

## Methodology

- Internet data collection among TNS panel members and e-Rewards panel members
- Results from this report cover the following time periods:
  - June 5, 2008 - June 29, 2008
  - October 23, 2008 – November 5, 2008
- Sample Size
  - Massachusetts: June'08: 306, Oct'08: 309
  - New York DMA: June'08: 402, Oct'08: 409
  - Hartford-New Haven DMA: Jun'08: 265, Oct'08: 256
- Survey length: 18 minutes
- Statistical testing on all data in this report is conducted at the 90% confidence level

## Target Respondents

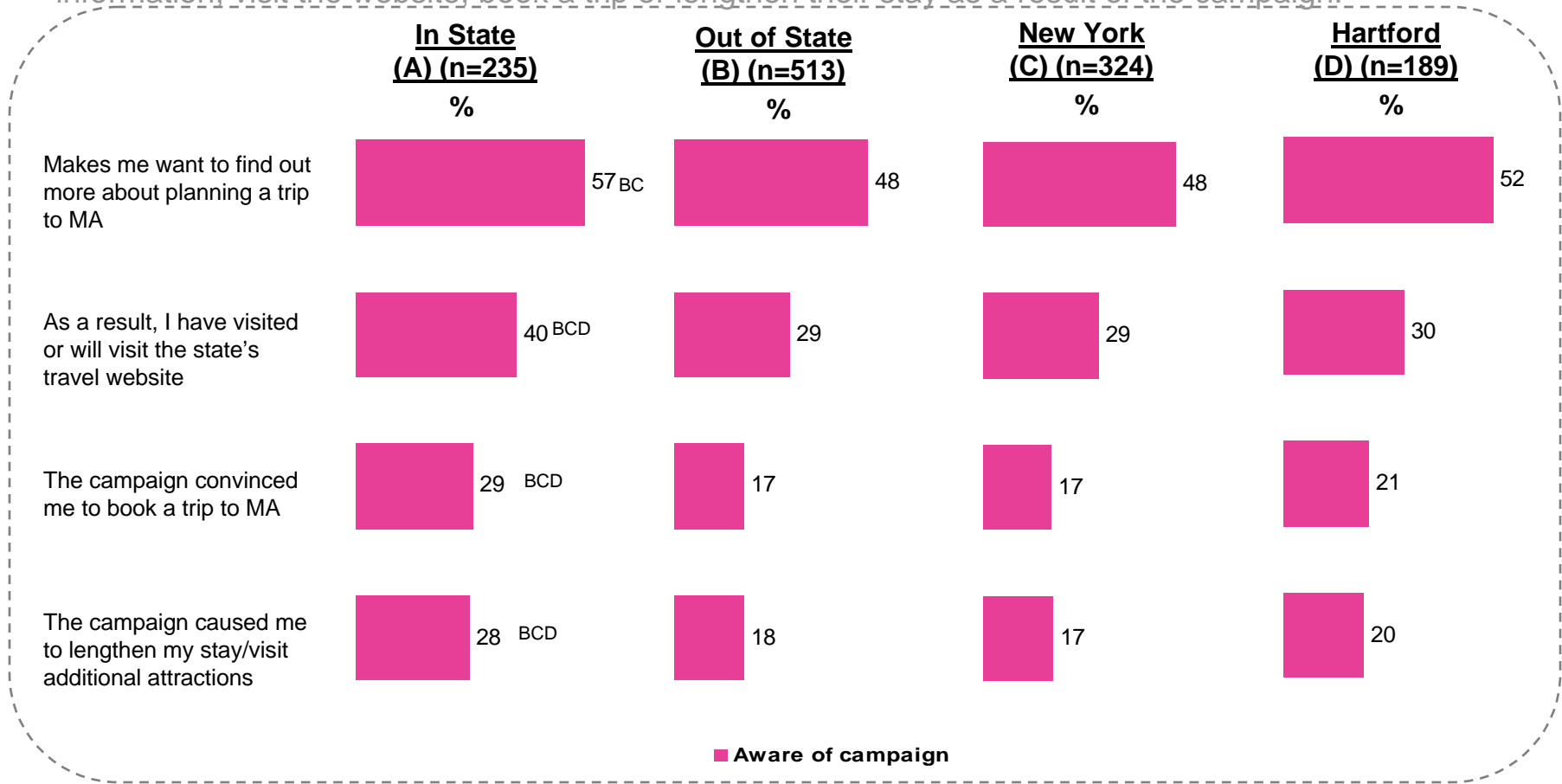
- Primary or shared decision maker for planning travel
- 35-64 years old
- Income greater than \$75,000
- Normally take at least one overnight leisure trip per year
- Reside in Massachusetts, New York DMA, or Hartford-New Haven DMA



# Results of MOTT 2008 Campaign: Call to Action (Top 2 Box)



Despite lower recall, the 2008 campaign is particularly effective in creating more interest and directing the audience to the website. However, out-of-state audiences remain less likely to seek additional information, visit the website, book a trip or lengthen their stay as a result of the campaign.



