

GYK



Visit NH Winter 2025 End Campaign Report

July 2025



Executive Summary

CAMPAIGN OVERVIEW

Objectives and Strategies

Position NH as a top winter destination in New England.

Objectives

- Generate awareness and consideration for visiting New Hampshire during the winter.
- Drive rooms and meals state tax revenue.

Strategies

- Target W25-54 Millennial and Gen X Moms; Childless Millennials, Gen Z and Gen X
- Adventure seekers, primarily M25-45
 - For digital targeting, add on interests in the outdoors, travel and a desire to unplug/get away from busy lives to create family memories.

Geography

New England:

- Boston (Manchester) DMA
- Providence/New Bedford DMA
- From Worcester, MA east and inclusive of Boston, north
- Southern Maine
- Select counties of CT and NY for SEM only

Canada

- Greater Montreal (digital only campaign)
 - Canada was cut early due to the geo-political response.

Timing

- November 1, 2024–April 30, 2025
 - Differed by tactic

Total Net Budget

- \$497,726

KEY TAKEAWAYS

Key Takeaways

- With a little more typical weather for Winter 2025, and a decent amount of snow, engagement improved this year as indicated by the Skiing & Riding webpage was the most viewed. SEM drove the most engaged traffic.
- The advertising **influenced more than 77,000 trips**, which resulted in about **\$123 million dollars in influenced visitor spending and \$7.4 million dollars in tax revenue**. Given this year's media investment of \$371,670, this results in an **ROI of \$333 in visitor spending and \$20 in tax revenue for every dollar DTTD spent on advertising**. Tax ROI increased from \$10 last winter to \$20 this winter.
- It should be noted that media was paused mid-campaign in Canada due to geo-political tensions, as Canadian audiences showed reluctance to travel to the U.S. That said, we did see some strong media results in what was run.
- VisitNH site sessions totaled 514K and pageviews 896K, with Winter media driving 277K pageviews.
- Site traffic dropped 28% YoY, largely due to last April's eclipse bringing in record levels of spring traffic.
- The integrated campaign delivered 62.4M impressions, with digital channels accounting for 28.8M and a CTR of 0.83%.
- Video content had high engagement as seen by a 99% VCR in CTV, while OLV achieved an 80% VCR, also above the 70% benchmark.
- Display CTR was nearly double the benchmark at 0.11%, with Canada outperforming at 0.22% CTR before shutoff.
- SEM spend increased 28% YoY, driving a 494% jump in impressions through Demand Gen and 1,232% more clicks.
- Winter Paid Social engagements rose 38% YoY, while video views climbed 47%, even with 21% fewer impressions, another sign of the interest in the content.
 - Influencer content reached over 200K accounts and generated strong engagement rates with efficient reach.
 - Instagram saw a follower growth of 7.7% YoY. Facebook saw a smaller increase of 1.8% YoY.
 - Organic engagements were down YoY (FB -34% and IG -49%), but Instagram views were up 16.9%
- At the time of this report, the state meals and room tax revenue totaled \$96.8 million (Dec – March period), on par with the FY2024 winter season.

WINTER RESULTS

The integrated campaign delivered over 62.4M impressions

DIGITAL RESULTS



TRADITIONAL RESULTS



VISIT NH WINTER FY25 FLOWCHART

	DTTD Visit NH Winter + Ski NH FY25 Media Plan																													
Media Channel	November				December					January				February					March					April				TOTAL IMPRESSIONS		
Monday Calendar Dates	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21				
OUT-OF-HOME																														
S I-93 N @ Assembly Square F/S (Static)										1/6/25-2/2/25																	3,501,916			
I-93 @ 55 Hampshire Rd. Methuen F/S (Digital)										1/6/25-3/2/25																	1,828,344			
I-93 N @ Montvale Ave F/S (Digital)										1/6/25-3/2/25																	9,227,964			
I-93N/Southeast Exprwy @ Union Park F/S (Digital)										1/6/25-3/2/25																	9,944,502			
I-93 N Stoneham/Woburn F/S (Digital)										1/6/25-3/2/25																	1,229,575			
TOTAL OUT-OF-HOME IMPRESSIONS																											25,732,301			
PRINT																														
Yankee Magazine Winter Co-Op	November/December Issue																													
TOTAL PRINT/DIGITAL IMPRESSIONS																											4,250,000			
DIGITAL																											4,250,000			
Online Video (MiQ)										1/6/25-3/30/25																				1,777,778
Digital Display + Weather Alerts (MiQ)										1/6/25-3/30/25, as needed																				1,250,000
YouTube (Sightly)										1/6/25-3/30/25																				4,741,591
CTV (MiQ)										1/6/25-3/30/25																				2,410,714
Native Display/Video (Nativo) Ski NH										1/6/25-3/16/25																				1,578,947
TOTAL DIGITAL IMPRESSIONS										1/6/25-3/30/25																				11,759,030
SOCIAL																														
Facebook/Instagram	11/1/24 - 3/30/25																				4/1/25 - 4/30/25									13,567,857
Snapchat											1/6/25 - 3/31/25																		285,714	
Influencers										2 Influencers/Visit NH + 1 Influencer Ski NH for 3-4 Day Trips																N/A				
TOTAL PAID SOCIAL IMPRESSIONS																														13,853,571
SEM																														
Google			11/11/24 - 3/30/25																				4/1 - 4/30				1,083,333			
TOTAL PAID SEARCH IMPRESSIONS																														
CAMPAIGN TOTAL	55,594,903																													

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Thank You