New Hampshire

LIVE FREE

2025 Spring/Summer Advertising Effectiveness Wave 1 Research

July 2025

SMARInsights

Background & Objectives

- The New Hampshire Division of Travel and Tourism Development (DTTD) targeted advertising geographically in core, opportunity, road trip, and Canadian markets. This year also featured the debut of a behaviorally targeted campaign that ran in the Midwest and Eastern US regions.
- DTTD has partnered with Strategic Marketing & Research Insights (SMARInsights) to conduct primary research among target consumers to assess the effectiveness of the 2025 spring/summer advertising.
- The specific objectives of this research include:
  - Gauging advertising awareness at peak levels (near the end of the media flight);
  - Measuring the efficiency of the media investment;
  - Gathering consumer reaction to the creative;
  - Assessing advertising impact by comparing the perceptions and behaviors of those aware of the ads to the same measures among those not aware of the ads;
  - Comparing research results across market groups; and
  - Providing insights to guide marketing decision-making.

Methodology

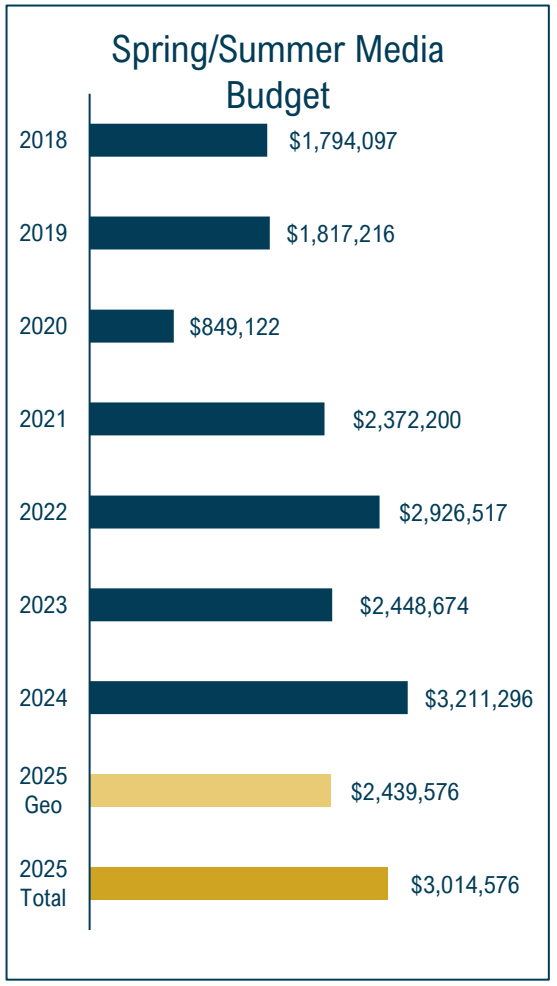
- As with previous New Hampshire ad effectiveness research, an online survey was used so that respondents could view the actual advertising. This method provides a representative measure of aided ad awareness and allows respondents to provide their reaction to the creative.
- National sample vendors with representative panels were used so that the results can be projected to the population.
- To qualify for the survey, respondents had to be household travel decision-makers who regularly take overnight leisure trips of at least 50 miles from home. Respondents also had to be between the ages of 18 and 65.
- The 2025 spring/summer advertising was aimed at existing northeastern core markets, opportunity markets, the road trip market, and Canadian markets.
- **This study also included sample from the new behavioral target markets where DTTD ran digital display, native, social media, and rich media advertising featuring content tailored to and aimed at specific traveler types. The current survey did not include questions to identify these types of travelers, but future waves will address this.**
- A total of 2,283 surveys were completed in June 2025. Upon completion of data collection, the results were cleaned, coded, and weighted to be representative of the population.
- The following report summarizes the ad effectiveness research results.

Market		Frequency
Core	Boston	310
	Portland/Auburn	102
	Providence/New Bedford	96
Opportunity	Hartford/New Haven	145
	Fairfield County	76
	Duchess County	25
	Orange County	28
	Ulster County	24
	Westchester County	47
	Rockland County	20
	Sullivan County	15
Road Trip	Philadelphia	298
Canada	Montreal	263
Behavioral (new)	DC, DE, GA, IL, IN, KY, MA (minus Boston), MD, MI, NC, NJ, NY (minus select counties), OH, PA (minus Philadelphia), SC	834
Total		2,283

Campaign Overview

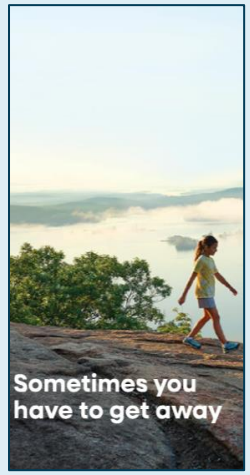
Market	PRINT	TV	OOH	CTV/ OLV	DISPLAY/ NATIVE	SOCIAL	RICH MEDIA	TOTAL
Core	$25,922	$146,352	$133,050	$289,250	$61,935	$111,650	$0	$768,159
Opportunity	$10,358	$0	$99,659	$417,501	$163,722	$150,100	$0	$841,340
Road Trip	$15,254	$0	$101,829	$252,001	$115,921	$79,000	$0	$564,005
Canada	$0	$0	$0	$121,250	$124,821	$20,000	$0	$266,071
Geo Subtotal	$51,534	$146,352	$334,538	$1,080,002	$466,400	$360,750	$0	$2,439,576
Behavioral	$0	$0	$0	$0	$260,000	$200,000	$115,000	$575,000
Total	**$51,534**	**$146,352**	**$334,538**	**$1,080,002**	**$726,400**	**$560,750**	**$115,000**	**$3,014,576**

- The 2025 spring/summer advertising tested in this research included print, TV, out of home, CTV/OLV, digital display, native, rich media, and social media advertising. The entire collection of ads tested can be found in the questionnaire in the Appendix.
- The total campaign investment is down about $200,000 from last year, though the budget for the geographic target saw a much steeper decline of around $800,000.
- The ads feature New Hampshire's outdoor, small town, road trip, and family-friendly activities and attractions.



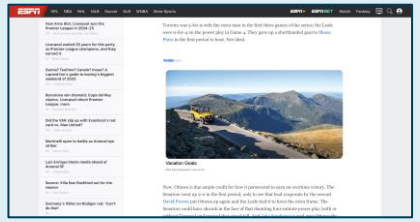






Samples of Creative





Insights

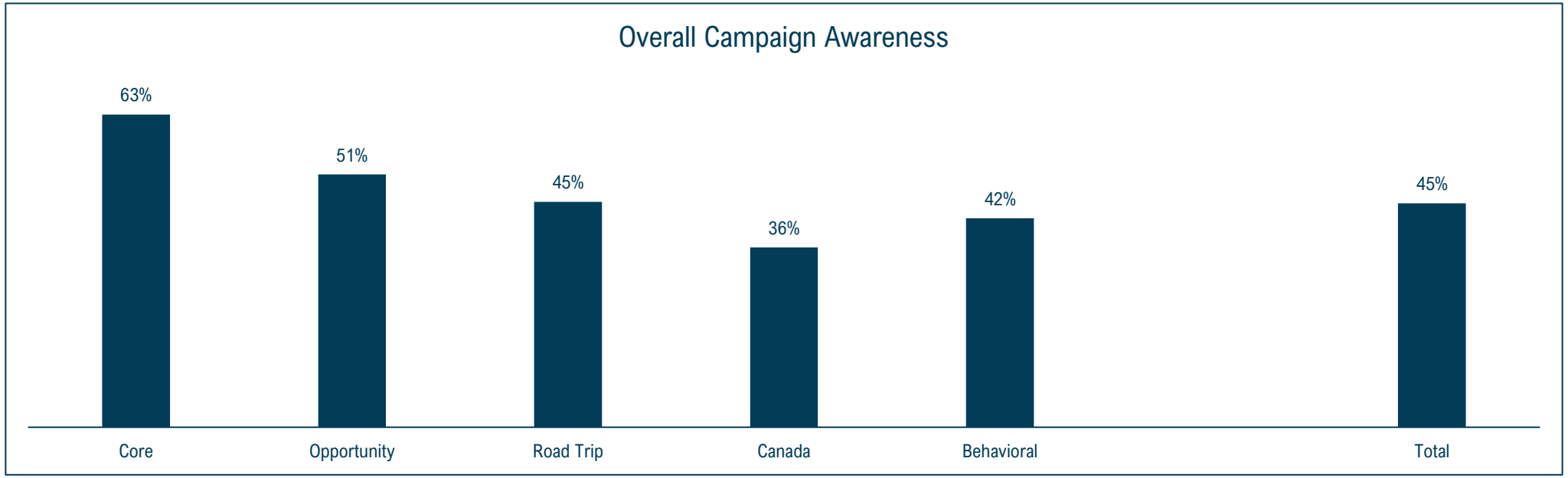
- The 2025 spring/summer advertising generated 45% awareness across all markets. This translates to 12.1 million aware households and an efficient cost per aware household of $0.25 (the industry average for similar campaigns is $0.51).
- Awareness dropped from 57% to 45% this year, in part because the 2025 advertising was targeted to a much larger audience with the addition of the behaviorally targeted markets and because less money was spent in the established geographic targets. Though awareness is lower, the larger target audience helped generate 2 million more aware households than in 2024.
- The 2025 campaign ran on a budget of $3 million, down roughly $200,000 from 2024. The campaign grew more efficient than last year, which had a $0.32 CPAH. The efficiency was aided by the reduced media budget and a larger household base from the inclusion of the behaviorally targeted advertising.
- Reactions to the campaign are positive and generally above the average benchmark. The TV ads received the highest level of positive reaction. Only the Canadian digital ads and the Boston out-of-home advertising earned less than the 60% average positive response.
- Campaign ratings among the returning US geographical targets remained strong. The campaign rated excellent for showing a place that *is inspiring, feels free spirited,* and where they could *uncover new things.* The ads also reach the excellent benchmark for making the viewer *want to learn more about things to see and do* and *want to visit the state.*
    - Creative ratings saw a decline among the Canadian audience, especially in terms of the impact the ads have on future travel decisions. This is likely tied more to the broader political differences that have emerged between the US and Canada this year than anything that New Hampshire is doing.
    - The new, behavioral audience reacted positively to the ads, though to a lesser extent than seen among the US geographic targets. Considering this is the first year of targeting the behavioral market, the messaging likely needs more time to wear in with this audience.
- The ads had a positive impact on top-of-mind, familiarity, and destination preference – especially in Canada, suggesting the ads are helping to mitigate some of the negativity seen in the market.

