New Hampshire

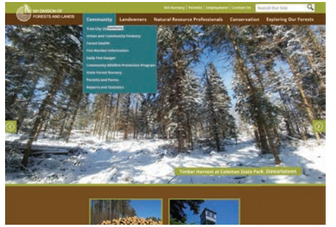
LIVE FREE

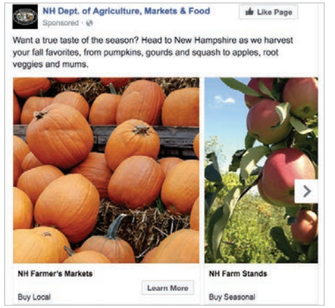
2017

YEAR IN REVIEW

The New Hampshire Division of Travel and Tourism Development (DTTD) continues to be guided by its strategic goals, to promote and encourage the growth and development of tourism to and within the state.

UNIFY NEW HAMPSHIRE UNDER THE TOURISM STRATEGY AND BRAND





Economic Development
Leveraged the "Live Free" brand to position New Hampshire as the region's premier job market. A media campaign ran in the Boston Designated Market Area (DMA), targeting four industries: Advanced Manufacturing/Engineering, High-Tech, Healthcare, and Hospitality/Outdoor Recreation.

NH Made
Developed a campaign that drives awareness of New Hampshire's locally produced goods and services. Paid Media Campaign ran from May through June 2018, in the Boston Designated Market Area (DMA), targeting NH tourists and residents.

Department of Natural and Cultural Resources
Redevelopment of online presence, in line with visitnh.gov.

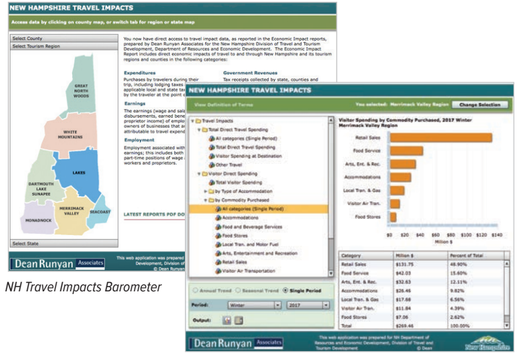
- *Division of Libraries*
- *Division of Historical Resources*
- *NH State Council on the Arts*
- *Division of Forests and Lands*

Ski NH
DTTD invested more than $200,000 in promoting the state's winter sport.

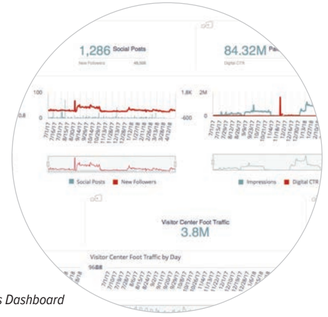
Department of Agriculture

Division of Parks and Recreation

IMPROVE THE REPORTING, ANALYTICS, AND DATA-DRIVEN OPTIMIZATION OF NEW HAMPSHIRE'S MARKETING



NH Travel Impacts Barometer



Explorics Dashboard

Data at Your Fingertips
In January, DTTD launched New Hampshire Travel Impacts, an interactive research tool that allows users to cull data points by both county and travel region. Categories include travel spending, direct employment, tax receipts, and visitor volume. Access to the dashboard can be found on visitnh.gov/industry-members.

Making Informed Marketing Decisions
DTTD's integrated marketing dashboard provides a real-time executive summary of key performance indicators, incorporating data from numerous disparate data sources that include marketing data, customer data, and third-party data.

Integrating website/social analytics, digital paid media performance, visitor data, toll traffic, tax revenue, weather, exchange rate information, and more, allows for DTTD to constantly monitor and adjust marketing campaigns to ensure optimal performance.

PARTNER WITH NEW HAMPSHIRE'S HIGHER EDUCATION COMMUNITY TO POSITION THE STATE AS AN EDUCATION DESTINATION

International Recruitment: NAFSA Fair – June 2017
DTTD was one of three state tourism offices to sponsor the NAFSA Annual Conference & Expo, which unites nearly 10,000 attendees from more than 3,500 institutions and organizations from over 100 countries. It is the most comprehensive international education event serving the diverse needs of the entire international education community. With international undergraduate and graduate applications on the rise, the sponsorship laid meaningful groundwork for the state's higher education community.

