



BEA

New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**

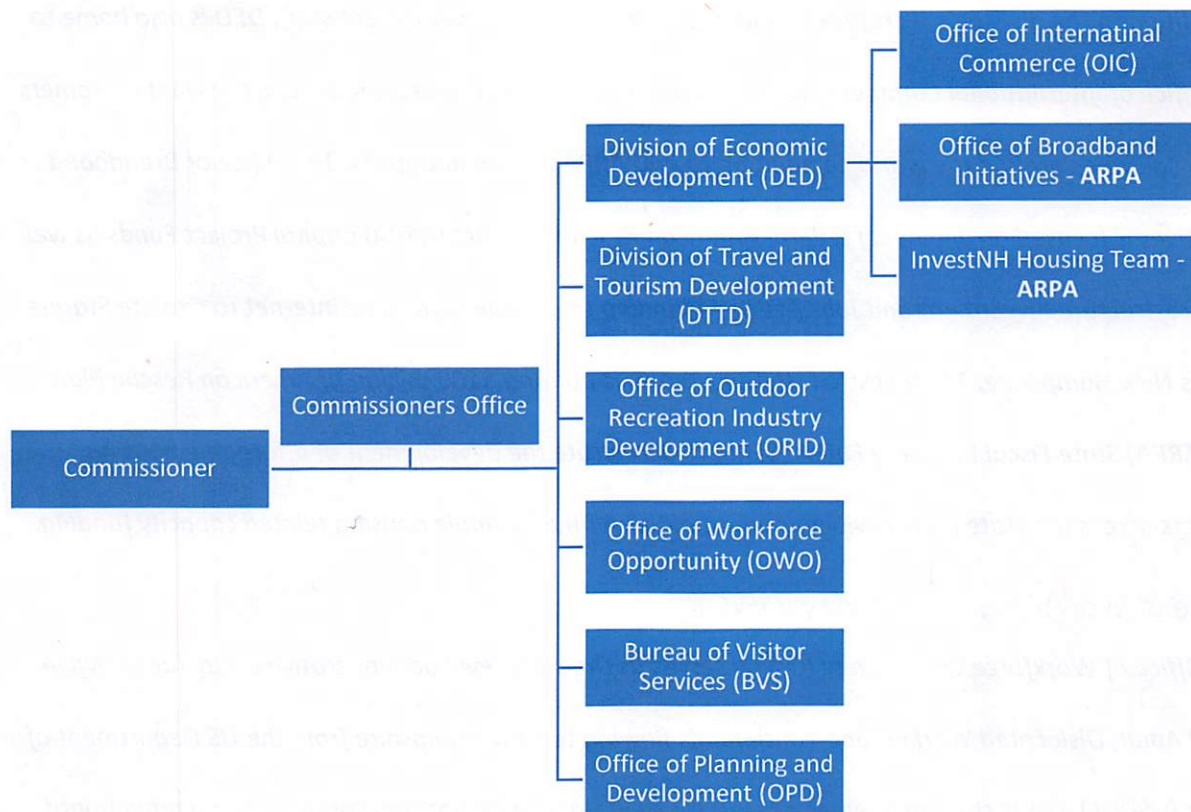


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Agency Overview

Established in 2017 (RSA 12-O), the Department of Business and Economic Affairs consists of two divisions, the Division of Economic Development (DED), Division of Travel and Tourism Development (DTTD), and is home to several offices and bureaus. BEA leads the state economic policies and marketing efforts on critical issues such as workforce, tourism, business retention and recruitment, international commerce, and economic development.



Division Of Economic Development (DED)

A key-partner for businesses as they adjusted and adapted to new and everchanging challenges during the pandemic, the Division of Economic Development of today has learned from the division of the past and is positioning itself to assist businesses in navigating the challenges of tomorrow. Over the last two-years the division has successfully launched and implemented the Comprehensive Economic Development Regions (CEDRS), has taken further steps to build upon the Economic Recovery and Expansion Strategy (ERES), and is taking a holistic look at improving the strategic underpinnings of its talent attraction and business development activities on the state, national, and international level.

In addition to the division's recruitment and retention economic development staff, DED is also home to the Office of International Commerce (OIC), focused on assisting businesses in finding the right customers in key countries around the world, in addition to two ARPA funded initiatives. The Office of Broadband Initiatives is focused on deploying federal American Rescue Plan Act (ARPA) Capital Project Funds as well as Infrastructure Investment and Jobs Act (IIJA) funding to provide highspeed internet to Granite Staters across New Hampshire. The InvestNH Housing Team, is utilizing \$100 million of American Rescue Plan Act (ARPA) State Fiscal Recovery Funds (SFRF) to accelerate the development of affordable housing projects across the state and providing municipalities with affordable housing related capacity funding.