Advertising Awareness



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2025 Overall Awareness by Market



- The 2025 spring/summer advertising generated 45% awareness across all markets.
- Despite this being the first year of behavioral targeting, the behavioral target is more aware of the advertising than the Canadian market. Much of the region now targeted behaviorally was explored in the spill market last year and awareness was strong, which could be boosting performance.

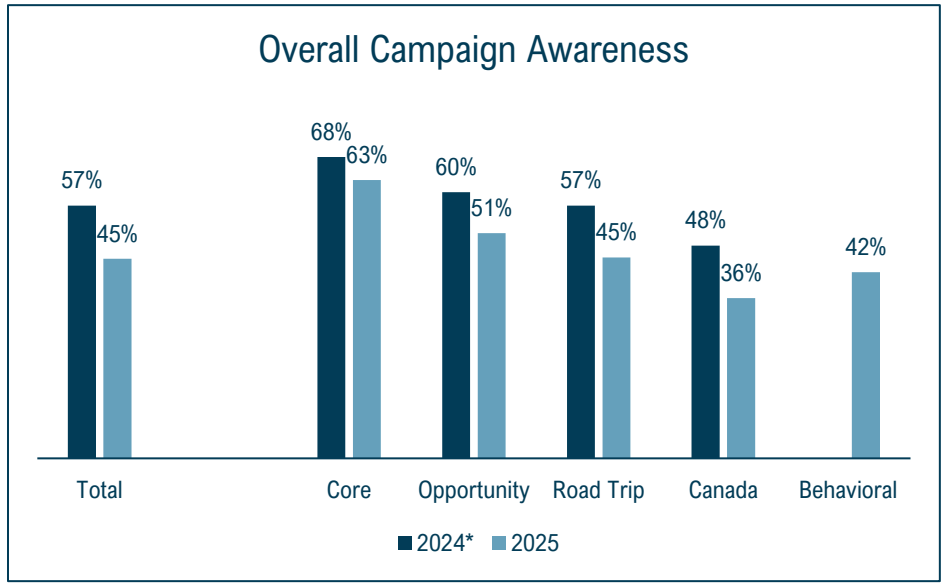
2025 Overall Awareness by Market Group

	Core Markets	Opportunity Markets	Road Trip Market	Canadian Markets	Total without Behavioral Target	Behavioral Target	Total with Behavioral Target
Traveling HHs	2,951,376	1,854,939	2,487,168	729,211	8,022,694	19,034,137	27,056,831
Awareness	63%	51%	45%	36%	52%	42%	45%
Aware HHs	1,853,325	942,114	1,126,737	263,403	4,185,579	7,965,124	12,150,703
Media Investment	$768,159	$841,340	$564,005	$266,071	$2,439,576	$575,000	$3,014,576
Cost per Aware HH	**$0.41**	**$0.89**	**$0.50**	**$1.01**	**$0.58**	**$0.07**	**$0.25**

SMARInsights' spot market benchmark: $0.51 per Aware Household

- The behavioral target was a highly efficient media buy at $0.07 per aware household. Among the geographic targets, the core market is the most efficient, with a cost per aware household of $0.41.
- The addition of the behavioral target greatly boosted the campaign's reach and efficiency. All together, the campaign reached over 12 million households at a cost per aware household of $0.25, which is much more efficient than the industry average for similar campaigns.

2025 Overall Awareness Change by Market



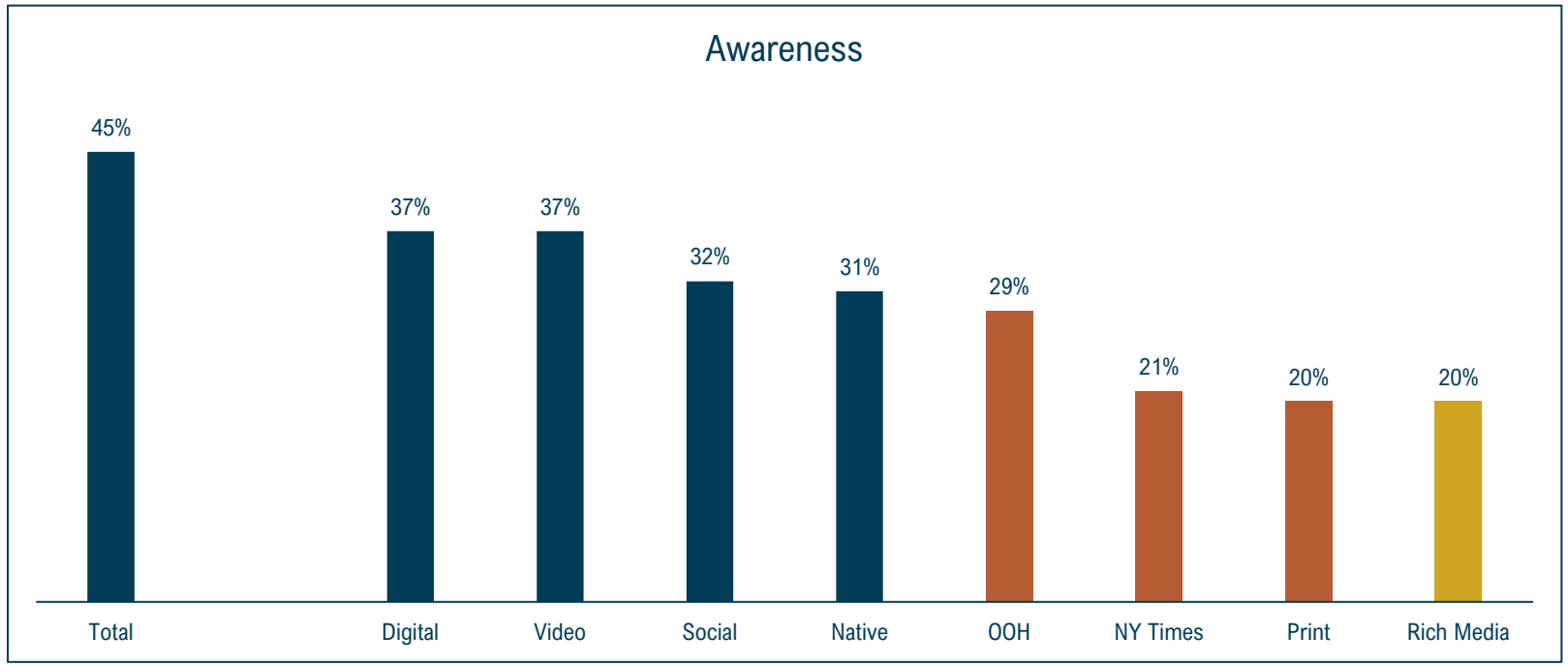
	2024*	2025 Geo Only	% Change
Target HHs	17,442,671	8,022,694	-54%
Ad Awareness	57%	52%	-9%
Ad-Aware HHs	9,918,867	4,185,579	-58%
Media Investment	$3,211,296	$2,439,576	-24%
Cost per Aware HH	$0.32	$0.58	81%

	2024*	2025 Total	% Change
Target HHs	17,442,671	27,056,831	55%
Ad Awareness	57%	45%	-21%
Ad-Aware HHs	9,918,867	12,150,703	23%
Media Investment	$3,211,296	$3,014,576	-6%
Cost per Aware HH	$0.32	$0.25	-22%

**2024 total is inclusive of spill markets, which did not return in the 2025 sampling methodology*

- Though overall awareness declined compared to the 2024 campaign, the number of ad-aware households increased by 23% due to the larger household base and strong performance seen by the behavioral targeting.
- In total, the 2025 campaign reached 2 million more households than last year on a smaller budget, resulting in an even more efficient media buy.
- It is also important to recall that the budget for the geographic target decreased by over $800,000 (or 24%), which is the primary cause of the loss of awareness in these markets.

2025 Ad Awareness by Medium



Color Key	Markets
Dark Blue	All
Orange	Core, Opportunity, Road Trip, and Canada
Yellow	Behavioral Only

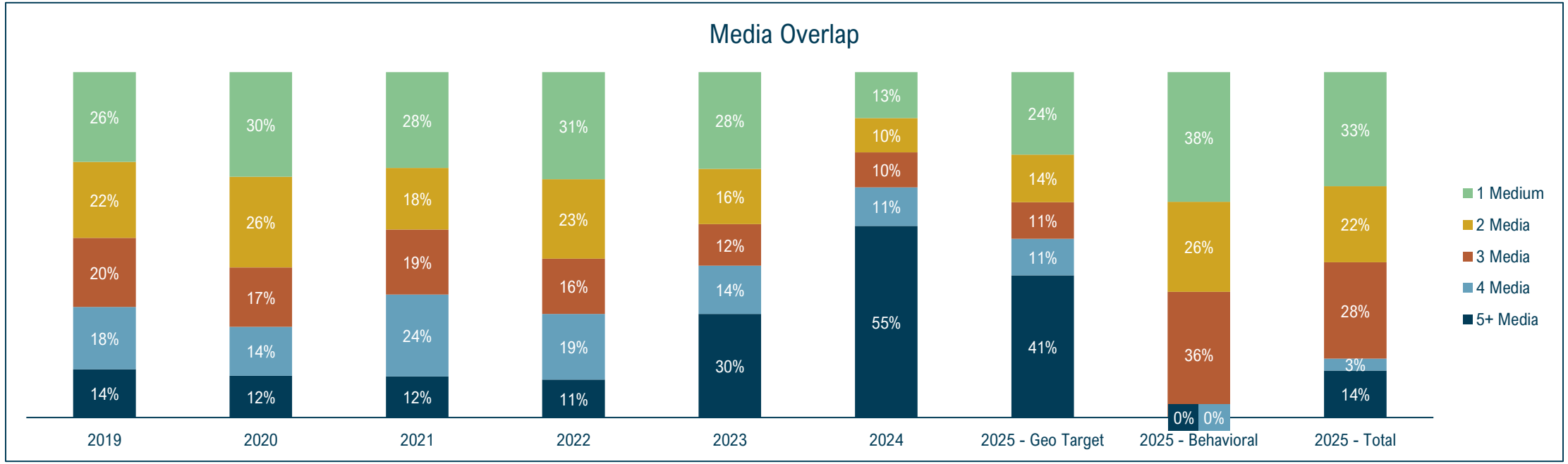
While every market was shown a video asset, the actual media format varied by market.