NEW HAMPSHIRE BENEFITS FROM INTERNATIONAL STUDENTS

$173 M	2,067	4,671
Financial Contribution	Jobs Supported	Students Enrolled

TOP HIGHER EDUCATION INSTITUTIONS DOLLARS AND JOBS

Dartmouth College
$57.2 M / 936 jobs

University of New Hampshire
$43.2 M / 666 jobs

Southern New Hampshire University
$37 M / 240 jobs

Rivier University
$26.5 M / 164 jobs

New England College
$3.3 M / 22 jobs

Franklin Pierce University
$1.8 M / 12 jobs

University of New Hampshire School of Law
$1.7 M / 11 jobs

Antioch University New England
$1.1 M / 7 jobs

Saint Anselm's College
$521,263 / 3 jobs

Keene State College
$497,982 / 3 jobs

Source: *NAFSA

DTTD partnered with the New Hampshire College and University Council (NHCUC) to position New Hampshire as:

- A premier choice for students seeking a New England college experience
- World-class educational institutions that are committed to graduating students in four years
- Unrivaled internship opportunities
- Career prospects in a growing job market
- Vibrant cities and towns that offer a superior quality of life

NACAC NYC College Fair – April 2018
The Division sponsored the National Association for College Admission Counseling New York City College Fair, creating an opportunity for the state's colleges and universities to participate in a New Hampshire-branded aisle. Signage featuring the "Live Free" brand dominated the fair.

BOLSTER THE STATE'S INTERNATIONAL MARKETING EFFORTS

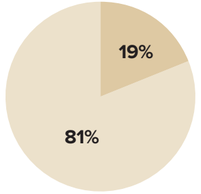
The Division expanded its Canadian and overseas promotional efforts to include nearly 20 trade shows, sales missions, consumer shows, and media events around the globe.

Timeline:

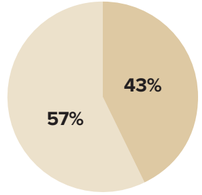
- May 2017 U.S. Travel Association's IPW
- June 2017 Travel Media Association of Canada
- September 2017 Discover America Day (Toronto)
- October 2017 Discover New England Australia/New Zealand Sales Mission
- October 2017 International Travel and Tourism Show (Montreal)
- October 2017 Ontario Motorcoach Association
- November 2017 World Travel Market (London)
- November 2017 IBTM World (Barcelona)
- February 2018 Discover New England Japanese Sales Mission
- February 2018 Aer Lingus Roadshow
- February 2018 Toronto Outdoor Adventure Show
- March 2018 Montreal Outdoor Adventure Show
- March 2018 Showcase USA, Italy
- March 2018 ITB (Berlin)

Discover New England Annual Summit and Marketplace
New Hampshire played host to more than 400 international tourism professionals during the Discover New England Annual Summit and Marketplace from April 23-28, 2017, at the Omni Mount Washington. The event, which brought together suppliers and buyers during a marketplace-style business setting, provided the Granite State an amazing opportunity to shine. And it did just that.

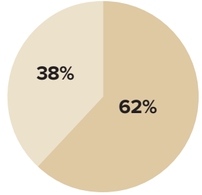
BY THE NUMBERS
INTERNATIONAL VISITORS TO NH:



Visitors
Overseas
79,000
Canada
335,000



Total Nights
Overseas
663,000
Canada
893,000
Total = 1.56 M



Total Spending
Overseas
$140 M
Canada
$86 M

Sources: Travel Market Insights Inc.; USDOC - NTTo Custom SIAT data; Statistics Canada

CULTIVATE THE MEETINGS, INCENTIVE TRAVEL, CONVENTIONS, AND EXHIBITIONS (MICE) MARKET

IBTM World
In November 2017, DTTD made its debut at IBTM World. Joining the Greater Boston Convention and Visitors Bureau, the Division encouraged site selectors to consider the state's varied meeting space options and excursions, providing more than 100 business leads for New Hampshire's hospitality industry. IBTM is the leading global event for meetings, events, and incentives.