Source: Q29 Thinking about all advertisements which are part of the MA campaign, please indicate how much you agree or disagree with the following statements. (Top 2 Box = Strongly Agree or Agree)

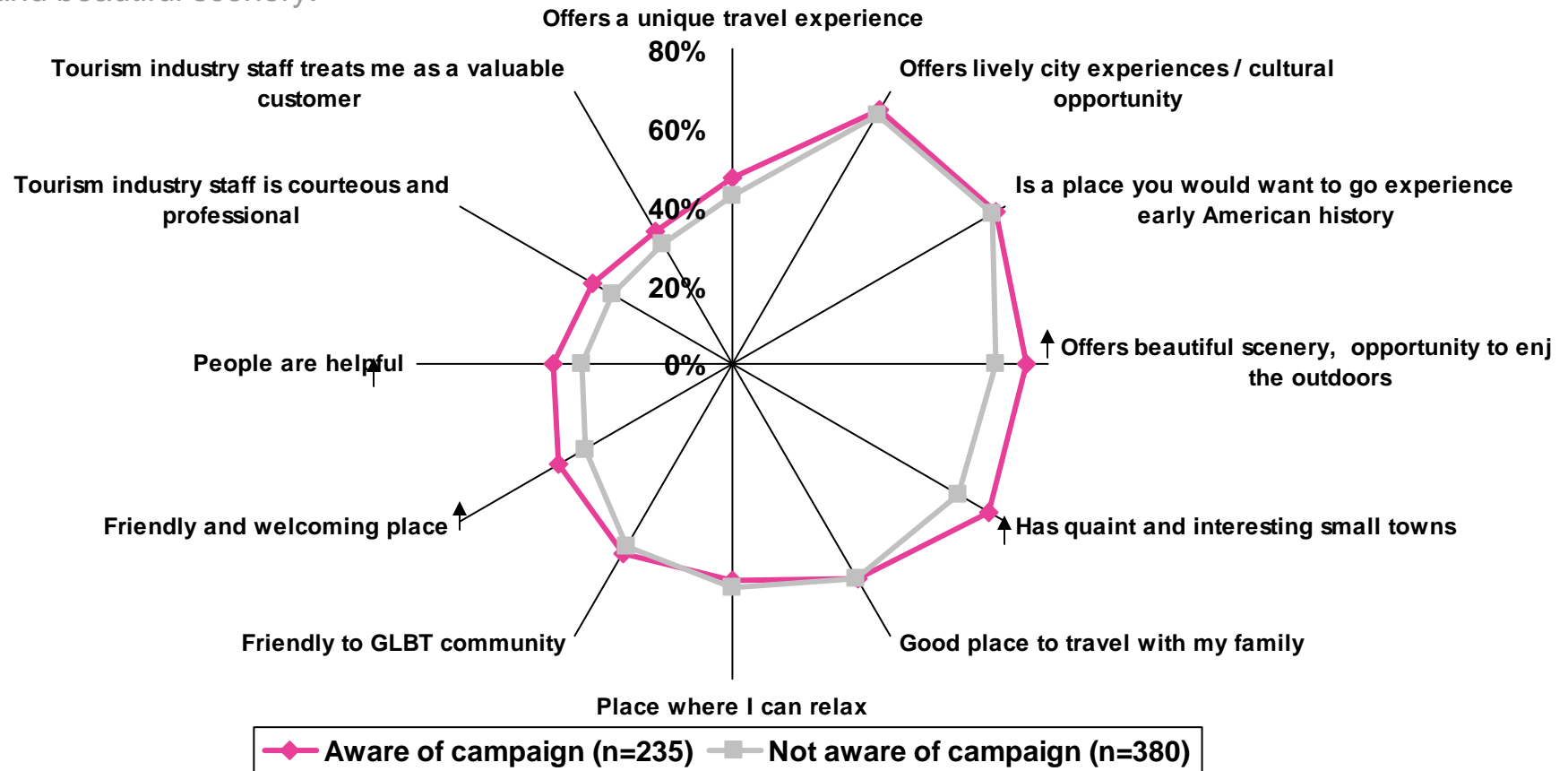
Base: Aware of campaign at Q27/Q28

A/B, A/C/D Indicates the figure is statistically higher than designated group

# tns Emotional Imagery - In State



Among Massachusetts residents aware of the campaign, Massachusetts stands for having quaint towns and beautiful scenery.



