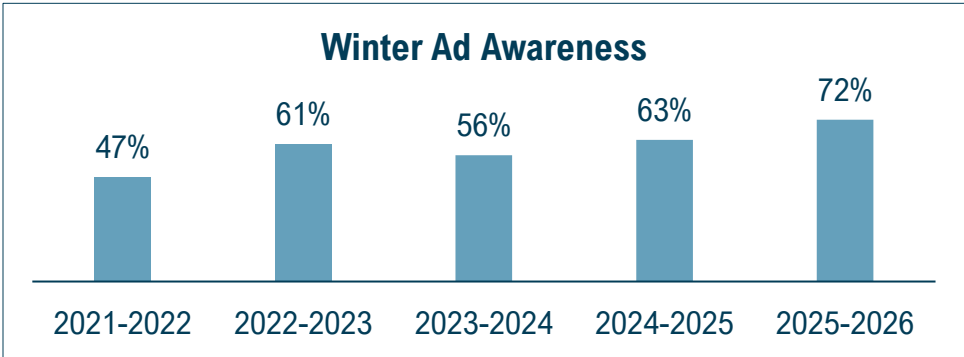
Advertising Awareness

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. A large white diagonal line separates the image from a solid blue area on the right.

Winter Ad Awareness & Cost per Aware HH



- The 2025-2026 winter advertising generated 72% awareness and reached about 3.8 million snow traveling households.
- The increased media investment this year led to higher awareness and more ad-aware households. In fact, cost per aware household remained stable at \$0.12. Cost per aware household often increases with a larger budget due to diminishing returns on the investment.
- The campaign also continues to easily outperform the SMARInsights benchmark of \$0.32 for winter campaigns.

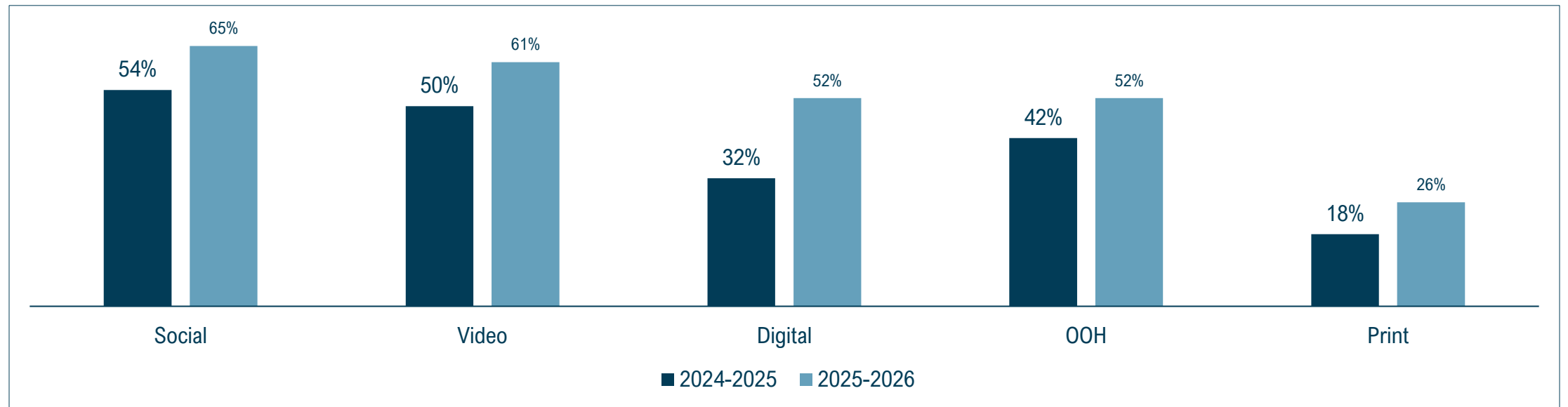


	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026
*Targeted HHs	12,725,929	5,519,065	4,474,498	4,998,863	5,192,337
Ad Awareness	47%	61%	56%	63%	72%
Ad-Aware HHs	5,933,788	3,371,419	2,515,898	3,159,525	3,754,840
Media Investment	\$364,471	\$406,766	\$538,388	\$371,670	\$461,514
Cost per Aware HH	\$0.06	\$0.12	\$0.21	\$0.12	\$0.12

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

2025-2026 Winter Ad Awareness by Medium

- The winter 2025-2026 paid social ads generated the highest awareness of the various media employed, followed closely by the video assets. The paid social ads that were shown this year included both static images and short form video.
- Despite digital being the only medium to receive a notable budget increase, awareness grew across all formats – likely the benefit of a mature campaign with more time in-market. The following slide reviews the change in cost per aware household by medium year-over-year.



Cost per Aware HH by Medium

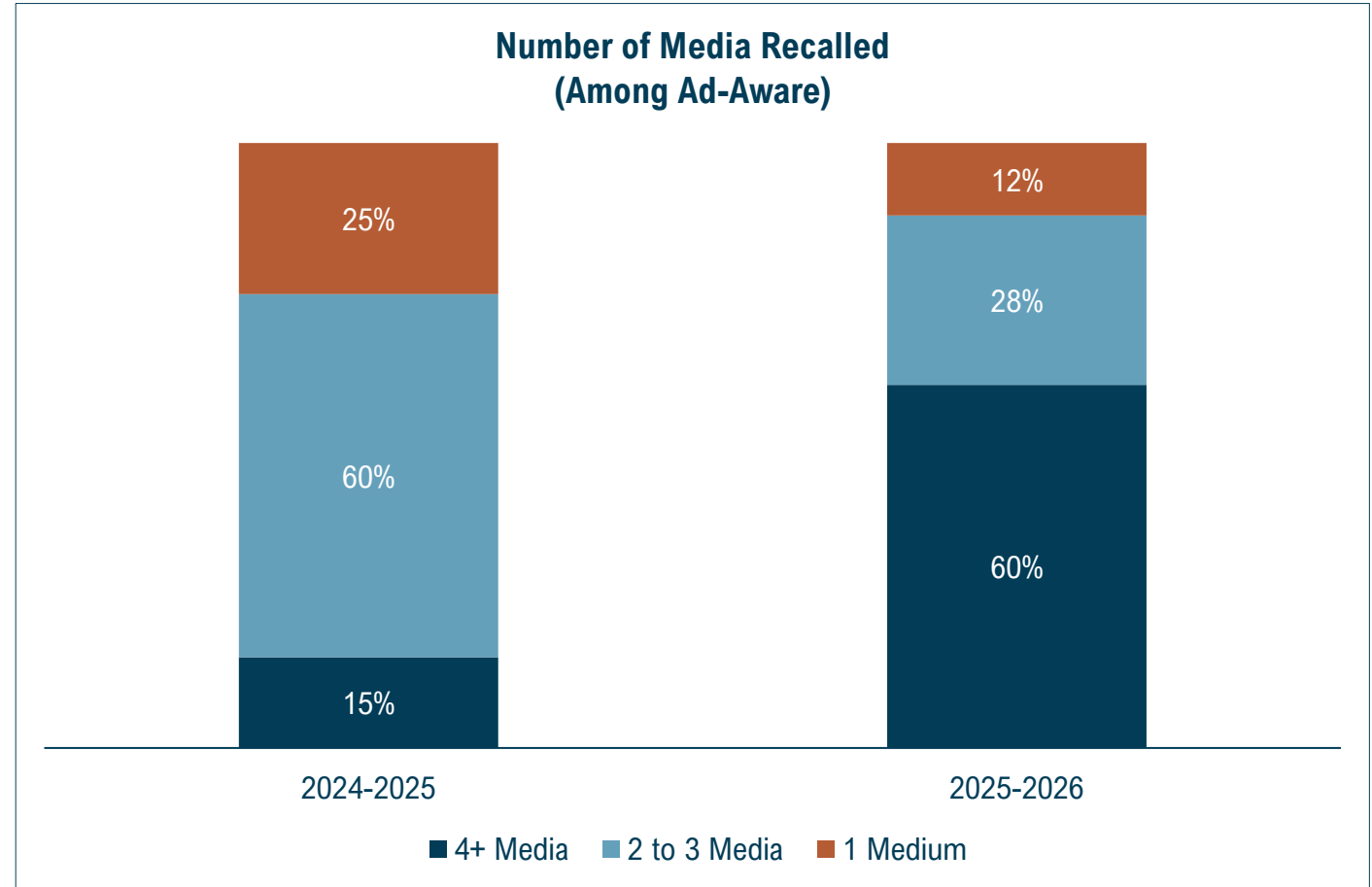
- The increased advertising budget was almost entirely concentrated in the digital medium, up about \$80,000 compared to 2025. This increased spend broadened the reach of the digital assets, with awareness of the medium increasing by 20-pts. The digital ads are slightly less efficient because of the larger spend, but this resulted in additional exposure to the messaging which will be explored on the next page.

