

GYKANTLER



VISIT NH FALL 2022 CAMPAIGN REPORT | 12.22.22



Executive Summary

Fall 2022 Campaign Overview and Objectives:

- The theme of road trips in the Fall remained relevant this year because of shorter weekend travel, scenic drives increasing in popularity and more people taking advantage of the value of a trip closer to home.
- After employing our expanded radius targeting strategy for a few seasons, we modified the strategy slightly based on those learnings.
- We continued with the “Discover Your New” campaign message and provided a unified call to action around the activities, both soft and adventurous, in New Hampshire

Target Audiences:

- In addition to our core markets (CT, MA, ME, NH, NY, RI) we continued to target a set of long drive markets including: DE, MD, NJ, OH, PA, VA
- Millennial and Gen X moms (families who want to have adventures together and create shared memories)
- Childless millennials and Gen Xers (men and women who want to get away, relax, and immerse themselves in the outdoors)
- Empty Nesters: Gen X and baby boomers (men and women whose travel desires stem from wanting to unplug and relax from daily life to leaf-peep)

- Given the research from SMARI and the increases in some engagement metrics on the website, we recommend homing in on specific DMAs and regions of our Long Drive markets to maximize dollars and efficiencies
- Foliage Tracker creative and website content yields the most engagement and traffic across the campaign YoY. There's room here to leverage this in more creative ways, such as new interactive units across paid media and the website
- Compared to Fall 2019 (pre-COVID-19), website traffic is up 12% in sessions and 25% in pageviews, respectively
- This was the first fall campaign running Google's new Discovery campaign tactic on paid search, allowing Visit NH ads to be shown across Gmail and YouTube. This successfully delivered 493K impressions and drove 14.5K clicks.
- Across paid social, we saw that Boost cities in Connecticut, Rhode Island, and New York continued to be top performing markets based on engagements, along with the Core Boston/Manchester DMA
- By starting the Long Drive markets mid-July, we saw more engagements than ever before from Long-Distance states like New Jersey, Pennsylvania and Virginia
- Influencers who harness high follower counts across platforms, such as KJP, add additional value from the cross-promotion on different media channels with authentically tailored creative to their following. This allows us to gain followers in our organic channels.
- Overall, the Visit NH Instagram saw a follower growth of 3,349 new followers during the campaign time period
- At the time of this report, state Meals and Rooms Tax revenue for October (September activity) totaled \$28.1 million, down very slightly (1.1%) compared to 2021

EXECUTIVE SUMMARY:

Fall FY22 KPIs

	Fall 2020			Fall 2021			Fall 2022		
Impressions	12,422,133	13,343,525	107%	16,765,677	12,387,032	74%	16,512,263	17,929,322	109%
CTR	0.20%	0.25%	125%	0.22%	0.22%	100%	0.22%	0.17%	77%
CPM	\$12.00	\$8.62	72%	\$10.00	\$7.90	79%	\$10.00	\$6.13	61%
CPC	\$5.00	\$3.44	69%	\$5.00	\$3.64	73%	\$5.00	\$3.51	70%
<i>Facebook</i>	SOCIAL								
CPE	\$0.30	\$0.04	13%	\$0.25	\$0.05	20%	\$0.22	\$0.14	64%
CPC	\$0.60	\$0.21	35%	\$0.55	\$0.38	69%	\$0.50	\$0.30	60%
CPV	\$0.25	\$0.01	4%	\$0.22	\$0.06	27%	\$0.20	\$0.06	30%
Engagements	60,000	867,191	1445%	70,000	1,173,108	1676%	80,000	330,322	413%
Impressions	2,405,567	8,084,052	336%	7,748,125	11,540,397	149%	7,748,125	9,993,575	129%
<i>Instagram</i>									
CPE	\$0.15	\$0.03	20%	\$0.12	\$0.04	33%	\$0.11	\$0.05	45%
CPC	\$1.75	\$0.18	10%	\$1.50	\$0.57	38%	\$1.30	\$0.54	42%
Engagements	30,000	323,623	1079%	45,000	337,500	750%	50,000	232,493	465%
Impressions	750,000	2,542,228	339%	1,250,000	2,603,406	208%	1,400,000	1,760,830	126%
<i>Pinterest</i>									
CPE	\$0.30	\$0.14	47%	\$0.25	\$0.65	260%	\$0.23	\$0.37	161%
CPC	\$2.50	\$0.24	10%	\$2.00	\$0.89	45%	\$1.75	\$0.45	26%
Engagements	2,000	12,616	631%	5,000	15,352	307%	6,000	21,480	358%
Impressions	50,000	458,237	916%	1,250,000	1,114,355	89%	1,250,000	1,194,447	96%
<i>Search</i>	SEARCH								
CPC	\$1.50	\$0.30	20%	\$1.35	\$0.36	27%	\$1.35	\$0.39	29%
CTR	5%	17.9%	382%	6%	9.3%	155%	6%	7.8%	130%
<i>Email</i>	EMAIL								
Open Rate	13%	19.85%	157%	14%	22%	157%	14%	30%	214%
CTOR	14%	20.40%	144%	15%	24%	158%	15%	29%	190%
Referral Traffic	4,500	3949	88%	4,000	8,343	209%	4,000	7,532	188%
<i>Website</i>	WEB								
Sessions	450,000	794,612	177%	500,000	787,134	157%	500,000	936,220	187%
Avg. Session Duration	1:49	1:34	86%	1:35	1:48	114%	1:35	1:28	93%
Avg Pages/Session	2.25	2	89%	2.25	2.38	106%	2.25	2.16	96%