Source: Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

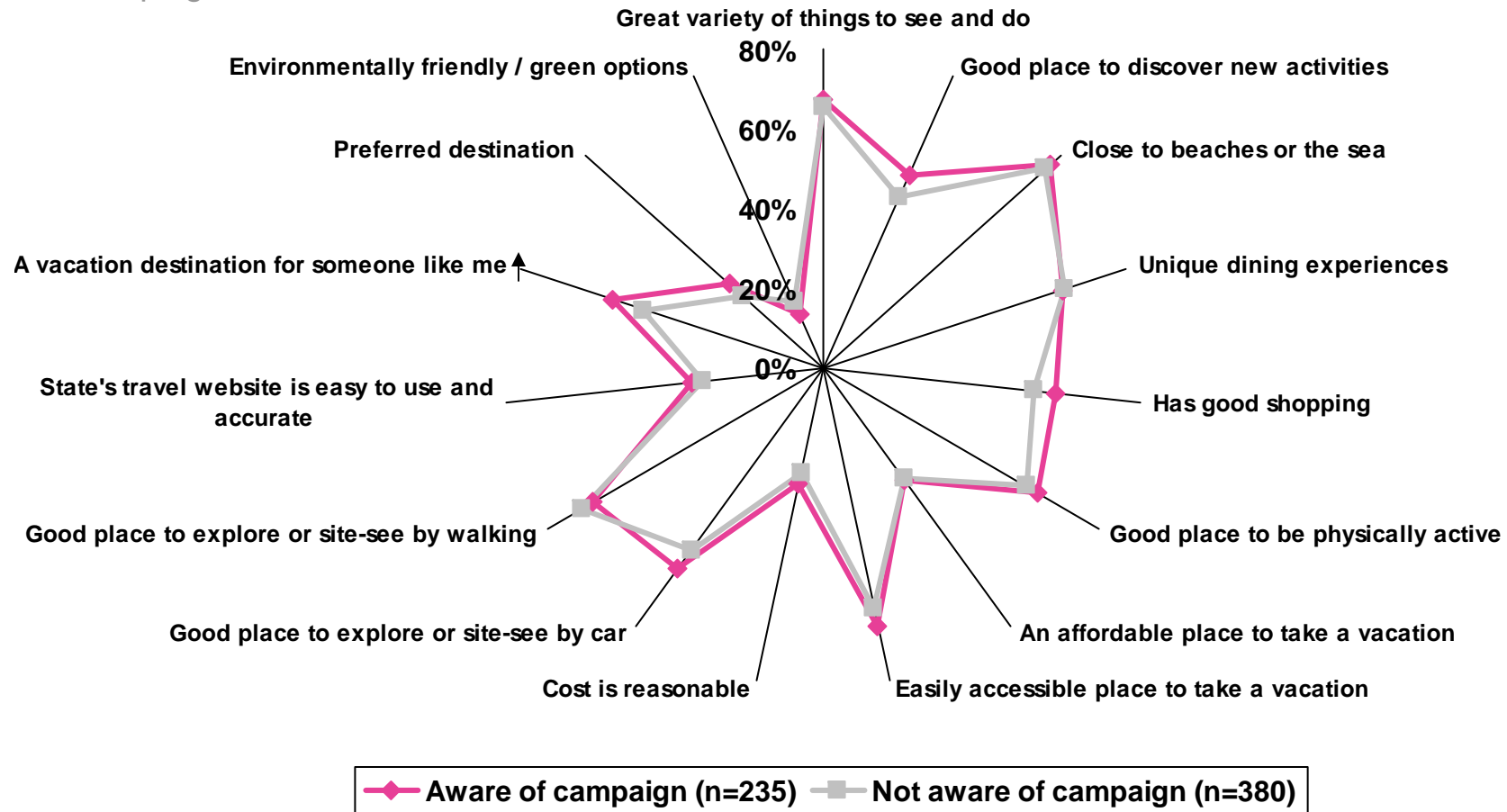
↑ ↓ Indicates Aware is statistically higher / lower than Not Aware



# Functional/Relevance Imagery – In State



While campaign awareness has little effect on most functional attributes in-state, those aware of the campaign more often claim that Massachusetts is “a vacation destination for someone like me.”