- *The core, opportunity, and road trip markets were shown CTV/OLV ads.*
- *The Canadian market only received OLV.*
- *The behavioral target only received digital videos in the rich media format.*

- The reported awareness is among only the audience that had a chance to see the advertising. The color of each bar corresponds to the markets that the format aired in. The key to the right of the chart defines each color present on the chart.
- The digital and video assets contributed the most to the overall awareness of the campaign, each reaching 37% of the target audience.

Media Overlap

- Media overlap decreased this year due to a slightly reduced media budget and a much larger base of target households. The behavioral targets were only shown assets in three media formats, which also contributes to a lower overlap.
- The 2025 geographic target is a closer comparison to the 2024 campaign in terms of markets. Though overlap decreased year over year, there is still strong overlap in this audience.

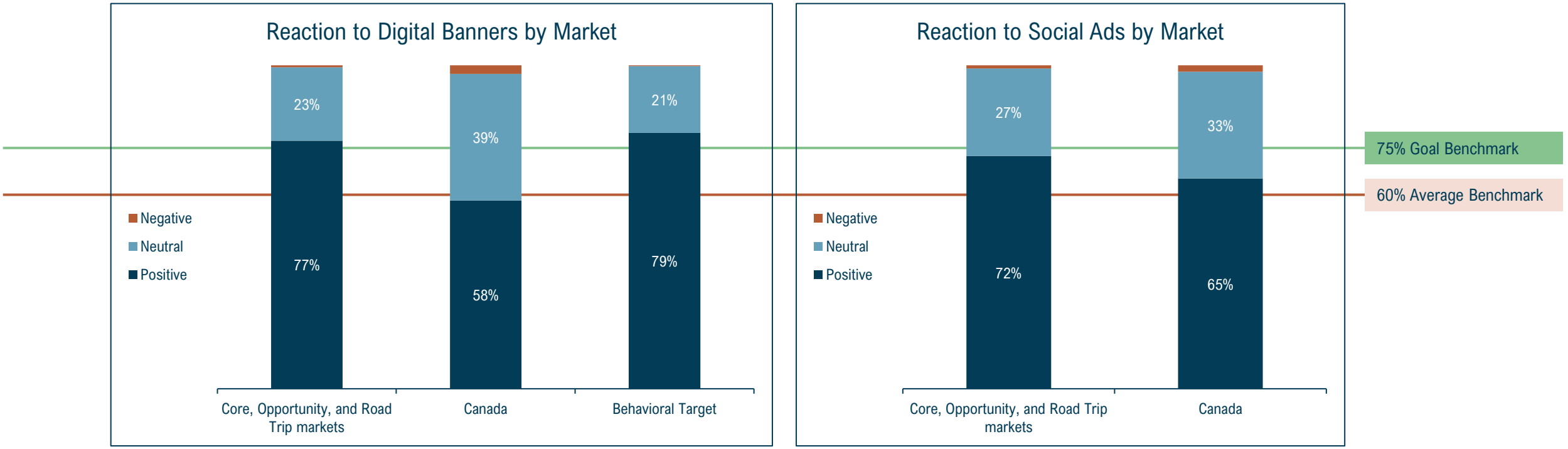


Creative Ratings



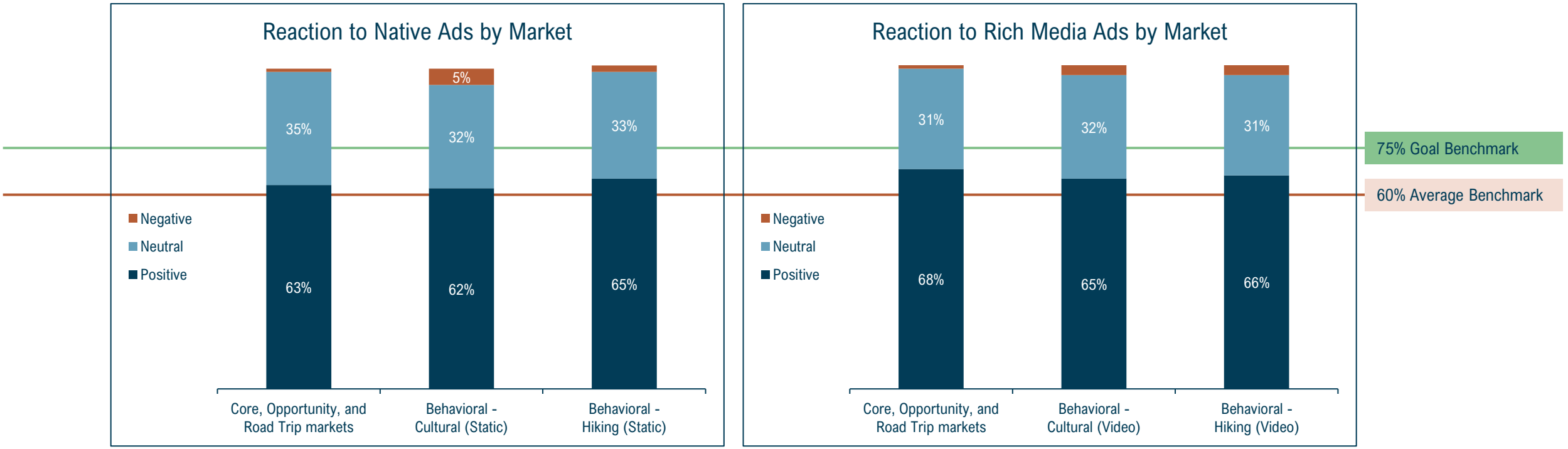
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Reaction by Media – Digital and Social



- The digital banners were rated well above the goal positive rating of 75% in the US. Only 58% of Canadians reacted positively, which falls below average.
- As noted, the behavioral target sample was not screened for the targeted behaviors in this study; it should be expected that the response to the creative would be even better among the specific target audience in future studies.
- The social ads were only shown in the geographically targeted markets; both the domestic and Canadian audience rated the social ads above the average positive rating.

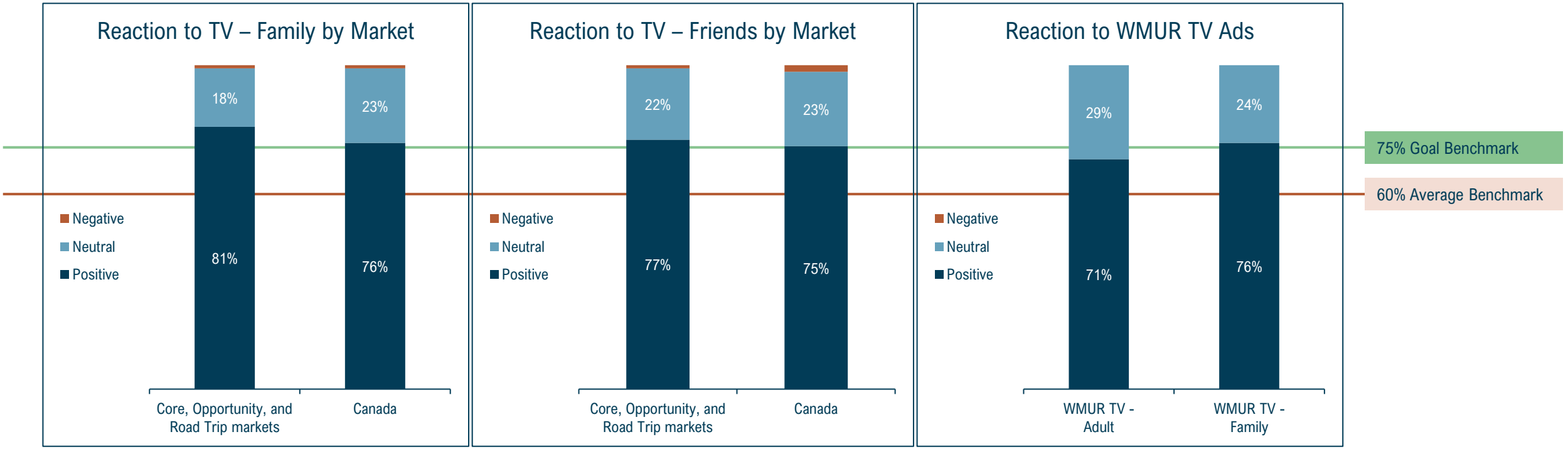
Reaction by Media – Native and Rich Media



- The native and rich media ads were shown domestically to both the geographic and behavioral markets. Consumers in both markets rated the ads above the 60% average benchmark.
- Again, we expect that the response to the creative will be even better in the behavior markets among the intended target consumers. This will be addressed in future research waves.

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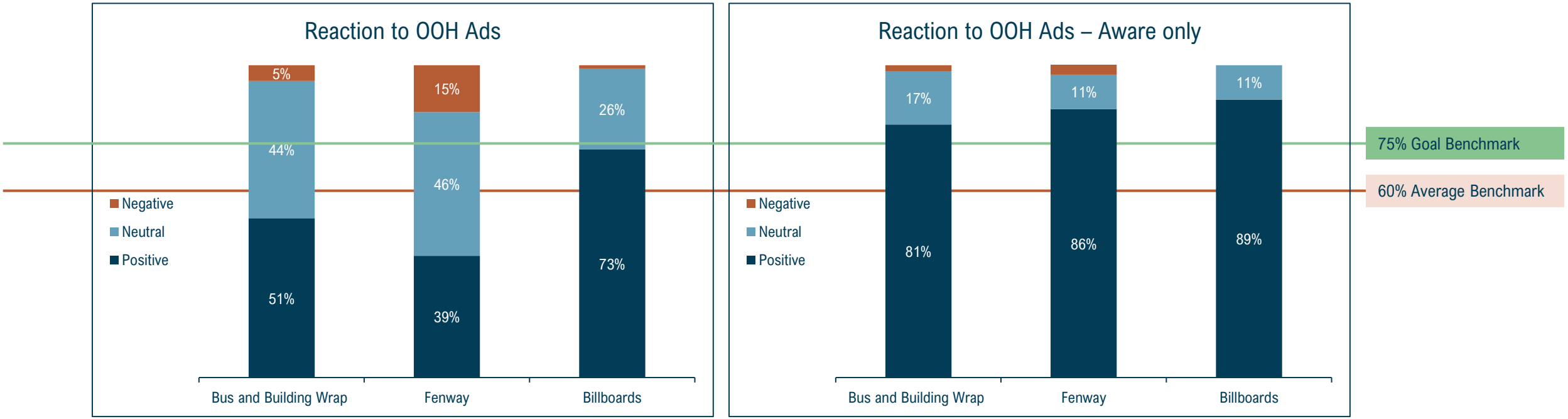
Reaction by Media – TV



- The TV ads generated a strong positive response, above the goal benchmark domestically and in Canada.
- The WMUR TV ads, which were shown only in New Hampshire, tested positively as well. However, the adult-focused asset tested below the goal benchmark.