Paid Social	2025	2026	% Change	Video	2025	2026	% Change	Digital	2025	2026	% Change
Ad-Aware HHs	2,650,559	3,354,354	27%	Ad-Aware HHs	2,515,004	3,188,408	27%	Ad-Aware HHs	1,582,086	2,713,018	71%
Media Investment	\$80,000	\$82,550	3%	Media Investment	\$182,500	\$188,750	3%	Media Investment	\$7,500	\$86,250	1050%
Cost per Aware HH	\$0.03	\$0.02	-33%	Cost per Aware HH	\$0.07	\$0.06	-14%	Cost per Aware HH	\$0.01	\$0.03	200%

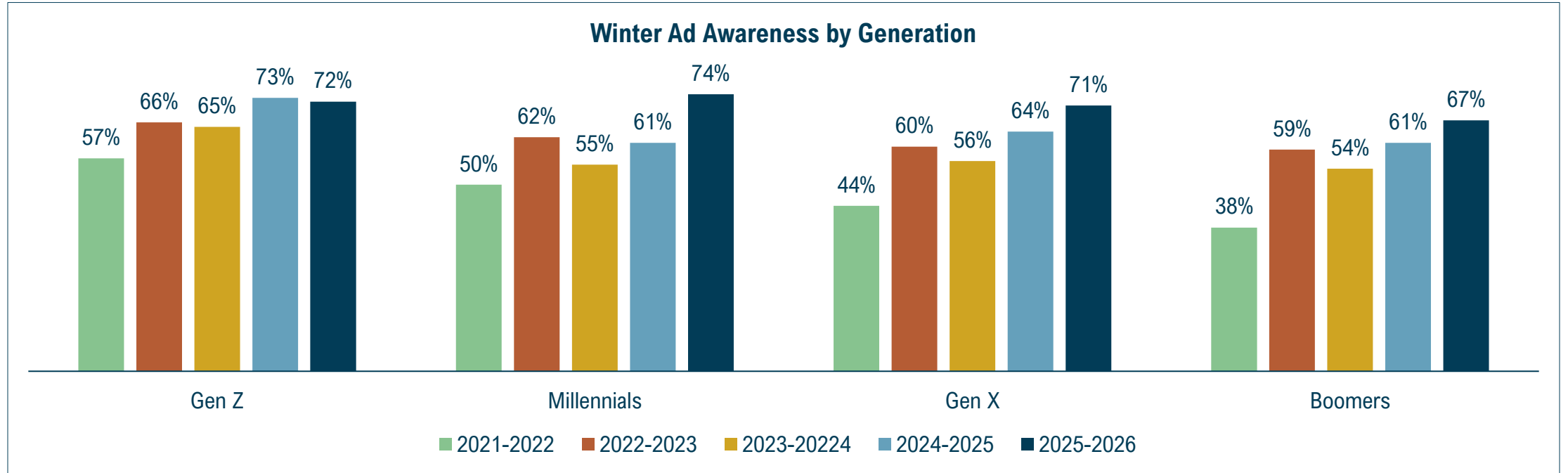
OOH	2025	2026	% Change	Print	2025	2026	% Change
Ad-Aware HHs	1,985,680	2,691,767	36%	Ad-Aware HHs	834,685	1,343,251	61%
Media Investment	\$64,130	\$66,424	4%	Media Investment	\$37,540	\$37,540	0%
Cost per Aware HH	\$0.03	\$0.02	-33%	Cost per Aware HH	\$0.04	\$0.03	-25%

Cost per Aware HH by Medium

- Reaching leisure travelers through multiple media channels often increases advertising influence, as each medium plays a unique role in different stages of the consumer decision-making process.
- This year, 60% of ad-aware snow travelers recalled seeing ads in four or more media formats, compared to just 15% last year.
- The growth in media overlap is due to a larger media investment on a maturing campaign, plus potentially less competition for share of voice, as Western ski areas may have scaled back advertising due to poor snow conditions.