Source: Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

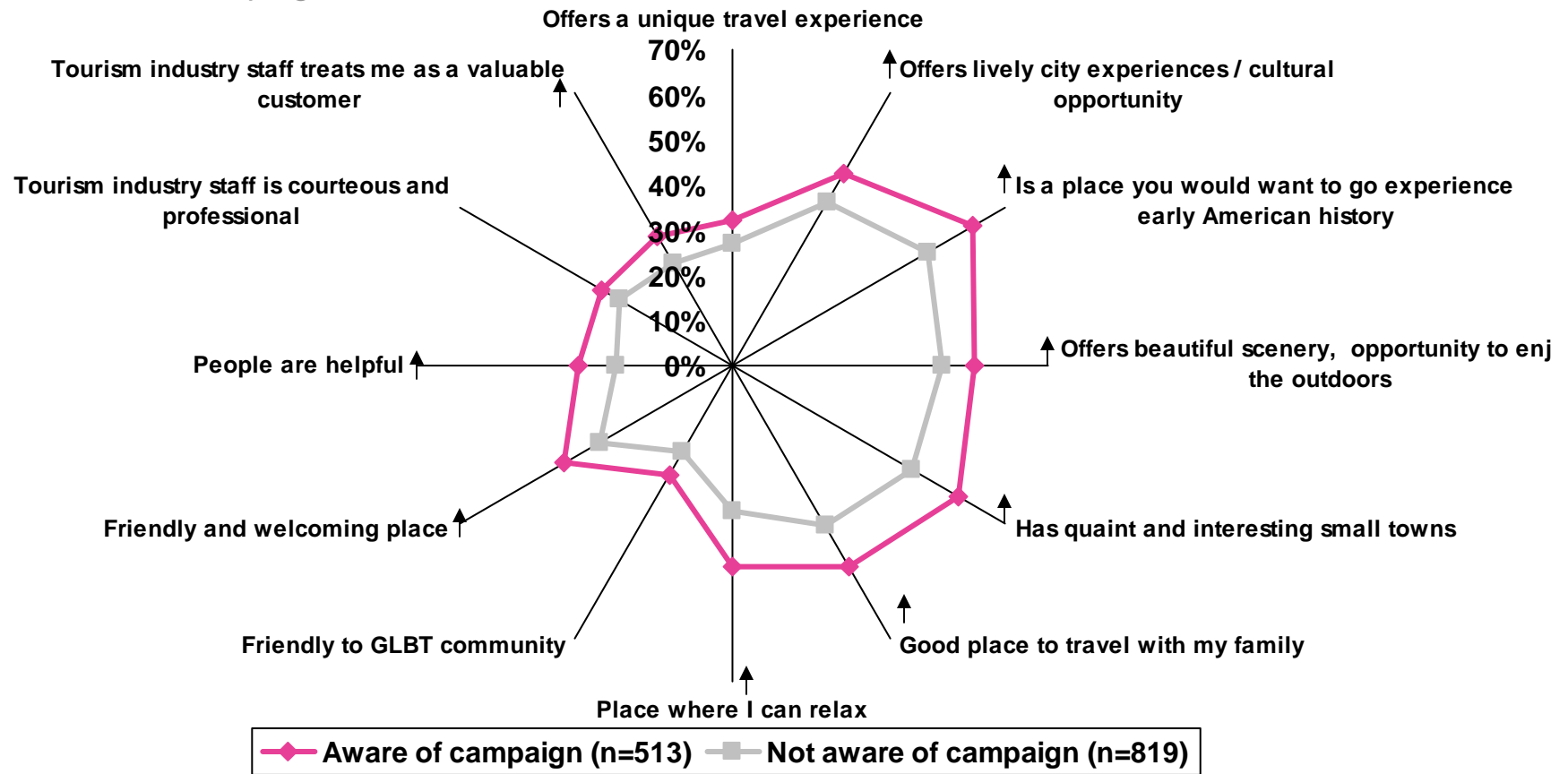
↑↓ Indicates Aware is statistically higher / lower than Not Aware



# Emotional Imagery – Out of State



Out of state residents aware of the campaign rate most emotional attributes higher than those not aware of the campaign.