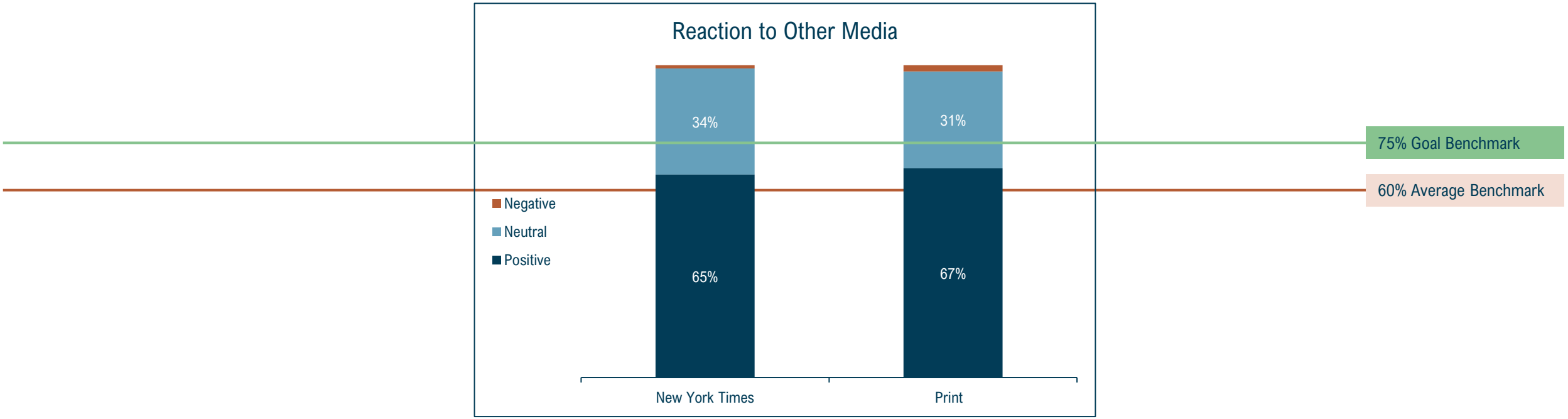
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Reaction by Media – Out of Home



- The out of home advertising received more of a mixed response than the other media, though the billboard ads nearly reached the goal benchmark.
- Those who saw the OOH ads in their natural format are notably more positive about the assets, with all three installations receiving at least 80% positive responses with this audience. Many respondents see the creative for the first time when they take our survey; since OOH ads are hard to show outside of their original format, this might explain some of the negative reaction.

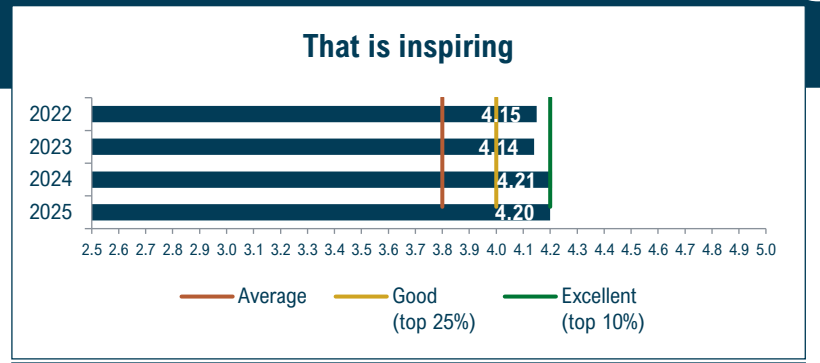
Reaction by Media – Other Media

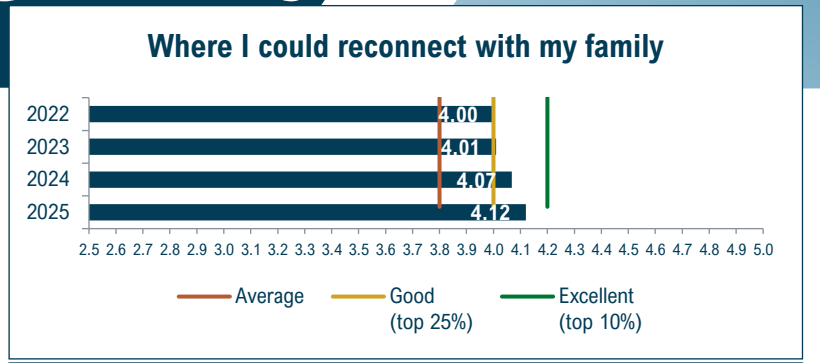


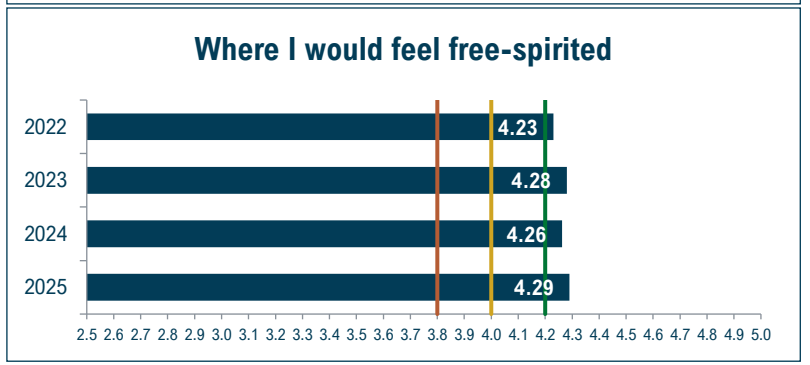
- The Print and New York Times ads were only shown in the geographically targeted US markets; both tested above the 60% average benchmark for positive responses.

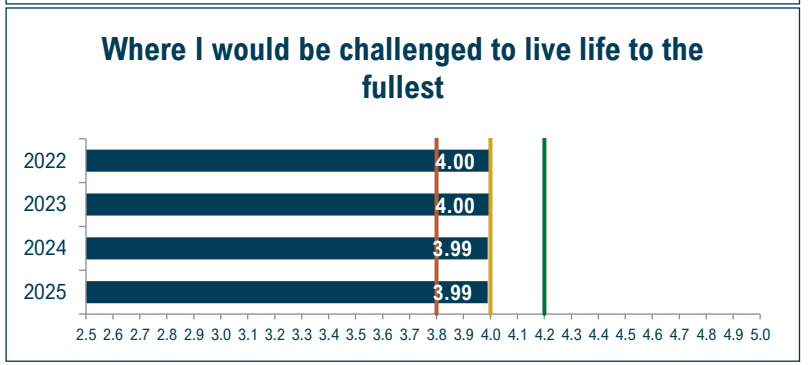
Communication Attributes – Geo Target Only

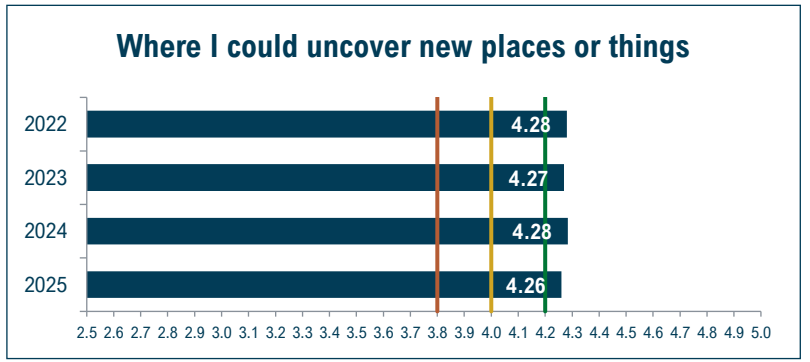
- The following slides will review the performance of the campaign among the geographic targets (core, opportunity, road trip, and Canada) to allow for better comparison to past studies. The new behavioral target will be looked at on their own, as this was the first year they were exposed to the messaging.
- The campaign's ratings remain strong, with some attributes seeing growth and others seeing slight decreases.
- This year, the campaign performed in the top 10% benchmark for showing a place that is *inspiring,* where they would *feel free spirited,* and where they could *uncover new things.*