Winter Ad Awareness by Generation



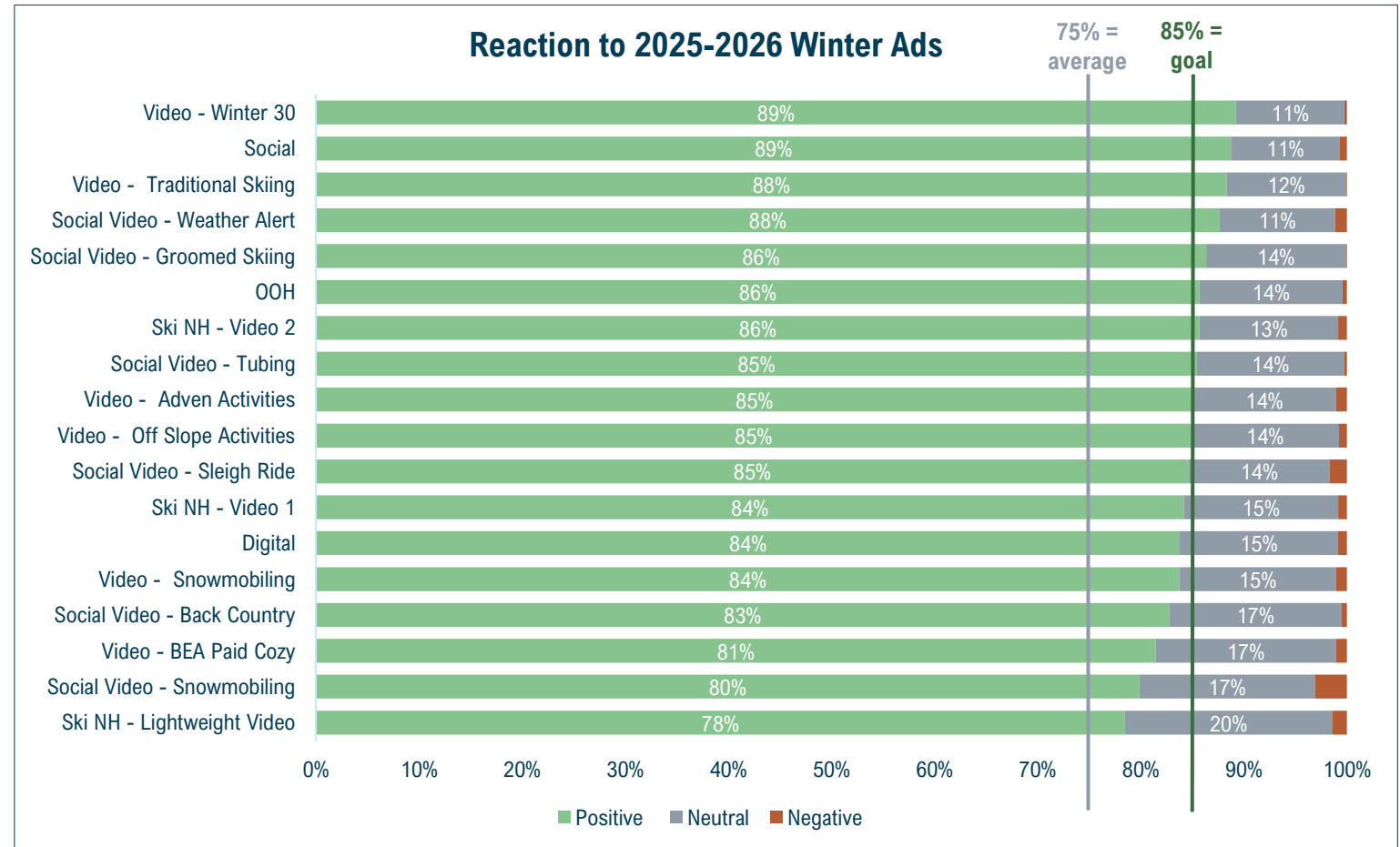
- Winter ad awareness continues to be highest among Gen Z and Millennial consumers, but DTTD has made progress with the typically more difficult to reach Gen X and Boomer snow travelers.

Creative Evaluation



Reaction to the 2025-2026 Winter Ads

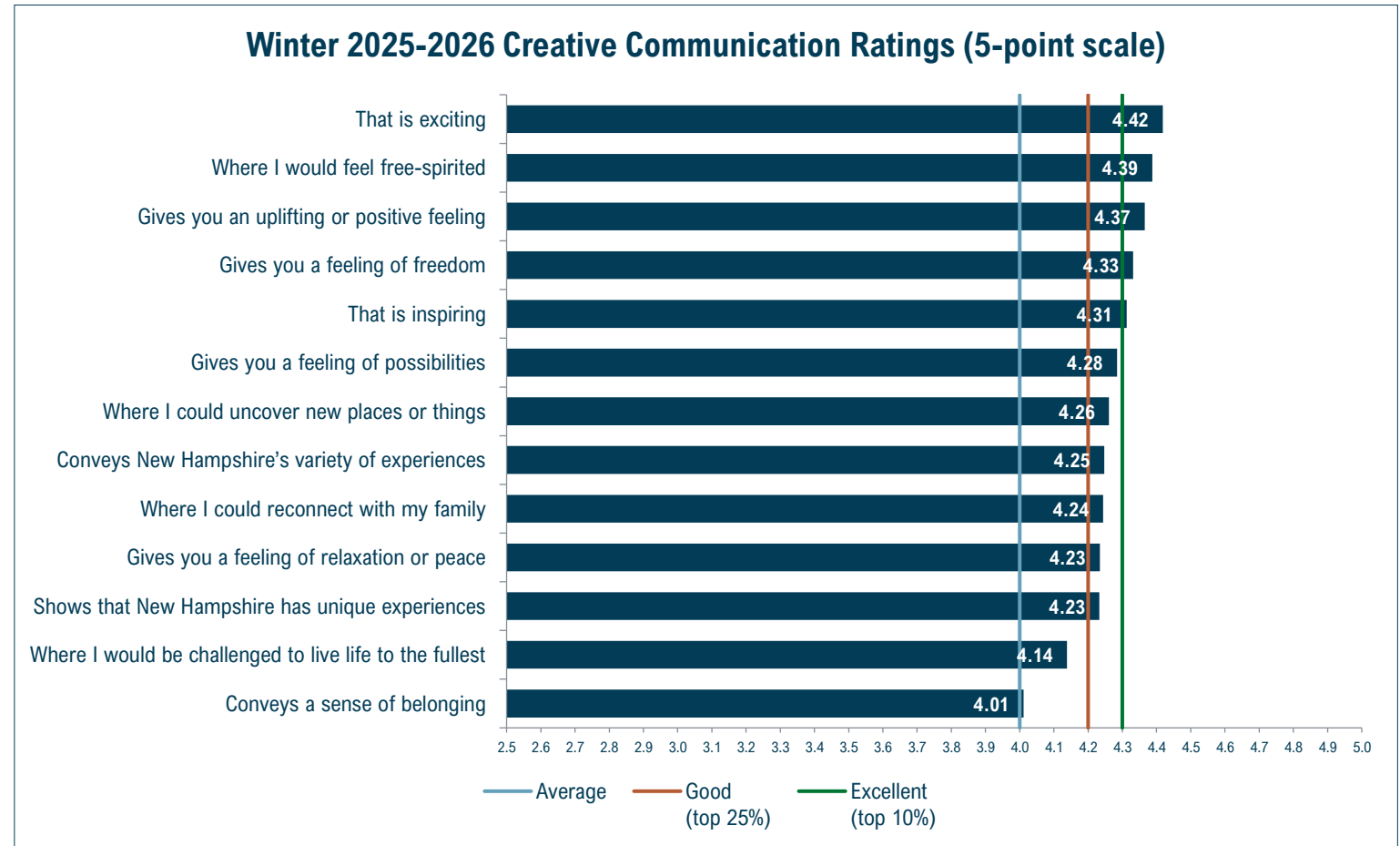
- SMARInsights has established new winter-specific creative reaction benchmarks based on historic performances of winter ad campaigns among the target audience. An average winter campaign earns a 75% positive reaction while the goal is to reach an 85% positive reaction.
- Most assets reached the updated goal – and all achieved above-average ratings.
- The video and static social assets received the largest share of positive responses, with the Winter 30 video being the strongest performer.