Source: Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

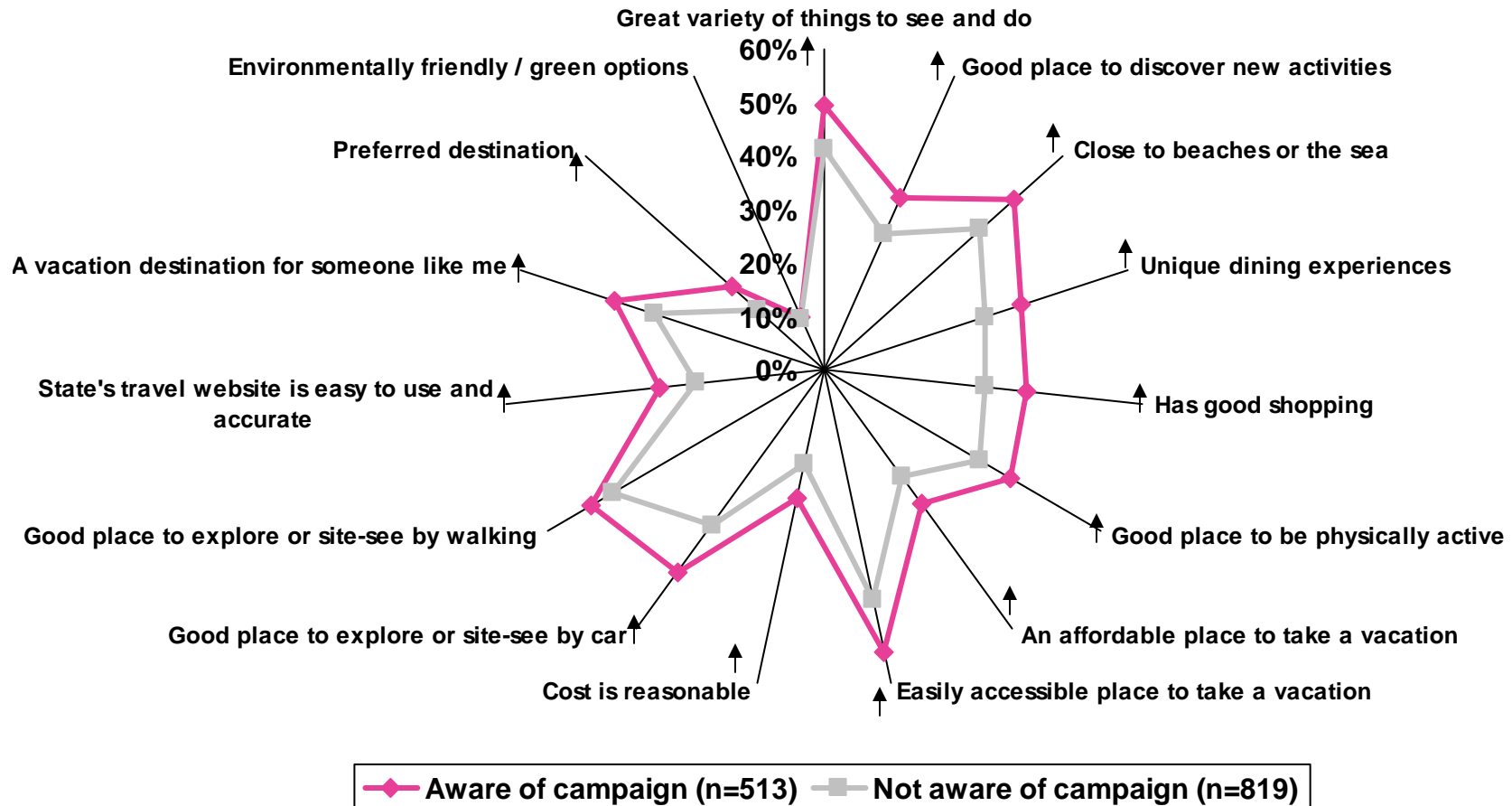
↑ ↓ Indicates Aware is statistically higher / lower than Not Aware



# Functional/Relevance Imagery – Out of State



Similarly, residents aware of the campaign give higher ratings to functional and relevance attributes than unaware residents.



Source: Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

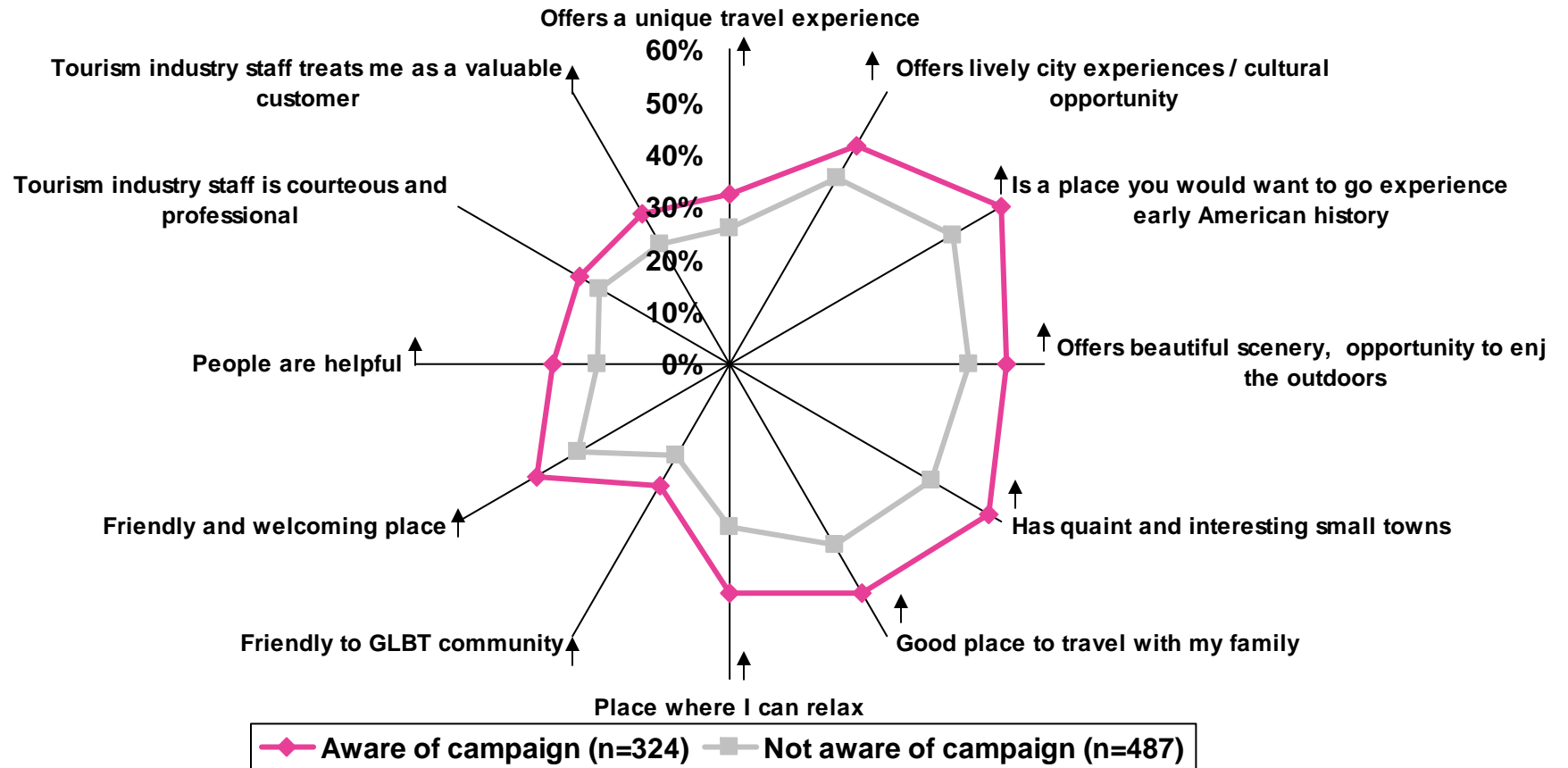
↑ ↓ Indicates Aware is statistically higher / lower than Not Aware