Serving the MICE Market
Recognizing the importance of the MICE market, DTTD accomplished the following:

- Sponsorship of *New Hampshire Business Review's* Annual New Hampshire Meetings Guide Delivered to key associations and meeting planners
- Active participation in the New England Society of CVBs Participation in the organization's Annual Boston Meeting Planner Luncheon
- Request for Proposal (RFP) leads delivered to the state's tourism partner

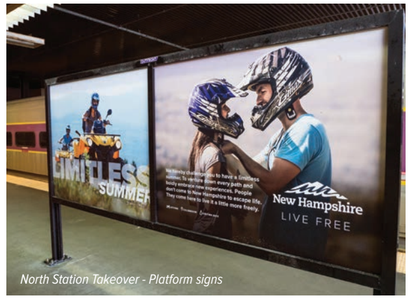
DID YOU KNOW?
Upon completion of trade shows, sales missions, and events, DTTD posts qualified business leads to **visitnh.gov/industry-members**.

FOSTER FURTHER COLLABORATION WITH THE PRIMARY ENTRY POINTS TO NEW HAMPSHIRE

MHT Features Visit NH Advertisements
Partnering with Manchester Boston Regional Airport provided DTTD with the opportunity to feature Visit NH creative throughout the airport.

SUMMER 2017 CREATIVE

Copley Square Interactive Bus Shelter



North Station Takeover - Platform signs

North Station Takeover - Wall Mural

SUMMER 2017

BY THE NUMBERS
TRAVEL SPENDING TRENDS:

Trip Specifics	2017 Spring & Summer Trips
Nights in NH	3.0
People in your travel party	3.5
Kids on trip	40%
Staying with friends and family	17%
Average spending	$966
Per person/per day spending	$94
Income	
Less than $50K	22%
$50K but less than $75K	21%
$75K but less than $100K	22%
$100K but less than $150K	23%
$150K and up	12%
Age	
Millennials (24-34)	29%
Gen Xers (35-54)	36%
Boomers (55+)	35%
Totals	
Visitors	3.4 M
Visitor Spending	$1.78 B
Rooms & Meals tax receipts	$102 M
Increase over summer 2016	4%

Source: SMARInsights

Campaign Metrics

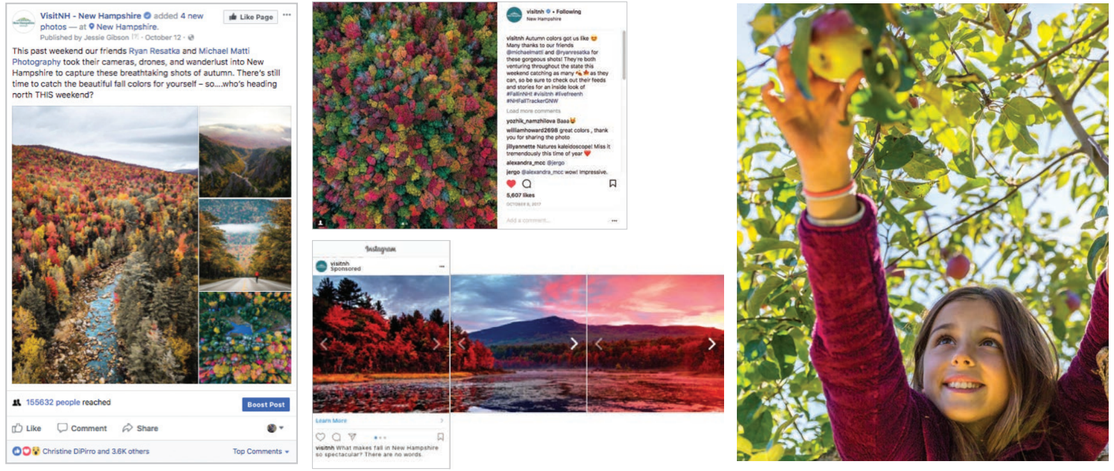
This campaign evolved the “LIVE FREE” brand by promoting the “LIMITLESS” summer experiences the state has to offer within proximity.