Creative Communication Ratings

- The 2025-2026 winter campaign most effectively communicates *excitement*, *free-spirited*, *uplifting*, *freedom*, and *inspiring*. Each of these attributes rate in the excellent benchmark range.
- Most of the remaining attributes rate in the top 25% range. The only exceptions are *live life to the fullest* and *conveys a sense of belonging*, which rate above average.

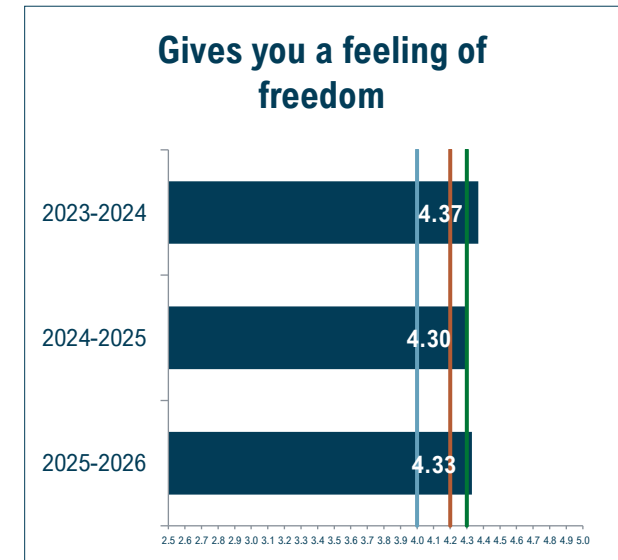
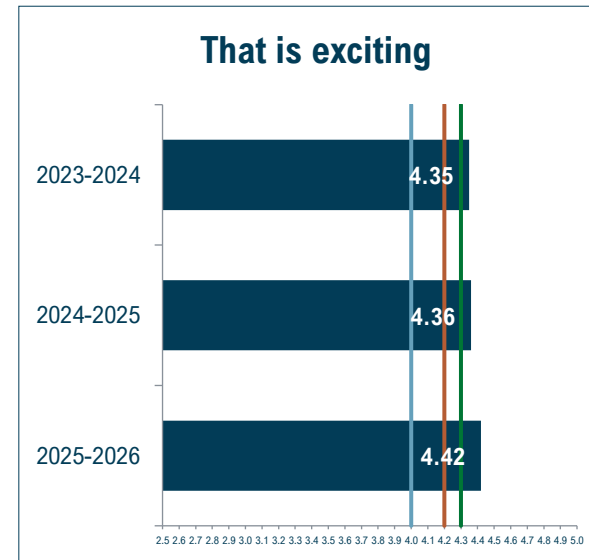
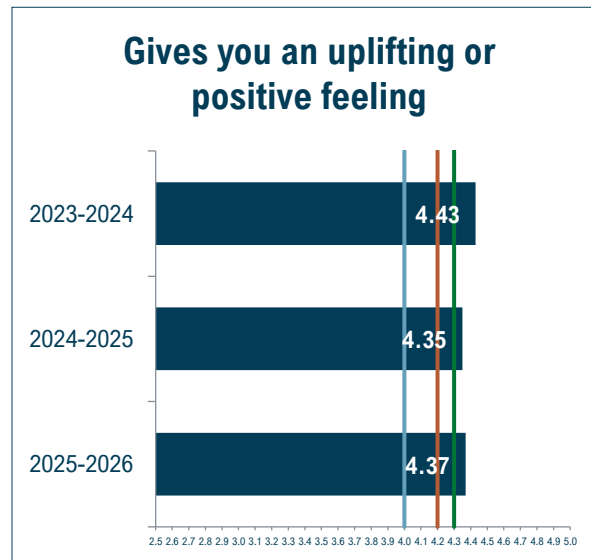
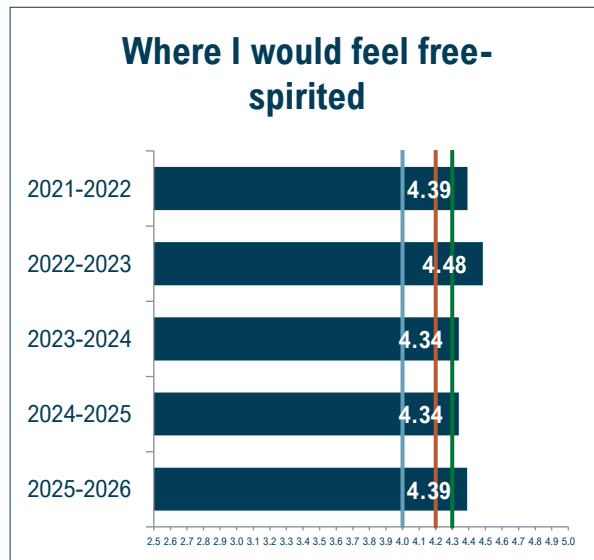
The benchmarks are for winter campaigns being evaluated by snow travelers.



Creative Communication Ratings

- The new “Live Free” messaging is continuing to wear-in, with all four of these top attributes improving upon already excellent ratings.