Office of Workforce Opportunity (OWO)

The Office of Workforce Opportunity (OWO) serves as the state level administrative entity for all WIOA Title I Adult, Dislocated Worker, and Youth funds flowing to New Hampshire from the US Department of Labor (USDOL). OWO staff also serves as staff for New Hampshire's State Workforce Innovation Board (SWIB). OWO staff also leads the state's rapid response efforts.

Bureau of Visitor Services (BVS)

The Bureau of Visitor Services (BVS) supports BEA's Vision and Mission by creating an excellent first impression of the State. It does so by ensuring the states welcome centers are safe, clean, well-maintained buildings and grounds, and provides visitors with necessary and requested information to enhance the visitor/guest experience.

Office of Planning and Development (OPD)

The Office of Planning and Development was established in the Department of Business and Economic Affairs (BEA) as part of the last budget and the dissolution of the former Office of Strategic Initiatives (OSI). The Office of Planning and Development provides programs, services, data and mapping, training and outreach, and resources to assist municipalities and other stakeholders on issues pertaining to planning and zoning issues and regulations, land use, and land protection.

Office of Outdoor Recreation Industry Development (ORID)

The Office of Outdoor Recreation Industry Development (ORID) was established to support New Hampshire's diverse outdoor economy and connect our state's world class outdoor assets to broad economic development strategies such as workforce and business recruitment. In a post-COVID world and the new remote work environment, these connections will take on even more importance. The new outdoor recreation office and its director will put exclusive focus on this effort and will be fully integrated into our department, working with our economic and tourism development teams, and partnering with our growing outdoor industry.

Division of Travel and Tourism Development (DTTD)

The Division of Travel and Tourism Development (DTTD) leads the states travel and tourism marketing efforts working with stakeholders and a coalition of contracted partner. It does so by utilizing a data-driven approach to maximize New Hampshire's marketing efforts not only in-state but out-of-state and internationally. While New Hampshire ever continues to be the premiere travel destination in the Northeast, the Divisions efforts marketing everything New Hampshire has to offer is an ever changing and evolving effort.

DTTD – Marketing Examples

Ad placements in key markets Summer 2022:

OUTFRONT: NEW YORK



OUTFRONT: BACK BAY



ASTRAL (MONTREAL/TORONTO)



The ROI Calculation Process

Input	Notes
Qualified HHs	Households typically travel together, so we use households rather than individuals as the basis for determining ad-influenced trips. Households are qualified based on leisure travel habits and income requirements.
x Ad Recall	This is the measure of aided advertising recall (the percentage of respondents who recall seeing some element of the advertising campaign).
= Ad-Aware HHs	The qualified household base multiplied by the level of ad recall.
x Travel Increment (Ad-Influenced Travel)	Incremental travel is determined by comparing the rate of travel between the ad-aware and unaware target households.
= Incremental Trips (Ad-Influenced Trips)	The ad-aware households multiplied by the travel increment.
x Average Trip Expenditures	Average trip expenditures are gathered by asking trip spending by category in the survey (e.g., lodging, dining, transportation, recreation, etc).
= Ad-Influenced Visitor Spending	Incremental trips multiplied by average trip expenditures.
/ Media Expenditures	The total advertising investment
= ROI	Ad-influenced visitor spending divided by the media expenditures. The advertising returned \$xx in visitor spending for each \$1 invested in the advertising.

Understanding the ROI Calculating Process

Part 1

Qualified households are surveyed to determine rates of advertising recall, which lets us calculate ad-aware households.



Part 2

Ad-aware households are multiplied by the rate of incremental travel. For the U.S. only, we also calculate incremental repeat trips.



Part 3

The total ad-influenced trips are multiplied by the average trip expenditure to get total ad-influenced visitor spending.



Part 4

Visitor spending divided by the paid advertising budget equals the ROAS.



Part 5

Visitor spending at the CA tax rate divided by media spend equals the TAX ROAS.



The Results

	Total FY 18/19	Total FY 19/20	Total FY 20/21	Total FY 21/22
Influenced Trips	636,170	555,681	529,505	743,727
Avg Trip Spending (among ad-aware visitors)	\$900	\$1,103	\$1,101	\$1,288
Influenced Trip Spending	\$572,280,741	\$613,102,160	\$583,077,833	\$958,161,359
Avg Taxable Trip Spending (among ad-aware visitors)	\$583	\$736	\$751	\$871
Influenced	\$370,684,548	\$408,746,075	\$397,603,983	\$647,472,232
Taxes Generated	\$33,361,609	\$36,787,146	\$35,784,358	\$55,035,140
Media Spending	\$2,567,179	\$1,545,410	\$2,962,296	\$3,450,473
ROI	\$223	\$397	\$197	\$278
TAXES ROI	\$13.00	\$23.80	\$12.08	\$15.95

The total fiscal year 2021/2022 ROI and tax ROI are the second highest of the past five fiscal years. Only fiscal year 2019/2020 produced a stronger ROI – when DTTD reduced the media investment in response to the pandemic and New Hampshire travel remained strong because of the state’s outdoor product.