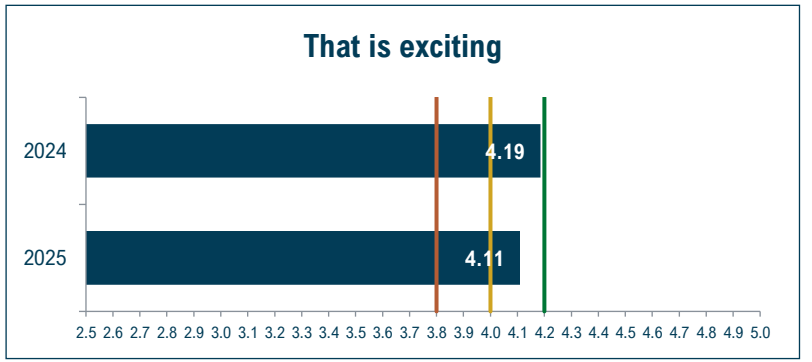








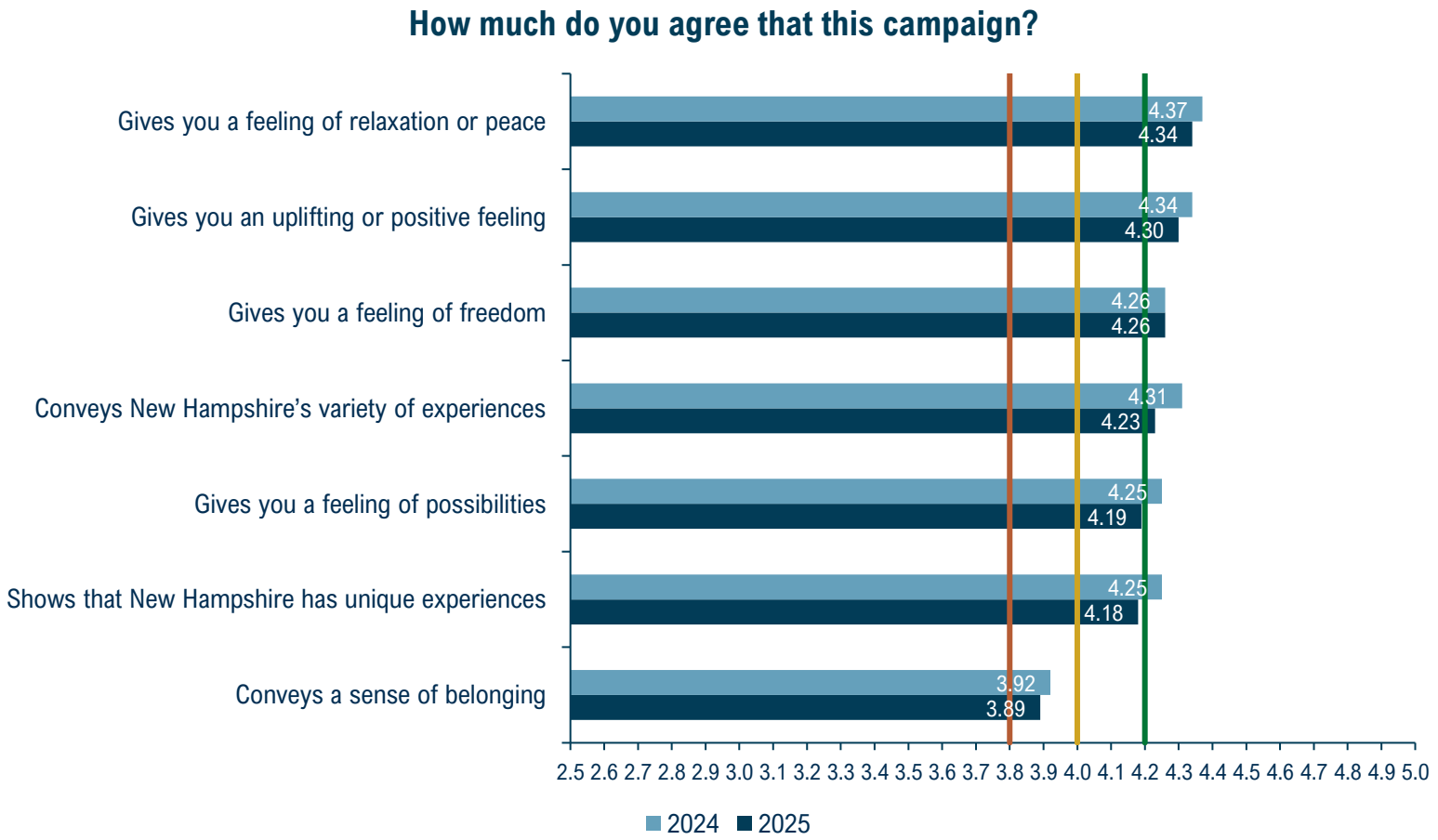




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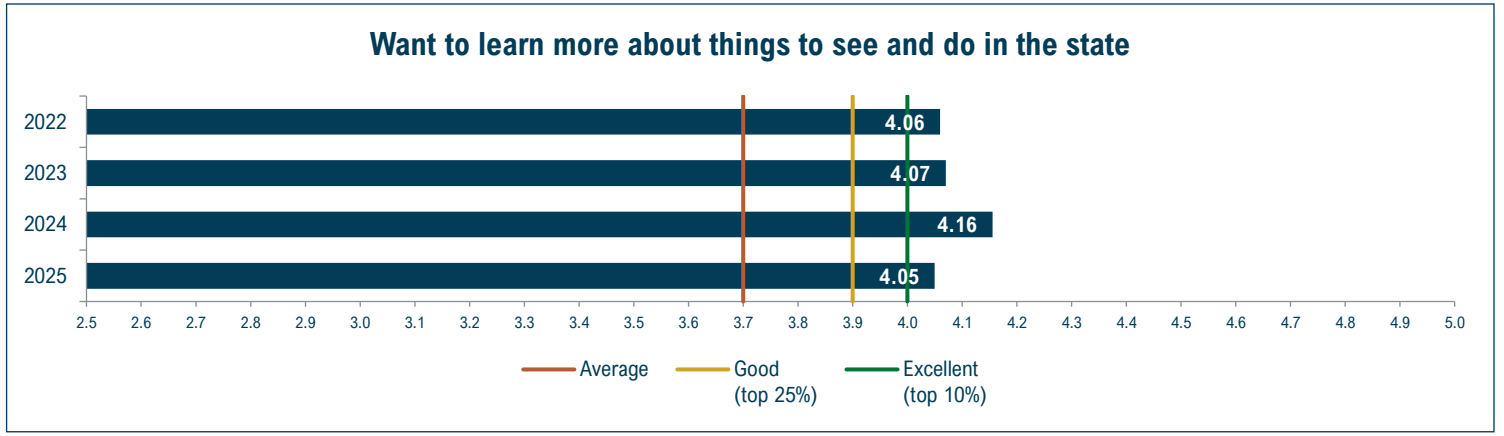
Evaluation of Campaign – Geo Target Only

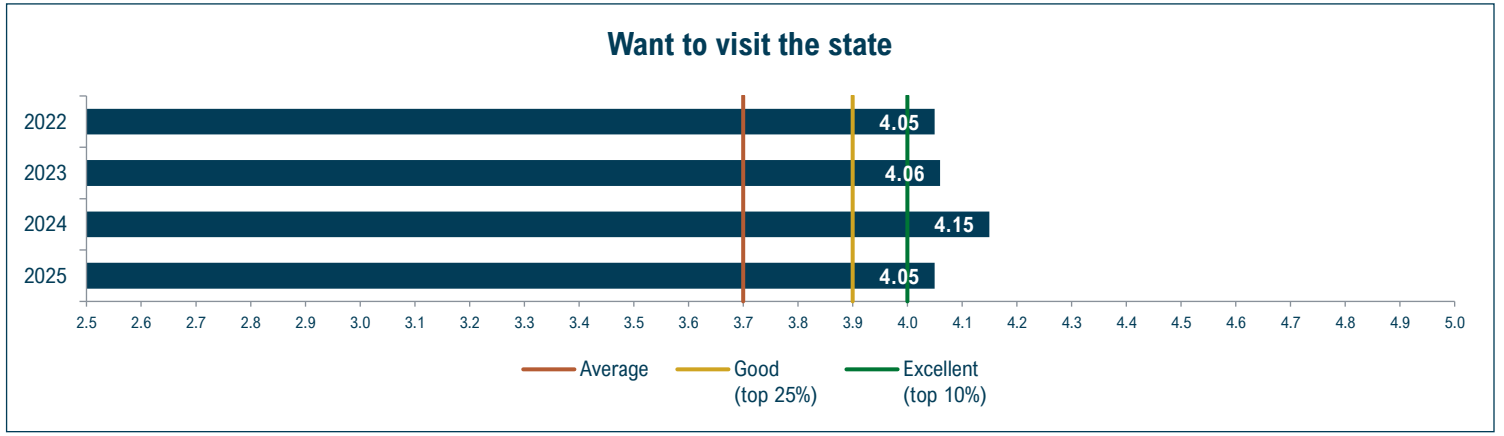
- In 2024, a new set of attributes were developed to further evaluate the campaign. These attributes are designed to help understand how the ads make viewers feel.
- Though each attribute saw a slight decrease in rating year-over-year, the ads are still in the top 10% benchmark for giving a *feeling of relaxation or peace, an uplifting or positive feeling, a feeling of freedom,* and conveying *a variety of experiences.*



Impact Attributes - Geo Target Only

- The campaign continues to be in the top 10% of all campaigns at both encouraging consumers to learn more and want to visit New Hampshire, though both saw a decline year-over-year.
- Creative ratings that trend down can be indicative of a campaign beginning to wear out, but there are other factors that can lead to changes in creative ratings.





Ad Ratings Among Canadian Audience

Ad Communication Ratings Benchmarks
Excellent (top 10%)
Good (top 25%)
Average
Below Average

- Canada is an important market for New Hampshire and political tensions have dampened Canadian interest in visiting US destinations this year.
- The effects of this current climate can be seen on the campaign's ratings among the Canadian audience. Many of the communication ratings fell from the excellent and good benchmark to the average range.
- Most notably, both impact ratings fell from the excellent range to the average range, demonstrating that these ads that were once influential are not enough to overcome the broader concerns Canadians have with travel to the US.

		2024	2025	Difference
Communication	That is inspiring	4.04	3.97	-0.06
	Where I could reconnect with my family	3.78	3.70	-0.09
	Where I would feel free-spirited	4.14	4.05	-0.09
	Where I would be challenged to live life to the fullest	3.94	3.83	-0.11
	Where I could uncover new places or things	4.20	4.06	-0.14
	That is exciting	4.02	3.94	-0.08
Feeling	Conveys a sense of belonging	3.72	3.67	-0.05
	Gives you a feeling of freedom	4.13	3.97	-0.16
	Gives you a feeling of relaxation or peace	4.22	3.99	-0.22
	Gives you a feeling of possibilities	4.10	3.96	-0.14
	Gives you an uplifting or positive feeling	4.08	3.93	-0.15
	Conveys New Hampshire's variety of experiences	4.15	3.96	-0.19
	Shows that New Hampshire has unique experiences	4.07	3.98	-0.09
Impact	**Want to learn more about things to see and do in the state**	**4.04**	**3.80**	**-0.24**
	Want to visit the state	**4.02**	**3.74**	**-0.28**

Ad Ratings Among Behavioral Audience

Ad Communication Ratings Benchmarks
Excellent (top 10%)
Good (top 25%)
Average
Below Average

- The behavioral target is less positive about the creative than the geographic target. This is partly due to the behavioral target having less exposure to the creative and this audience was not shown any long-form video assets, which more effectively tell stories than other mediums.
- Still, the behavioral audience has a favorable view of the creative– especially for giving *a feeling of relaxation or peace* and for giving *uplifting or positive feelings,* which were both rated in the top 10% communication benchmark.
- The ads were also effective at influencing interest in New Hampshire travel in this market. The behavioral target rated the ads in the excellent range for making them *want to learn more about things to see and do* and just below the excellent benchmark for making them *want to visit the state.*
- Again, it would be fair to assume that these ratings would be stronger among those who exhibit the targeted behaviors.