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



— Average

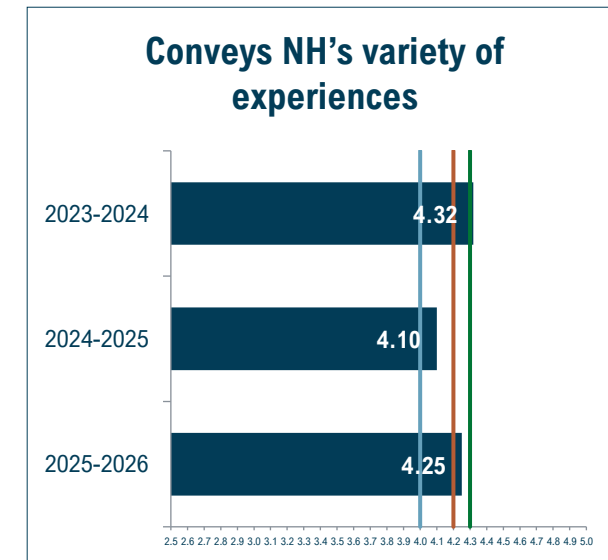
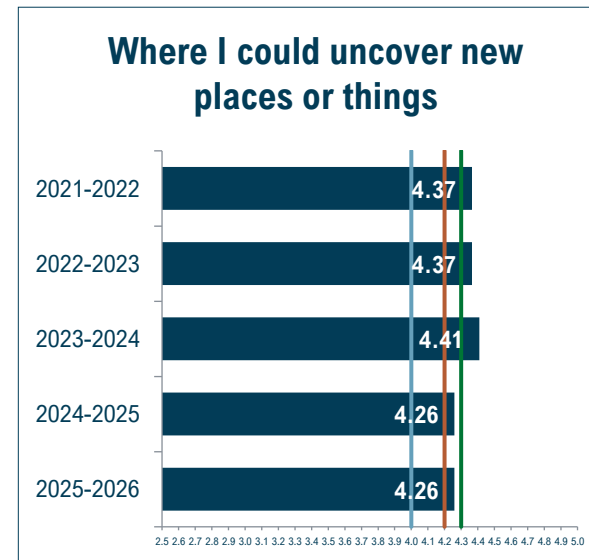
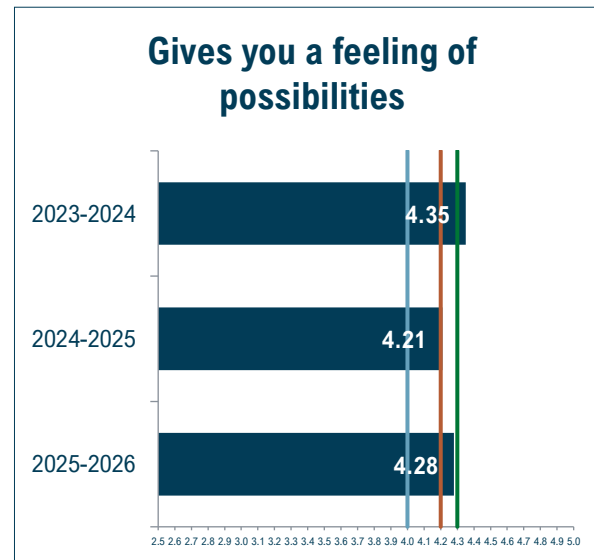
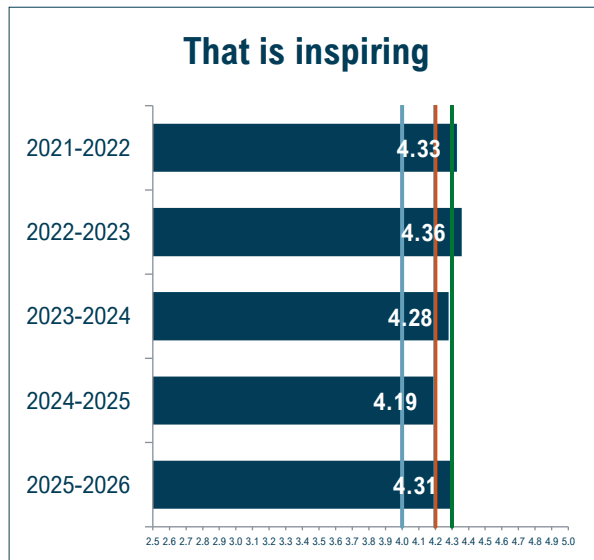
— Good (top 25%)

— Excellent (top 10%)

Creative Communication Ratings

- The rating for *inspiring* returned to the excellent level for the first time since 2022-2023.
- *Variety* improved from above average last year to the top 25% this year.

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



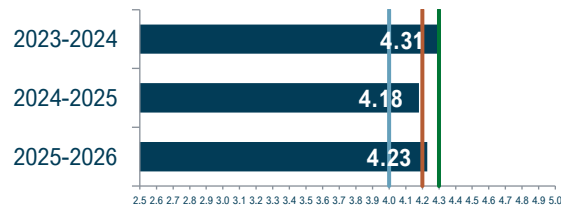
— Average — Good (top 25%) — Excellent (top 10%)

Creative Communication Ratings

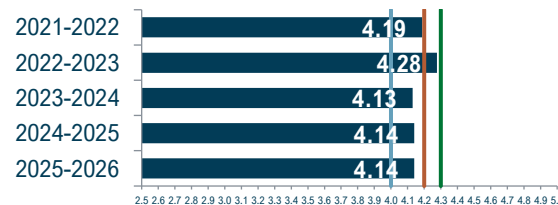
- The ads also tested better for showing a place *where I could reconnect with my family* and *gives you a feeling of relaxation or peace*, both of which moved from the average benchmark to the top 25% this year.

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

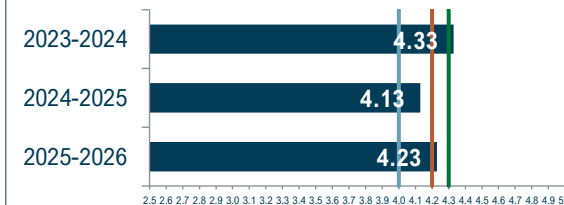
Shows that NH has unique experiences



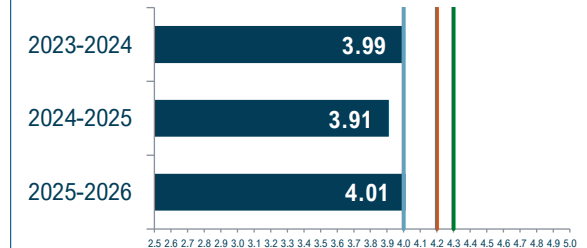
Where I would be challenged to live life to the fullest



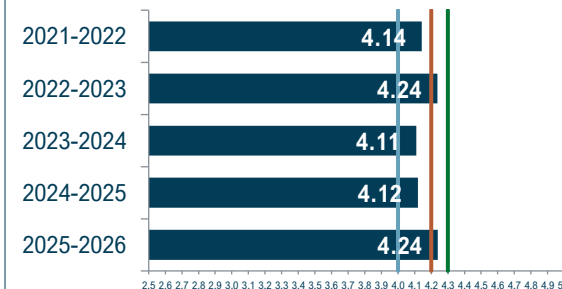
Gives you a feeling of relaxation or peace



