



**PRESS RELEASE**  
**For Immediate Release**

## **New Hampshire Summer Tourism Campaign Reports Highest ROI in Years**

**Concord, N.H. – (Nov. 10, 2021)** – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) announces results from its 2021 summer advertising campaign that shows the highest Return on Investment (ROI) in years. The division’s research firm Strategic Marketing & Research Insights (SMARInsights) conducts advertising effectiveness research on the impact of the advertising and the return on the media investment.

The 2021 summer campaign, “Discover Your New,” targeted 25.8M households, in core markets of New Hampshire, Connecticut, Massachusetts, Rhode Island, Maine, Vermont, New York and New Jersey. New this summer, more distant markets were added to take advantage of the road trip mentality. The markets included were Pennsylvania, Delaware, Maryland, Virginia, North Carolina and Ohio.

“After the COVID-impacted 2020 tourism season, we knew there would be high travel demand this year and that there would be big competition out there for those travelers,” said Taylor Caswell, commissioner of NH Department of Business and Economic Affairs. “The work our team has put into positioning the state as a safe travel destination with huge opportunities for new experiences in outdoor recreation is paying off, and our rebounding tourism industry is feeling the benefits.”

The summer campaign utilized a variety of tactics to reach potential visitors, including print, TV/CTV, out-of-home, digital display, radio and social media. The investment in the campaign was the largest in the past four years at \$2.4M, yielding the strongest ROI during that time.

The ROI results measured generated \$210 in visitor spending for each \$1 invested – and \$13 in tax revenue for each \$1 invested. Overall advertising influenced about \$498M in visitor spending, with visitor average trip spending of \$1,135. Based on the average visitor spending on taxable categories in the state, the 2021 spring/summer advertising generated \$30.7M in state and local taxes.

The summer 2021 advertising marked a return to normalcy after halting the planned 2020 summer marketing efforts in response to the COVID-19 pandemic, instead running a recovery campaign.

For the full report, visit [www.visitnh.gov](http://www.visitnh.gov).

### **Methodology**

A total of 2,016 ROI wave surveys were completed in September 2021. In order to qualify for the survey, respondents must be between the ages of 18 and 65 and be travel decision-makers who regularly take overnight leisure trips of at least 50 miles from home.

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### **ABOUT THE NH DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Business and Economic Affairs, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

Stay connected with New Hampshire tourism on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#), and be sure to follow the #LiveFreeNH tag to see what other people are saying about New Hampshire.

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