



**NC**

# VISIT NORTH CAROLINA

Advertising Effectiveness and ROI Report

January 2022

 **insights**

Strategic Marketing and Research

# Insights | Impact

- The *Get Back to a Better Place* campaign generated a total of \$1.4 billion of visitor spending through the end of 2021.
  - The campaign generated \$354 in visitor spending per dollar of media investment.
  - The ROI in state and local taxes was \$32:1
- With more than 13 million households aware of the campaign, and an 11% travel increment, the campaign influenced 1,090,676 trips which were distributed across the state's economic development regions.
- The markets with the largest level of incremental travel were New Jersey, New York, South Carolina and the Capital Region.
- Markets in the northeast corridor have the lowest levels of visitation among unaware consumers. The campaign was effective at motivating travel from these markets.
- Tennessee, with its similarity of travel product, has a relatively low rate of travel for its proximity, and the campaign generated a small level of incremental travel.
- With an average age of 40, ad-aware visitors were significantly younger than unaware visitors. Ad-aware visitors were more active than unaware visitors (5.6 activities vs. 4.3).
- Ad-aware consumers are more positive about North Carolina as a place to live and work.

# Insights | Effectiveness

- The *Get Back to a Better Place* campaign achieved overall awareness of 44% among travelers in target markets with a cost per aware household of 26 cents. This is below the SMARInsights benchmark of 29 cents per aware household among comparable campaigns.
- The ads generated a 9-point lift in positive destination ratings and a 12-point lift in likelihood to visit, which indicates that the campaign will be effective in generating travel.
- The campaign excelled at communicating the specific goals, with each objective scoring in the top 10%. The campaign's emphasis on the state's stunning natural beauty and disconnecting from the stresses of everyday life is an effective strategy for motivating leisure travel as these are criteria that are important to the target audience.
- The campaign also received excellent ratings for showing experiences of interest to consumers and for generating interest in learning more about North Carolina. This indicates that the creative message is connecting with consumers' emotional reasons for travel and highlights experiences that are of interest to them.

# Insights | Effectiveness

- North Carolina is second only to Florida's overall ratings as a place for a leisure trip. North Carolina competes most closely with South Carolina and Tennessee as likely places to visit with high overall destination ratings. North Carolina is competing on two fronts with these states, vying with Tennessee's mountains and South Carolina's beaches.
- Florida dominates the competitive set with its diverse product and top-tier advertising investment. North Carolina has a slight lead on its regional competitors for familiarity, destination preference, and likelihood to visit. But differentiation is challenging, and consumers need to be reminded that North Carolina has the attributes they value when selecting a place to vacation.
- The state achieved excellent ratings for most attributes, and its image is driven by beautiful scenery. Being a place that offers a variety of activities is also important for motivating travel. North Carolina indexes above average on this criterion – but so does its closest competitors. And North Carolina indexes below average for offering unique activities. It is important to increase awareness of the variety of unique experiences offered in the state to create differentiation and drive market share.

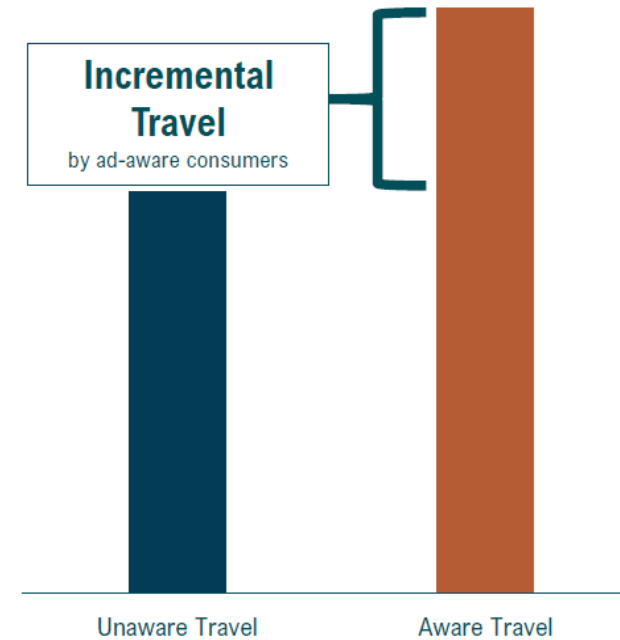
# Incremental Travel Methodology

SMARInsights' methodology for measuring advertising impact relies on establishing a base rate of travel to North Carolina that would occur without advertising. Not all travel, or even travel by ad-aware households, is attributable to advertising.

The level of travel among unaware consumers is considered the base rate of travel that would occur without any advertising influence. The travel above that baseline by ad-aware consumers is what is considered influenced.

Travelers who reported "visit friends and family" (VFR) as motivating the trip are not included in the ROI and influenced trip reporting.

- Accounting for only non-VFR incremental travel is a conservative measure of influence.
- For this evaluation we are including travel that occurred April through December 2021 and was not motivated by visiting friends or relatives. Certainly, additional trips will be generated by the campaign and the ROI will increase in future months.



# Ad-Influenced Trips & ROI

**The campaign generated \$354 in visitor spending per dollar of media investment.**

With more than 13.4 million households aware of the campaign and a 11% travel increment, the *Get Back to a Better Place* campaign influenced 1,090,676 trips.

Ad-aware travelers spent an average of \$1,237 per trip, for a total spending of \$1.3 billion in North Carolina.

This generated an ROI of \$354 in visitors spending and \$32 in state and local taxes per dollar of media investment.

*Ad-aware visitors motivated by visiting friends and family are removed from the impact calculation.*

Advertising Impacts	
Targeted Households	30,452,188
Ad Awareness	44%
Ad-Aware HHs	13,398,962
Incremental Travel	11%
Ad-Aware Trips	1,473,885
Ad-Influenced Trips (Less 26% VFR Motivated)	1,090,676
Avg. Trip Spending/Aware	\$1,237
Ad-Influenced Visitor Spending	\$1.35B
Media Investment	\$3,810,629
<b>ROI</b>	<b>\$354</b>