Conveys a sense of belonging



Where I could reconnect with my family

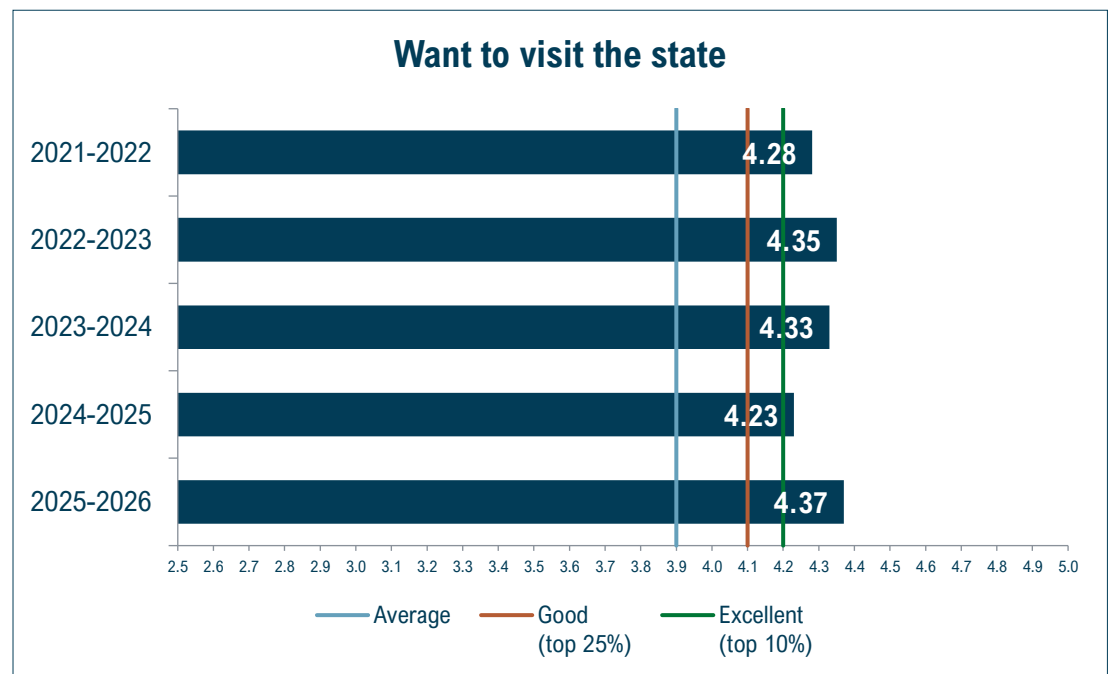
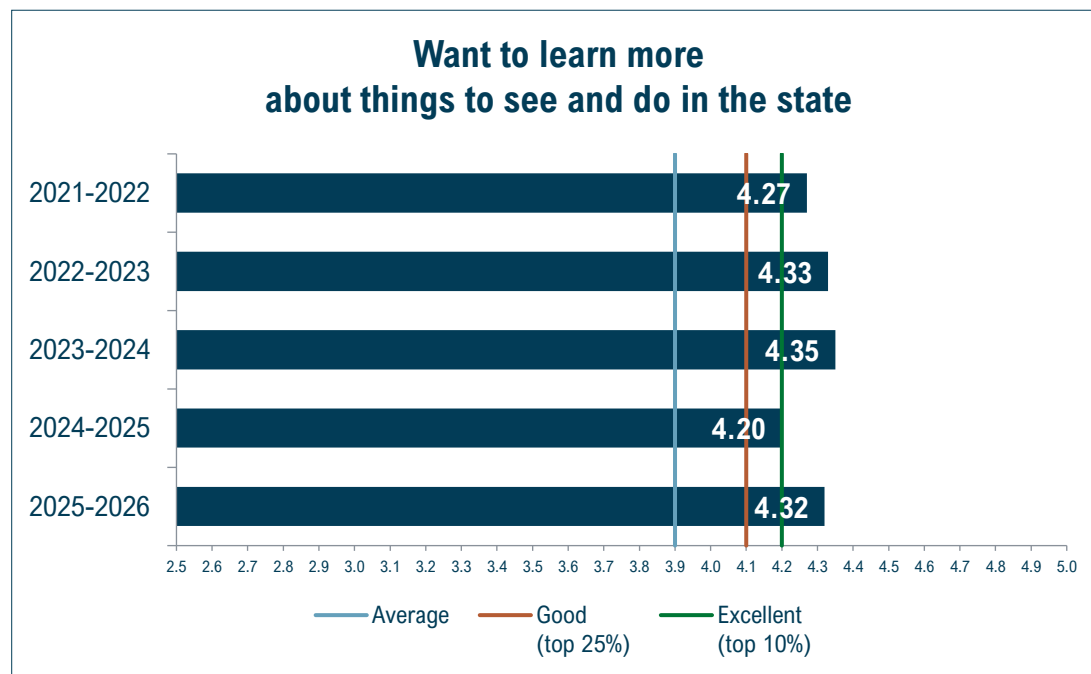


- Average
- Good (top 25%)
- Excellent (top 10%)

Creative Impact Ratings

- The 2025-2026 winter advertising easily achieves the excellent benchmark range and outperforms last year's campaign for making viewers want to *learn more about* and *visit the state*.
- The strong creative ratings, increased overlap of media recalled, and good snow conditions in New England foreshadow strong ad influence.

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



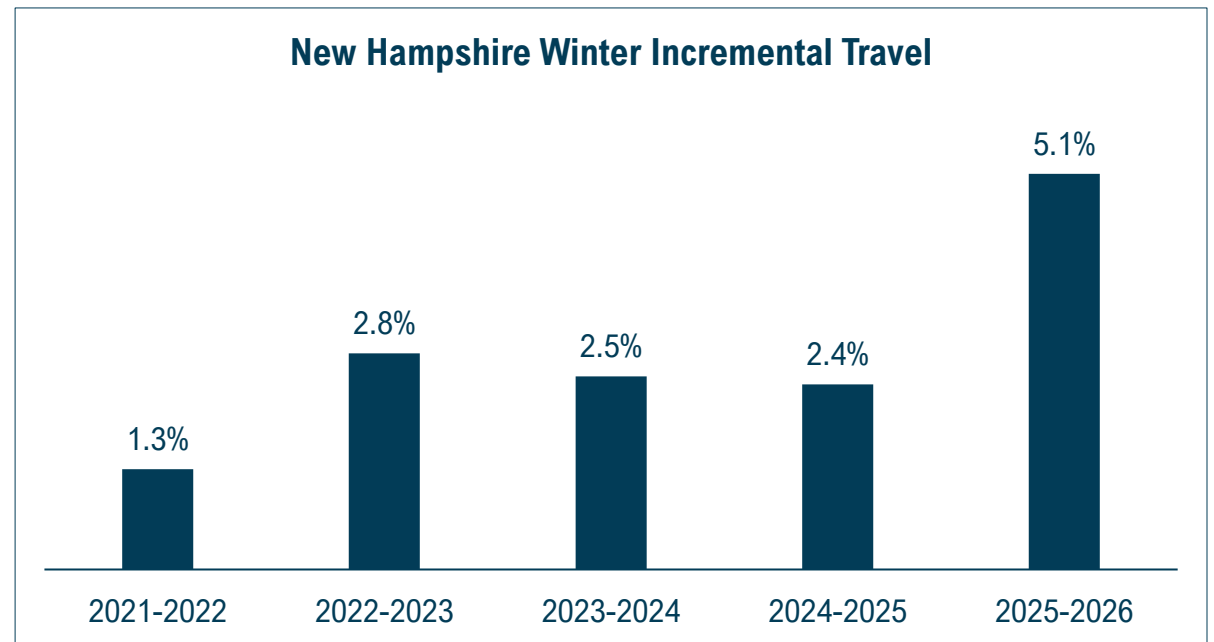
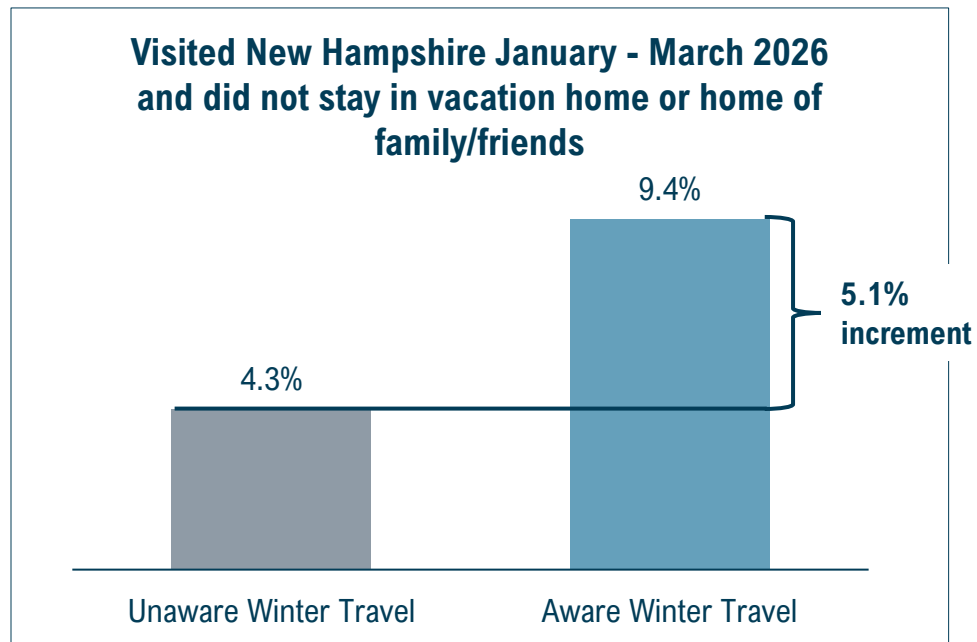
Advertising Influence

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 2026 that did not include a stay at the visitor's vacation home or the home of family/friends.