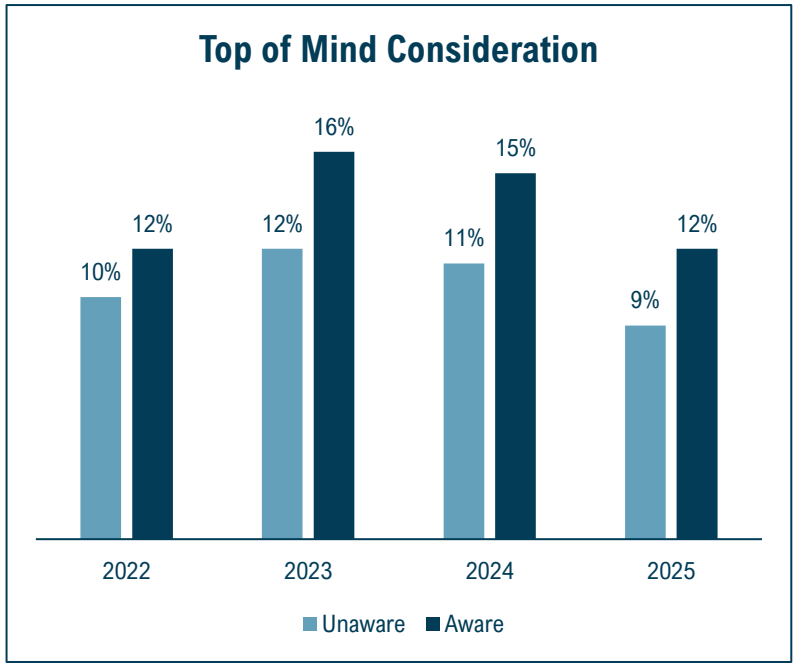
		Geo Target	Behavioral Target	Difference
Communication	That is inspiring	4.20	4.10	-0.09
	Where I could reconnect with my family	4.12	3.96	-0.16
	Where I would feel free-spirited	4.29	4.15	-0.14
	Where I would be challenged to live life to the fullest	3.99	3.91	-0.08
	Where I could uncover new places or things	4.26	4.19	-0.07
	That is exciting	4.11	4.04	-0.06
Feeling	Conveys a sense of belonging	3.89	3.88	-0.01
	Gives you a feeling of freedom	4.26	4.19	-0.06
	Gives you a feeling of relaxation or peace	4.34	4.24	-0.10
	Gives you a feeling of possibilities	4.19	4.13	-0.06
	Gives you an uplifting or positive feeling	4.30	4.21	-0.09
	Conveys New Hampshire's variety of experiences	4.23	4.18	-0.05
	Shows that New Hampshire has unique experiences	4.18	4.16	-0.02
Impact	Want to learn more about things to see and do in the state	4.05	4.03	-0.02
	Want to visit the state	4.05	3.99	-0.06

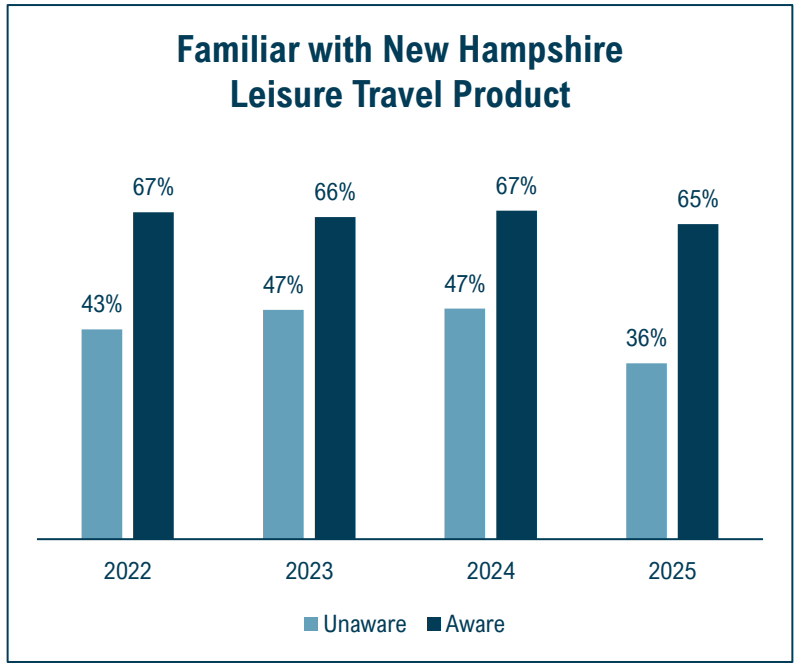
Advertising Impact

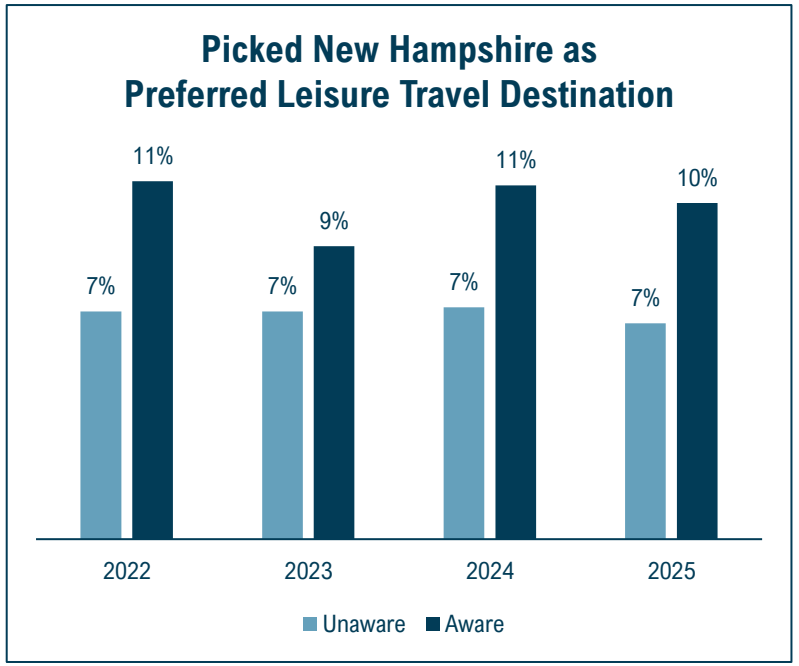


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Ad Impact on Top of Mind, Familiarity and Preference

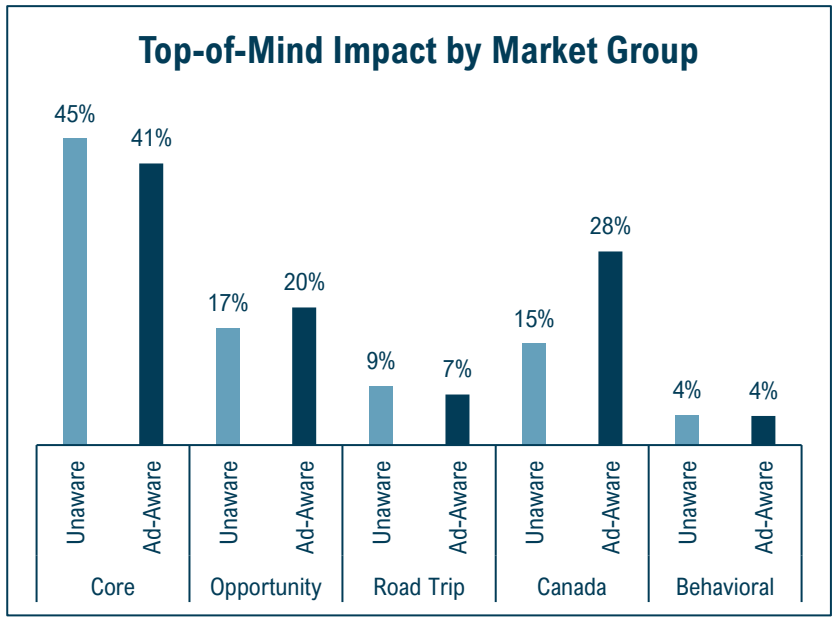


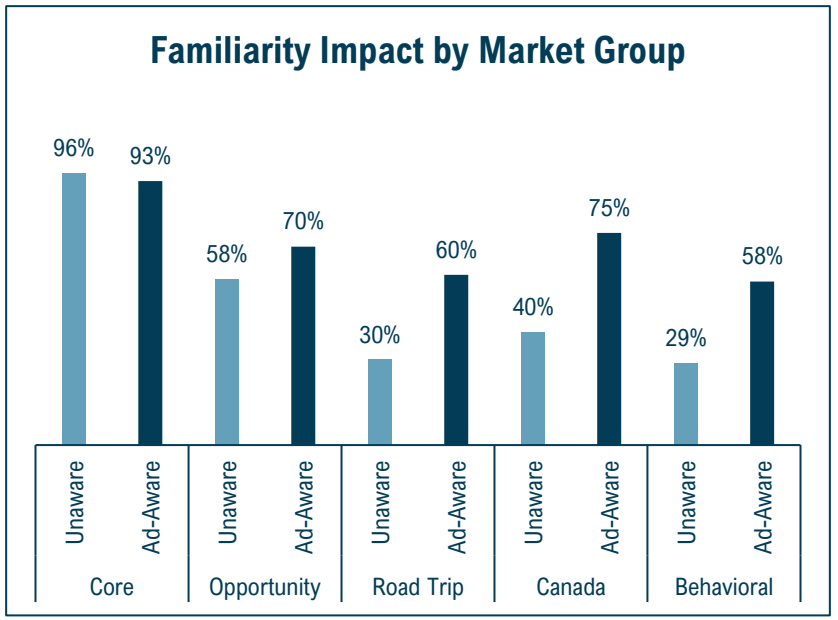


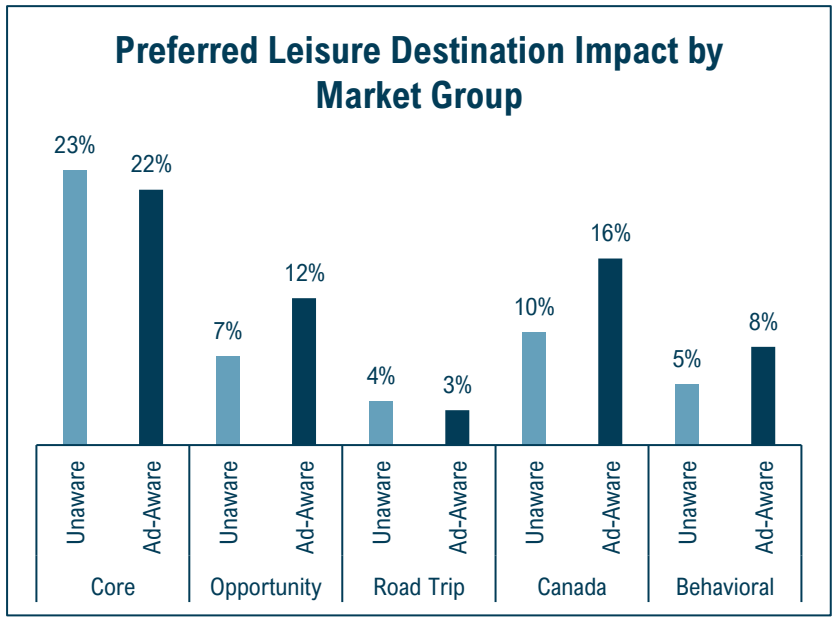


- The advertising continues to have a positive impact on top-of-mind consideration, familiarity with New Hampshire, and preference.