# Emotional Imagery – New York



New Yorkers aware of the campaign credit Massachusetts for early American history, beautiful scenery, and quaint towns.



Source: Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

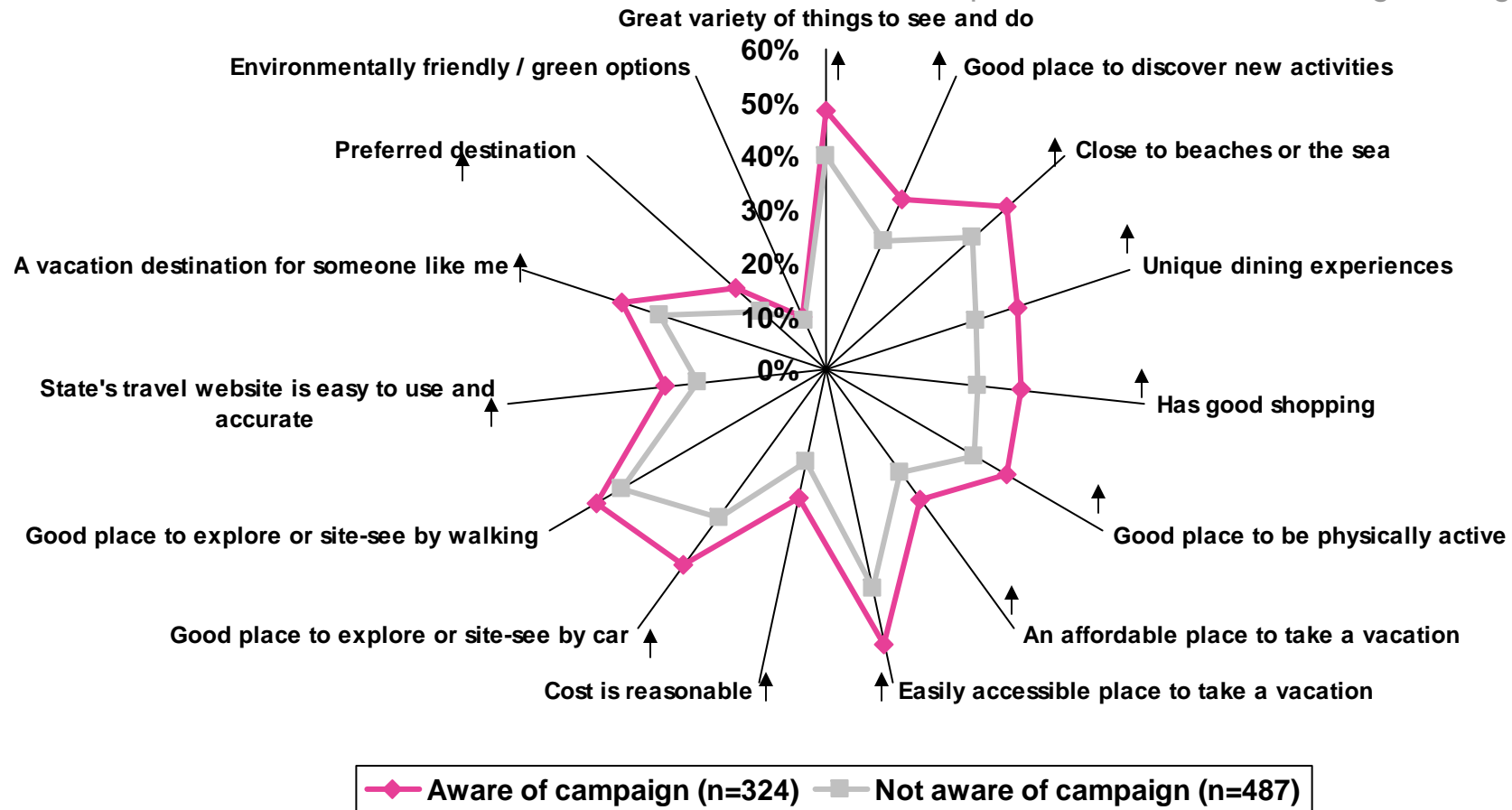
↑ ↓ Indicates Aware is statistically higher / lower than Not Aware