2025-2026 Ad-Influenced Winter Travel

- Subtracting the baseline (unaware) travel rate from the aware travel rate results in an incremental travel rate of 5.1%. This is the highest level of ad-influenced travel to New Hampshire in the past five years. DTTD certainly took advantage of the good snow conditions during winter 2025-2026.



2025-2026 Winter Advertising ROI & Tax ROI

- Applying the 5.1% incremental travel rate to the 3.8 million ad-aware households results in more than 192,000 ad-influenced New Hampshire trips during winter 2025-2026.
- Ad-aware travelers spent an average of \$1,626 on their New Hampshire trip, resulting in about \$313 million in ad-influenced trip spending.
- The campaign operated on a media budget just shy of half a million dollars, resulting in a very efficient return of \$678 in ad-influenced visitor spending for every one dollar invested in advertising by DTTD.
- Ad-aware travelers spent an average of \$915 on taxable spending categories on their New Hampshire trip, resulting in about \$15 million in ad-influenced tax revenue and a return of \$32 in taxes for each \$1 invested.

	Total All Markets
Target HHs	5,192,337
Ad Awareness	72%
Ad-Aware HHs	3,754,840
Incremental Travel	5.1%
Ad-Influenced Trips	192,451
Average Trip Spending	\$1,626
Ad-Influenced Spending	\$312,888,300
Media Investment	\$461,514
ROI	\$678

	Total All Markets
Avg. Taxable Trip Spending	\$915
Ad-Influenced Taxable Spending	\$176,093,208
Taxes Generated (8.5% tax rate)	\$14,967,923
Media Investment	\$461,514
Tax ROI	\$32

Winter Advertising ROI Tracking

For each row:

Above-Average Across Years

Average Across Years

Below-Average Across Years

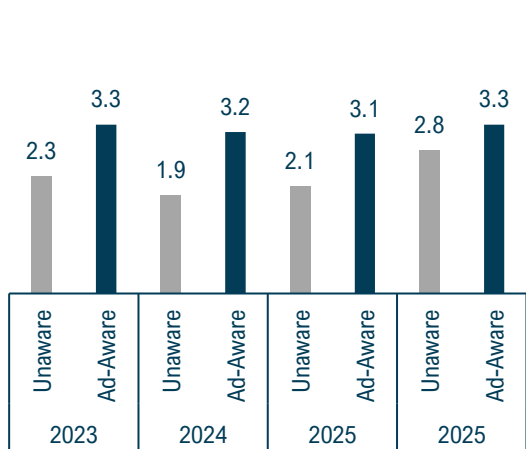
- The 2025-2026 campaign stands out for having the strongest ad awareness and incremental travel rate of the past five years.
- All together, the 2025-2026 winter campaign represents the most ad-influenced trips, visitor spending, and tax revenue generated in the past five years.

	2022	2023	2024	2025	2026
Target HHs	12,725,929	5,519,065	4,474,498	4,998,863	5,192,337
Ad Awareness	47%	61%	56%	63%	72%
Ad-Aware HHs	5,933,788	3,371,419	2,515,898	3,159,525	3,754,840
Incremental Travel	1.30%	2.80%	2.50%	2.40%	5.13%
Ad-Influenced Trips	79,919	96,073	64,104	77,362	192,451
Average Trip Spending	\$1,385	\$1,492	\$1,288	\$1,599	\$1,626
Ad-Influenced Spending	\$110,710,604	\$143,382,835	\$82,593,685	\$123,667,806	\$312,888,300
Media Investment	\$364,471	\$406,766	\$538,388	\$371,670	\$461,514
ROI	\$304	\$352	\$153	\$333	\$678
Avg. Taxable Trip Spending	\$956	\$1,023	\$1,037	\$1,125	\$915
Ad-Influenced Taxable Spending	\$76,376,140	\$98,327,450	\$66,445,164	\$87,011,635	\$176,093,208
Taxes Generated	\$6,873,853	\$8,849,470	\$5,647,839	\$7,395,989	\$14,967,923
Media Investment	\$364,471	\$406,766	\$538,388	\$371,670	\$461,514
Tax ROI	\$19	\$22	\$10	\$20	\$32

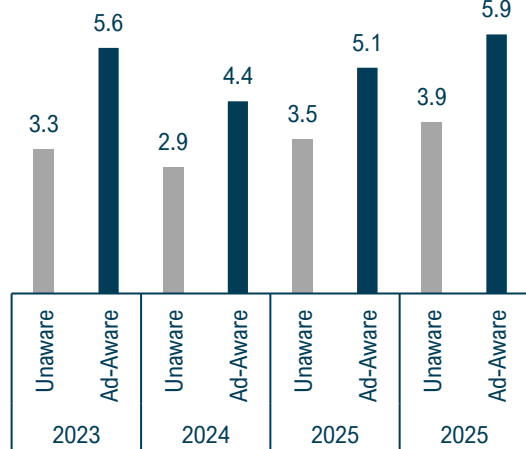
Winter Advertising Influence on the Trip

- The winter advertising continues to have a positive influence on New Hampshire trips as evidenced by longer, more active, better trips and more social sharing.