Ad Impact on Top of Mind, Familiarity and Preference by Market Group



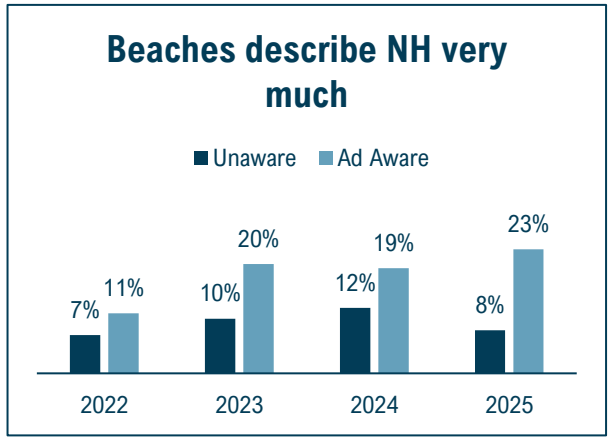


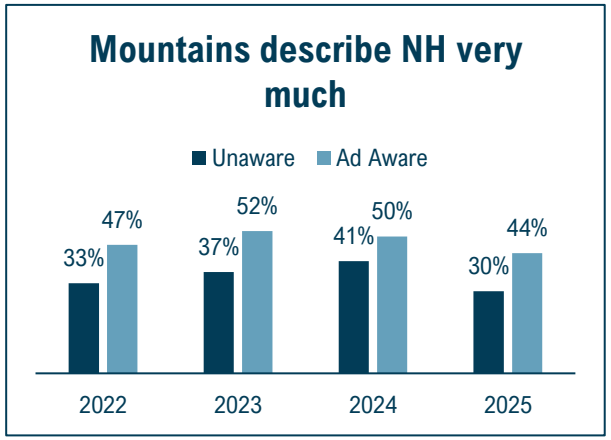


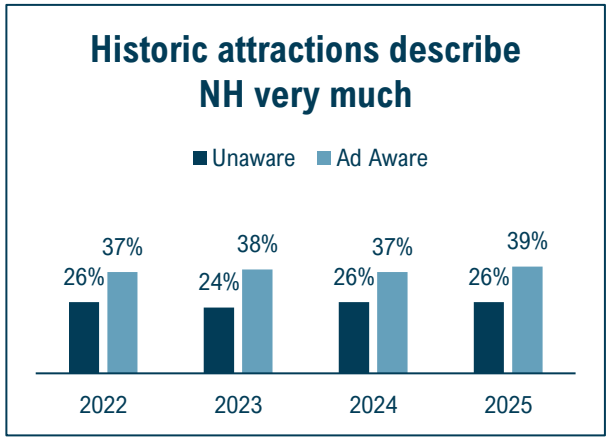
- The ads struggle to generate lift in the core markets, which is a result of the extremely high base level of familiarity with New Hampshire in these markets.
- Despite ad ratings declining among Canadians, the ads are still generating the greatest lift with this audience. The ads seem to be helping to mitigate some of the negativity towards US destinations seen among the Canadian audience this year.
- The ads also generate strong lift among the behavior target. As noted earlier, the behavior target markets in this study were not screened for the behaviors; it would be reasonable to expect these impacts to strengthen further among the intended audience.

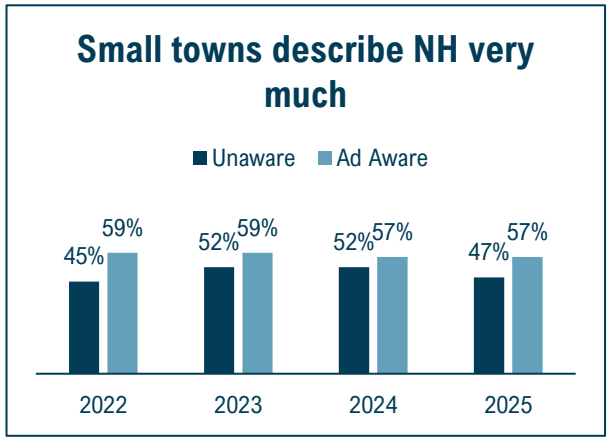
Ad Impact on Perceptions

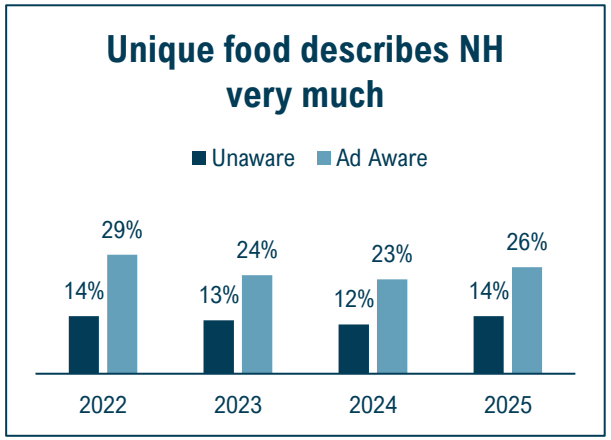
- The advertising tends to lift perceptions of New Hampshire in all regards.

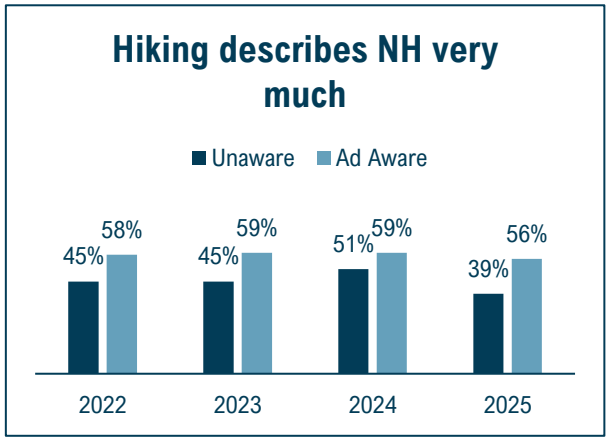


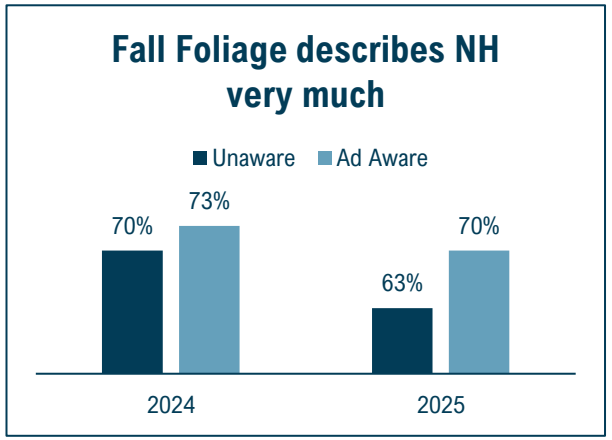












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Ad Impact on Perceptions

- Aware consumers give stronger ratings for all image attributes than their unaware counterparts. Rather than large lifts in specific attributes, the campaign improves the overall perception of New Hampshire slightly in each category.

Destination Ratings Benchmarks
4.0 or above = Excellent (top 10%)
3.75 – 3.99 = Good (top 25%)
3.5 – 3.749 = Average
Less than 3.5 = Below Average

	Unaware	Ad Aware	Lift
A good place to view fall foliage	4.13	4.37	0.24
Natural beauty and scenic landscapes	4.11	4.37	0.26
Beautiful	4.02	4.34	0.32
A peaceful place	4.00	4.31	0.31
Relaxing	3.93	4.27	0.33
Offers lots of outdoor recreation	3.98	4.25	0.27
Charming	3.87	4.22	0.36
A good place to explore	3.89	4.21	0.32
Safe	3.94	4.21	0.26
Offers a clean and healthy environment	3.90	4.21	0.31
A good place for a road trip	3.83	4.19	0.37
A good place for me to stroll around	3.84	4.15	0.31
Has a variety of landscapes	3.79	4.15	0.36
Friendly people and welcoming atmosphere	3.75	4.15	0.40
Good hiking	3.87	4.14	0.27
Mountain scenery	3.84	4.13	0.29
A good place to vacation when traveling without children	3.78	4.10	0.32
A great place for winter sports such as skiing and snowmobiling	3.84	4.09	0.25
Has great parks	3.74	4.08	0.34
Fun	3.73	4.07	0.34
A wide variety of activities	3.68	4.04	0.35
A place to pursue health and wellness activities	3.65	3.99	0.34
Always has something new to discover	3.60	3.99	0.38
A good place to reconnect with family and friends	3.59	3.98	0.40
A good place for craft beverages – breweries, wineries, cideries, distilleries	3.59	3.98	0.39
A good place for fairs and festivals	3.63	3.98	0.35
Is unique because of the variety of destinations and activities it offers	3.59	3.97	0.39
Is easy to get to	3.57	3.97	0.40
A good value for my money	3.59	3.96	0.37
Has interesting historical sites and museums	3.62	3.95	0.33
Is a kid-friendly vacation destination	3.61	3.95	0.33
A good place for agritourism such as U-pick farms and farm tours	3.55	3.89	0.34
Excellent restaurants	3.56	3.86	0.30
Romantic	3.43	3.85	0.43
Affordable	3.55	3.85	0.30
Exciting	3.44	3.84	0.40
Rich in culture and the arts	3.50	3.79	0.29
A good place for shopping	3.38	3.76	0.38
A good place for water activities	3.33	3.75	0.43
A good place for culinary activities	3.46	3.75	0.29
A good place to go to the beach	2.93	3.42	0.50

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Ad Impact on Halo Attributes

	Overall	Unaware	Aware	Lift
A good place to live	3.75	3.50	3.99	0.49
A good place to purchase a vacation home	3.62	3.34	3.90	0.57
A good place to retire	3.60	3.33	3.87	0.54
A good place to attend college	3.58	3.34	3.82	0.48
A good place to attend a meeting, conference or trade show	3.50	3.29	3.71	0.41
A good place to start a business	3.28	3.06	3.51	0.46
A good place to start a career	3.25	3.02	3.48	0.46
A good place to relocate a business	3.21	2.99	3.43	0.45

- While the tourism advertising is not specifically designed to build these halo perceptions, it can – and does – have a positive impact on them.