- Campaign efforts were directly responsible for driving 27 percent of all web traffic to visitnh.gov
- The primary website feature, Trip Generator, delivered a completion-rate of more than 56 percent amongst users
- Scenic content and Facebook Canvas Ads were top performers, generating 12,800 new page likes and 18 million impressions
- Organic social delivered well above the expected Key Performance Indicators (KPI) with a 23 percent increase in engagement year-over-year
- The Division’s content marketing partnership with National Geographic produced 14,000 page views, spending 165 percent more time on visitnh.gov

Digital Display Ads

FALL 2017 CREATIVE

Digital Display Ads



Social Media Content

FALL 2017

BY THE NUMBERS
TRAVEL SPENDING TRENDS:

Trip Specifics	2017 Fall Trips
Nights in NH	2.9
People in your travel party	3.9
Kids on trip	21%
Staying with friends and family	23%
Average spending	$720
Per person/per day spending	$63
Income	
Less than $50K	29%
$50K but less than $75K	25%
$75K but less than $100K	16%
$100K but less than $150K	20%
$150K and up	10%
Age	
Millennials (24-34)	33%
Gen Xers (35-54)	37%
Boomers (55+)	29%
Totals	
Visitors	1.2 M
Visitor Spending	$1.38 B
Rooms & Meals tax receipts	$82 M
Increase over fall 2016	4.6%

Source: SMARInsights

DOMESTIC LONG-HAUL STRATEGY

DTTD expanded its traditional geographic markets to include domestic long-haul markets – Tampa, Florida; Charlotte, North Carolina; Chicago, Illinois; and Dallas/Fort Worth, Texas. These locations were selected based on boomer populations, regional interest, income, and direct flight and travel routes to New England states. Social advertisements drove increased visits to visitnh.gov from each market, with traffic growth ranging from 164 to 407 percent.

Campaign Metrics

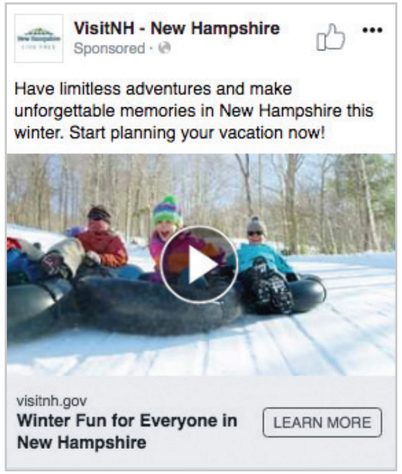
Highlighting New Hampshire's scenic beauty and fall experiences, the fall campaign targeted Activity Seekers and Soft Adventurers.

The campaign delivered:

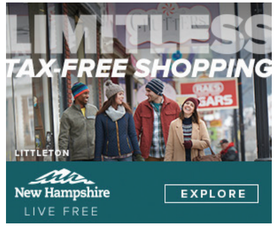
- 391,597 web sessions
- 287 social posts
- 25,472 new fans
- 21.83 million paid media impressions

WINTER 2018 CREATIVE

Boston Ski & Snowboard Expo



Social Media Ad



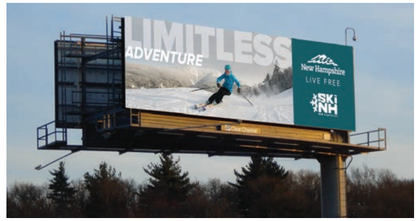
Digital Banner Ads

WINTER 2018

BY THE NUMBERS
TRAVEL SPENDING TRENDS:

Trip Specifics	2017 Winter Trips
Nights in NH	3.2
People in your travel party	3.2
Kids on trip	38%
Staying with friends and family	22%
Average spending	$1,000
Per person/per day spending	$100
Income	
Less than $50K	22%
$50K but less than $75K	9%
$75K but less than $100K	16%
$100K but less than $150K	24%
$150K and up	31%
Age	
Millennials (24-34)	23%
Gen Xers (35-54)	55%
Boomers (55+)	22%
Totals	
Visitors	2.2 M
Visitor Spending	$1.1 B
Rooms & Meals tax receipts	$51 M
Increase over Winter 2016	5%

Source: SMARInsights
* 2018 data not available at time of printing



Billboard

Campaign Metrics

The Division's winter campaign featured bold, energetic experiences found throughout New Hampshire when the mercury drops. The campaign targeted Millennials and Gen-Xers, both with and without children. DTTD provided additional exposure to its long-time partners, Ski NH and the New Hampshire Snowmobile Association, via logo inclusion on all creative featuring the two activities.