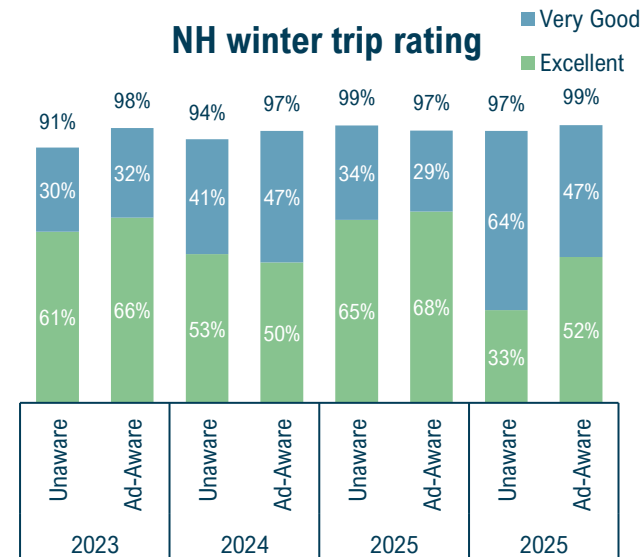
Avg. nights on trip



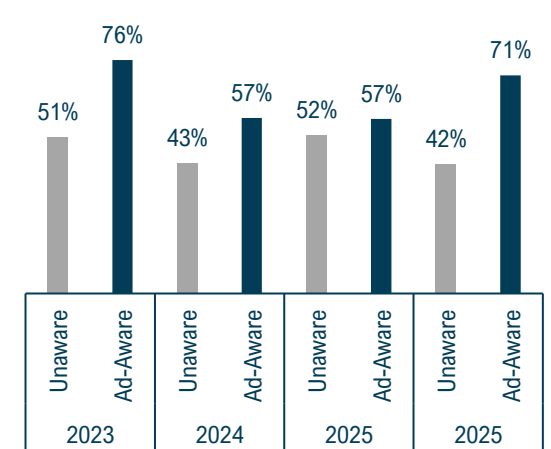
Avg. number of trip activities



NH winter trip rating



Share trip on social media



Appendix: Questionnaire



Questionnaire

SMARInsights

New Hampshire Tourism
2025-2026 Winter & Ad Awareness and ROI
April 2026

ZIP.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

1

SMARInsights

ASK SOCIAL2 IF THEY USE INSTAGRAM FROM SOCIAL.

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					

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		

2

Questionnaire

SMARInsights

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 2026? How many trips did you take in 2026?

[ROTATE]	States traveled to or within in 2026 (Select all that apply)	Number of trips in 2026 FORCE GREATER THAN 0
New Hampshire		
Connecticut		
New York		
Maine		
Massachusetts		
Rhode Island		
Vermont		
None of these		

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

3

SMARInsights

(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 2026.

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

Select all that apply.
 January 2026
 February 2026
 March 2026
 April 2026

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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Questionnaire

SMARinsights

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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SMARinsights

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
None of these

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Questionnaire

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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\2026\Winter\OneDrive_2026-04-03\Winter 2026\Print (Yankee co-op)



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

- Yes
- No

WinterPrintB. What is your reaction to this ad?

- Positive
- Neutral
- Negative

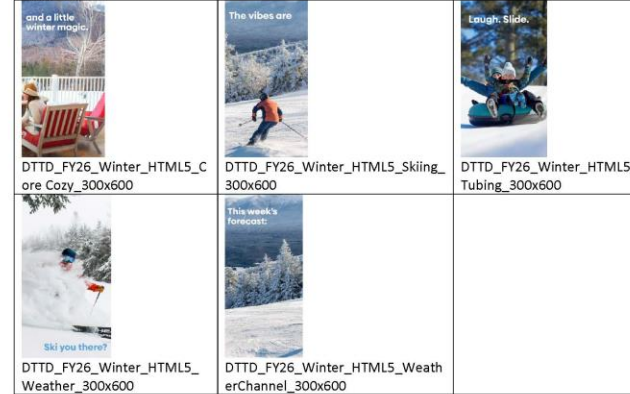
7

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DIGITAL

I:\Ads Master\New Hampshire\2026\Winter\OneDrive_2026-04-03\Winter 2026\Display\Core

USA MARKETS



I:\Ads Master\New Hampshire\2026\Winter\OneDrive_2026-04-03\Winter 2026\Display\Canada

CANADA



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

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Questionnaire

SMARInsights

VIDEO

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

EVERYONE



<https://vimeo.com/1067751294>

DO NOT SHOW TO CANADA



<https://vimeo.com/1179953739>

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

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OUT OF HOME USA MARKETS

I:\Ads Master\New Hampshire\2026\Winter\OneDrive_2026-04-03\Winter 2026\OOH (Core)\USE
SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD



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

Yes
No

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\2026\Winter\OneDrive_2026-04-03\Winter 2026\Videos\Canada\10s\English



<https://vimeo.com/1179963883>



<https://vimeo.com/1179963898>



<https://vimeo.com/1179963778>



<https://vimeo.com/1179963722>

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Questionnaire

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CANADA FRENCH

I:\Ads Master\New Hampshire\2026\Winter\OneDrive_2026-04-03\Winter 2026\Videos\Canada\10s\French



USA MARKETS

I:\Ads Master\New Hampshire\2026\Winter\OneDrive_2026-04-03\Winter 2026\Paid Social\CORE\USE SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD



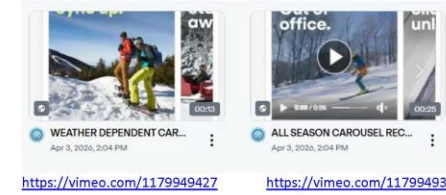
I:\Ads Master\New Hampshire\2026\Winter\OneDrive_2026-04-03\Winter 2026\Paid Social\SKI NH\USE SHOW ON SAME PAGE GET INDIVIDUAL AWARENESS OF EACH AD
SKIP FOR CANADA AND NEW YORK MARKETS



11

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SEPARATE SCREENS FOR THESE TWO ADS



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

Yes
No

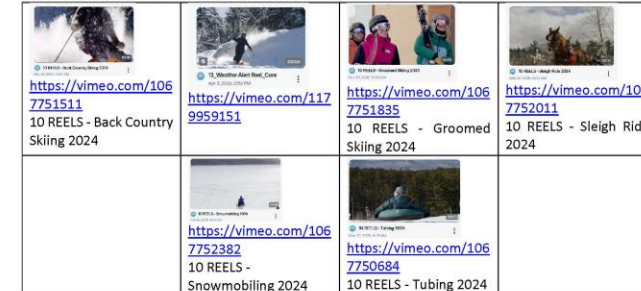
WinterSocialBannerB. What is your reaction to these ads?

Positive
Neutral
Negative

USA MARKETS ONLY

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

RANDOMLY SHOW THREE OF THE SIX VIDEOS



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

Yes
No

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Questionnaire

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ASK FOR EACH VIDEO AD
WinterTVBV. What is your reaction to this ad?
Positive
Neutral
Negative

SKI NH

EVERYONE

I:\Ads Master\New Hampshire\2026\Winter\OneDrive_2026-04-03\Winter 2026\Videos\Ski NH

ROTATE ONE OF TWO VIDEOS



CAMPAIGN_CUTDOWN_16X9...
Apr 3, 2025, 2:24 PM

<https://vimeo.com/1179953086>



CAMPAIGN_CUTDOWN_16X9...
Apr 3, 2025, 2:23 PM

<https://vimeo.com/1179952852>

EVERYONE GETS THIS



SKINH_Lightweight Video
Apr 3, 2025, 2:35 PM

<https://vimeo.com/1179955144>

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

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SNOWBOUND EXPO

SHOW LOGO AND ASK EXPO1.



Snowbound Expo Logo USE

Expo1. Did you attend the 2025 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



IMG_8828



IMG_8828



IMG_8830



IMG_8843

Expo2. Did you see the Ski New Hampshire booth at the 2025 Snowbound Expo in Boston?

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	1	2	3	4	5

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	1	2	3	4	5

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Questionnaire

SMARinsights

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

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]
- 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

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\$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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