# Functional/Relevance Imagery – New York



New Yorkers aware of the campaign give more top 3 box ratings for functional and relevance attributes than unaware residents, however, Massachusetts is not the preferred destination among either group.



Source: Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

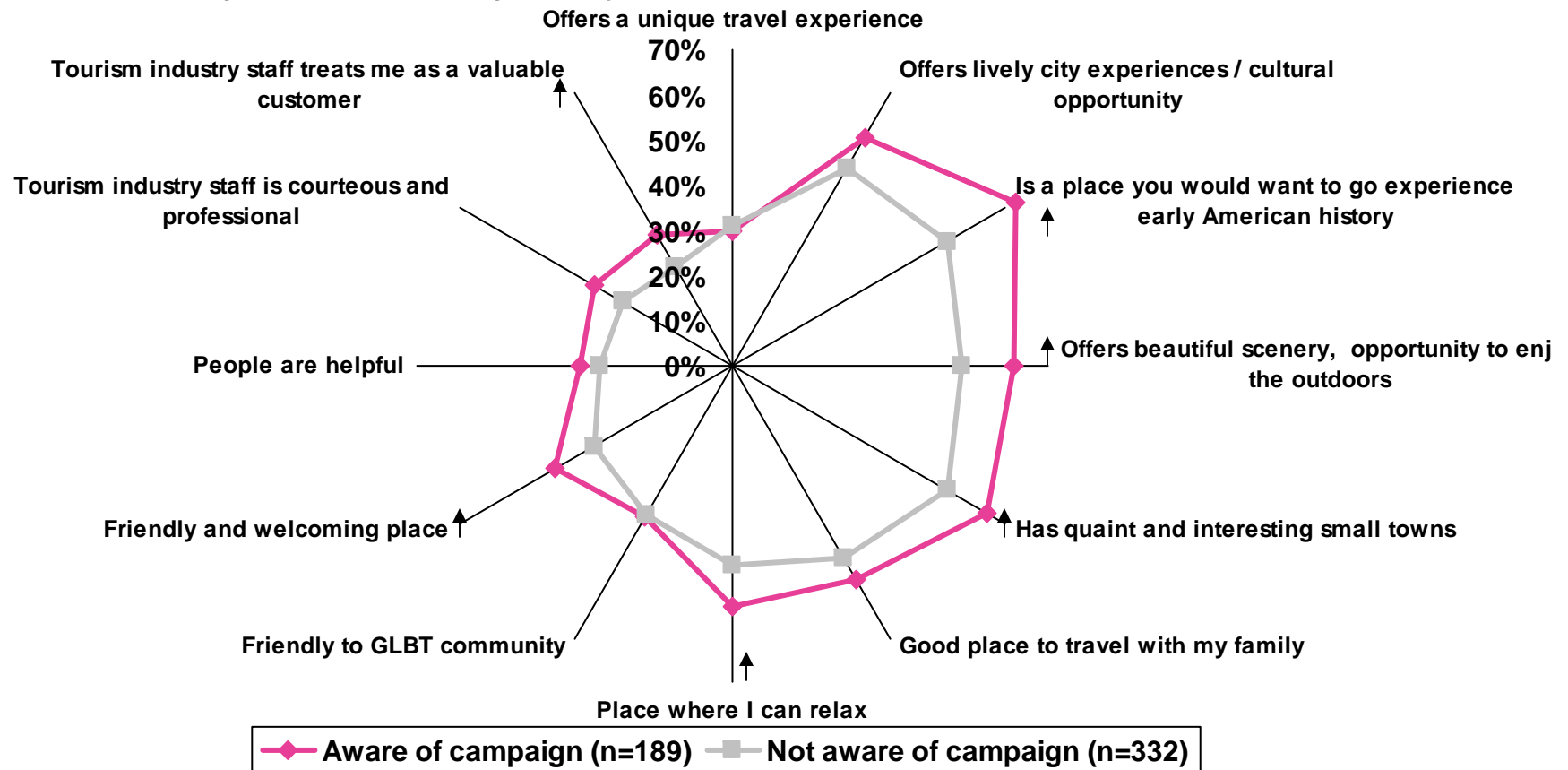
↑ ↓ Indicates Aware is statistically higher / lower than Not Aware



# Emotional Imagery – Hartford



Similar to New Yorkers, Hartford residents aware of the campaign rate Massachusetts strongly for early American history, beautiful scenery, and quaint towns.