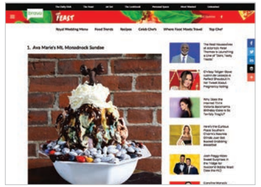
The campaign delivered:

- 231,872 web sessions
- 266 social posts
- 10,834 new fans
- 48.28 million paid media impressions
- 162,668 consumer emails
- 3 text messages sent to 465 total recipients

PUBLIC RELATIONS

Toronto Sun
Print Impressions: 571,100
Digital Impressions: 490,000
Media Value: $63,660

Country Living
UVM: 11,526,810
Media Value: $76,845



BravoTV.com's The Feast
As a result of pitching journalist Hilary Sheinbaum, the show featured the Ava Marie's Mt. Monadnock Sundae as well as the Omni Mount Washington's Presidential Peaks Sundae in a roundup of the '10 Most Outrageous Ice Cream Sundaes in America.'
UMV: 8,958,397
Media Value: $50,000

TV3 Ireland AM
Media Value: $73,000
Viewers: 1,000,000+

DTTD's public relations program shares New Hampshire's stories with the world. With feature placement in outlets like USA Today, Country Living, Boston Globe, and more, the Granite State stays top of mind as a premier vacation destination.

Press events in New York City and Toronto featured the state's outdoor offerings.

BY THE NUMBERS
EARNED MEDIA VALUE

$7.8 M
FY17 Domestic Earned Media Value
900+ M Impressions

$1.3 M
FY17 Canadian Earned Media Value
20+ M Impressions

GROUP TOUR/CONSUMER SHOWS

Group Tour
The Division's program delivered exceptional service to the state's group tour clients. Whether attending a trade show, or working directly with receptive operators to create new product offerings – group tour is big business for New Hampshire.

Featuring events, activities, and suggested itineraries, the *2018 Group Activity Guide* is provided to receptives and tour operators to inspire hassle-free group travel.

TRADE SHOWS AND EVENTS

- **June 2017** Travel Alliance Partners' TAP Dance
- **June 2017** New England Travel Showcase
- **October 2017** National Travel Association Travel Exchange
- **October 2017** Bienvenue Québec
- **November 2017** Ontario Motor Coach Association Marketplace
- **January 2018** American Bus Association Annual Convention

Consumer Shows
DTTD participated in 12 consumer shows throughout the northeast and Canada, motivating potential visitors to consider New Hampshire.

CONSUMER SHOWS

- Big E
- International Travel & Tourism Show
- New York Times Travel Show
- NH Farm & Forest Expo
- Toronto Outdoor Travel Show
- NH Camping & RV Show
- Made in NH Expo
- Montreal Outdoor Travel Show
- Best of NH Party
- New England Brewfest
- League of NH Craftsmen Fair
- Boston Ski Show - Sponsor

BUREAU OF VISITOR SERVICES

Seasonal Rest Areas Open Year-Round
In November 2017, the Division's Bureau of Visitor Services announced Safety Rest Areas in Colebrook, Lebanon, and Littleton will be operated on a year-round basis. The facilities previously operated seasonally.

At a press event in Colebrook in November, officials from the New Hampshire Department of Business and Economic Affairs and the New Hampshire Department of Transportation, along with elected officials and local business leaders, gathered for a special event announcing the facilities' year-round status.

TOURISM MATTERS

Travel and tourism is one of New Hampshire's most vital engines for economic growth. DTTD's promotional activities deliver a strong return on investment, generating tax revenue that empowers investment in state-led programs and services.

BY THE NUMBERS, 2017 METRICS:

2.23 M
Visitor Trips

$5.5 B
Visitor Spending

48,000
Jobs

$269 M
Tax Revenues

March 2018 Photoshoot

Summer 2015 Photoshoot

Summer 2016 Photoshoot

Fall 2017 Photoshoot

Winter 2017 Photoshoot