Appendix: Questionnaire



Questionnaire

New Hampshire Tourism
Spring/Summer Ad Effectiveness Wave 1
June 2025

Job #	Due to Client	Quotas		Vendor	Team Members	Program Checklist
NHAM177		See below		Dynata/ Prodege	DS NF EH	
Prior Job #	Due to Launch			Demos	CQs	Job # TT CQ Aware Var Quotas Quota stops Quota emails
NHAM165					Yes	

Market Designation	Markets	Surveys
Core	Boston (Manchester) DMA	300
	Portland/Auburn DMA	100
	Providence/New Bedford DMA	100
Opportunity	Hartford/New Haven DMA	150
	Fairfield County CT	75
	Dutchess County NY	25
	Orange County NY	25
	Ulster County NY	25
	Westchester County NY	50
	Rockland County NY	25
	Sullivan County NY	25
Long-Haul	Philadelphia DMA	300
Canada	Montreal	300
Behavioral Targeted States	DC, DE, GA, IL, IN, KY, MA (minus Boston), MD, MI, NC, NJ, NY (minus select counties), OH, PA (minus Philadelphia), SC, TN, VA, VT, WV	800
	Total	2,300

SCREENER MODULE

S1. What is your postal/ZIP code? _____

S2. 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, Max , 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)		
I listen to Pandora Radio		

S3. Who in your household is responsible for making decisions concerning travel destinations?
- Me
- Me and my spouse/partner
- My spouse/partner → TERMINATE

S4. What is your age? _____ [TERMINATE under 18, 66+]

S5. Which of the following social networking sites do you use?
Select all that apply.
- Pinterest
- Snapchat
- Instagram
- YouTube
- X
- Facebook
- Travel review sites such as TripAdvisor
- TikTok
- Other, please specify
- None of these

PERCEPTIONS MODULE

P1. Thinking about places to go for domestic 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_____

P1a. How appealing is each of the following when you are traveling for leisure?

[ROTATE]	1 Not at all appealing	2 Not very appealing	3 Somewhat appealing	4 Very appealing
Beaches				
Mountains				
Historic attractions				
Small towns				
Unique food				
Fall foliage				
Hiking				

P1b. Which of the following do you use for leisure travel inspiration/ideas or to decide where to travel?

ROTATE, ANCHOR "NONE"	
Printed visitors guides	
Digital visitors guides	
Destination websites	
Destination Facebook page	
Destination X page	
Destination Instagram page	
Social media influencers	
YouTube	
TikTok	
Instagram reels	
None of these	

Questionnaire

P2. 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				

P3. How likely are you to take a leisure trip to any of 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					

P4. 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	

ASK FOR EACH ATTRACTION TYPE THAT IS AT LEAST SOMEWHAT APPEALING FROM P1a:

P4a. How well does ATTRACTION TYPE FROM P1a describe each of these states?

[ROTATE]	1 Not at all	2 Not very much	3 Somewhat	4 Very much
New Hampshire				
Connecticut				
New York				
Maine				

Massachusetts				
Rhode Island				
Vermont				

P5. Please consider the following descriptions that could be used to describe travel destinations, and indicate how much you agree each statement describes STATE.

FOR P5 AND P5A, HAVE THEM RATE NEW HAMPSHIRE IF AT LEAST NOT VERY FAMILIAR AT Q2.

[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					
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					

[ROTATE]	Strongly disagree	2	3	4	Strongly agree
Good hiking					
A place to pursue health and wellness activities					
A good place for craft beverages – breweries, wineries, cideries, distilleries					
A wide variety of activities					

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					

P6. In the course of planning for any recent or upcoming trips to 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 X
- Followed Visit New Hampshire on Instagram
- Received e-newsletter
- Visited the New Hampshire Pinterest page
- Requested information about a New Hampshire trip in another way
- None of these

T1. Have you traveled to or within any of the following states for a leisure trip in the last 12 months

[ROTATE]	States visited
New Hampshire	
Connecticut	
New York	
Maine	
Massachusetts	
Rhode Island	
Vermont	

Questionnaire

None of these	

IF T1 = NEW HAMPSHIRE ASK

T2 Which of the following activities did you participate in during your trip to or within New Hampshire? *Select all that apply*. [ROTATE]

Hiking
Biking
Camping
Non motorized boating
Golfing
Off-highway recreational vehicles like ATV or trail bike
Going to concerts
Going to plays
Enjoying craft beverages from New Hampshire breweries, cideries and wineries

T3. Thinking about these activities on your trip(s) to/in New Hampshire in the past 12 months, approximately how much did you spend on average over the course of the year on this activity and related purchases or expenses like equipment and fees?

SHOW ACTIVITIES FROM T2

Hiking	
Biking	
Camping	
Non motorized boating	
Golfing	
Off-highway recreational vehicles like ATV or trail bike	
Going to concerts	
Going to plays	
Enjoying craft beverages from New Hampshire breweries, cideries and wineries	
Total	SHOW TOTAL

AD AWARENESS MODULE

Next you will be shown some travel advertisements. Please take a moment to view the ads and answer the questions.

DIGITAL:

BEHAVIORAL TARGETED STATES
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Standard Display\Behavioral

 VisitSummer25_Behavioral_Family Culture_300x600	 VisitSummer25_Behavioral_Family_Hiking_300x600	 VisitSummer25_Behavioral_Friends Culture_300x600
 VisitSummer25_Behavioral_Friends_Hiking_300x600	 VisitSummer25_Behavioral_Retargeting_300x600	

CANADA
French
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Standard Display\Canada\VisitSummer25_Canada_300x600



CORE, OPPORTUNITY, LONG HAUL MARKETS
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Standard Display\Core_Opp_Long Haul

 5-5_VisitSummer25_Non Family Canoe_300x600	 5-5_VisitSummer25_Non Family Fire Pit_300x600	 5-5_VisitSummer25_Retargeting_300x600
 5-5_VisitSummer25_Family_Hiking_300x600	 5-5_VisitSummer25_Family_Kayak_300x600	

Have you seen this or a similar online ad before now?
- Yes, I have seen this ad before
- No, I have not seen this ad before

What is your reaction to these ads?
- Positive
- Neutral
- Negative

Questionnaire

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NATIVE:

BEHAVIORAL TARGETED STATES
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Native Display\Behavioral\Native Images\Cultural\USE

Cultural



I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Native Display\Behavioral\Native Images\Hiking\USE
Hiking



Have you seen any of these or similar online ads before now?
Yes, I have seen this ad before
No, I have not seen this ad before

What is your reaction to these ads?
Positive
Neutral
Negative

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Cultural Native Video



https://vimeo.com/1090159827

Hiking Native Video



https://vimeo.com/1090159756

Have you seen this or a similar ad before now?
Yes, I have seen this ad before
No, I have not seen this ad before

What is your reaction to these ads?
Positive
Neutral
Negative

CORE, OPPORTUNITY, LONG HAUL MARKETS
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Native Display\Core_Opp_LongHaul\USE



Have you seen any of these or similar online ads before now?
Yes, I have seen this ad before
No, I have not seen this ad before

What is your reaction to these ads?
Positive
Neutral
Negative

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NEW YORK TIMES:

CORE, OPPORTUNITY, LONG HAUL MARKETS
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\New York Times (Core_Opp_Long Haul)\USE



New York Times Flex Friends
New York Times Wordle Unit

Have you seen this or a similar online ad before now?
Yes, I have seen this ad before
No, I have not seen this ad before

What is your reaction to these ads?
Positive
Neutral
Negative

RICH MEDIA:

BEHAVIORAL TARGETED STATES

Culture



https://vimeo.com/1090193166

Hiking



https://vimeo.com/1090196631

Questionnaire

SMARInsights

CORE, OPPORTUNITY, LONG HAUL MARKETS



https://vimeo.com/1090198707

Have you seen this or a similar online ad before now?
- Yes, I have seen this ad before
- No, I have not seen this ad before

What is your reaction to these ads?
- Positive
- Neutral
- Negative

TV:

CORE, OPPORTUNITY, LONG HAUL, CANADA MARKETS



https://vimeo.com/1090210818



https://vimeo.com/1090210556

SMARInsights

NEW HAMPSHIRE ONLY:

WMUR TV



https://vimeo.com/1090214695



https://vimeo.com/1090214373

TV. Have you seen this or a similar ad before now?
- Yes
- No

TVB. What is your reaction to this ad?
- Positive
- Neutral
- Negative

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SOCIAL ADS:
ASK IF S5 > 0

CANADA
French
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Paid Social\Canada\USE



Canada_Story_French_Family



Canada_Story_French_Friends

English
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Paid Social\Canada\USE



Canada_Story_English_Family



Canada_Story_English_Friends

Questionnaire

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CORE, OPPORTUNITY, LONG HAUL MARKETS
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Paid Social\Core_Opp_Long Haul\USE



Have you seen this or a similar social media ad before now?
- Yes, I have seen this ad before
- No, I have not seen this ad before

What is your reaction to these ads?
- Positive
- Neutral
- Negative

SMARInsights

OOH:

CORE, OPPORTUNITY, LONG HAUL MARKETS
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\OOH (core_opp_long haul)\USE



BOSTON ONLY
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Unique OOH\Boston\Fenway



https://vimeo.com/1090502249

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PHILADELPHIA ONLY

I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Unique OOH\Philadelphia



Have you seen this or a similar ad before now?
- Yes
- No

ASK AFTER ALL ADS
What is your reaction to these ads?
- Positive
- Neutral
- Negative

Questionnaire

SMARInsights

CORE, OPPORTUNITY, LONG HAUL MARKETS
PRINT:
I:\Ads Master\New Hampshire\2025\2025 SpringSummer\OneDrive_1_6-2-2025\Print



Have you seen this or a similar print ad before now?
Yes
No

What is your reaction to these ads?
Positive
Neutral
Negative

SMARInsights

AD RATINGS MODULE

28. Given all of these ads together, how much do you agree that this campaign shows a place…? ROTATE

[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					

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

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

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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 _____)

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