Source: Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

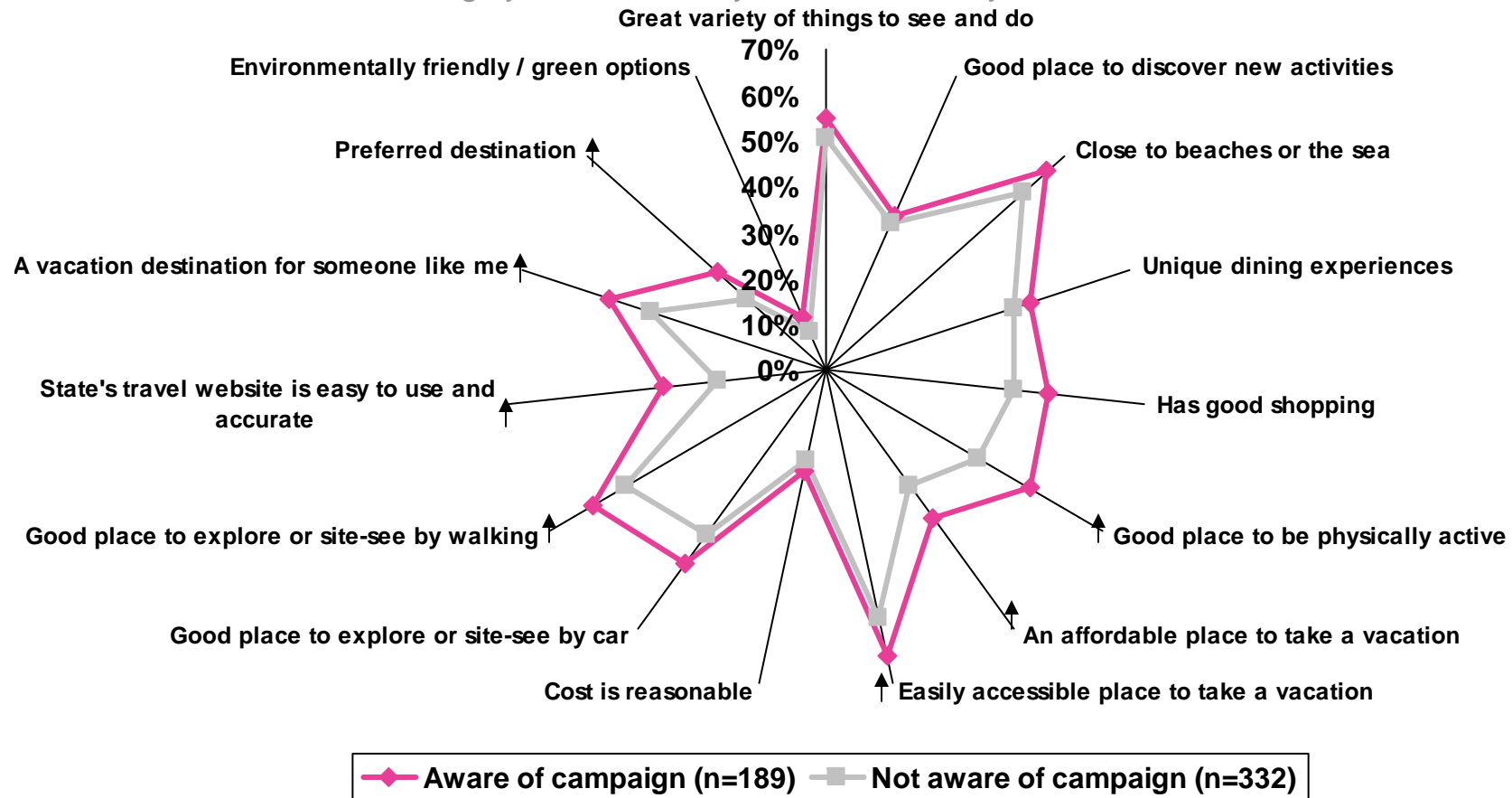
↑ ↓ Indicates Aware is statistically higher / lower than Not Aware



# Functional/Relevance Imagery – Hartford



Hartford travelers aware of the campaign prefer Massachusetts over those not aware of the campaign, and rate the state more highly on affordability and accessibility.



Source:Q13. On a scale from 1 to 10 where 1 means does not describe at all and 10 means describes completely, please rate how well each statement describes [state].

Base: Respondents asked the state at Q13 / Aware of campaign at Q27/Q28, Not aware of campaign at Q27/Q28

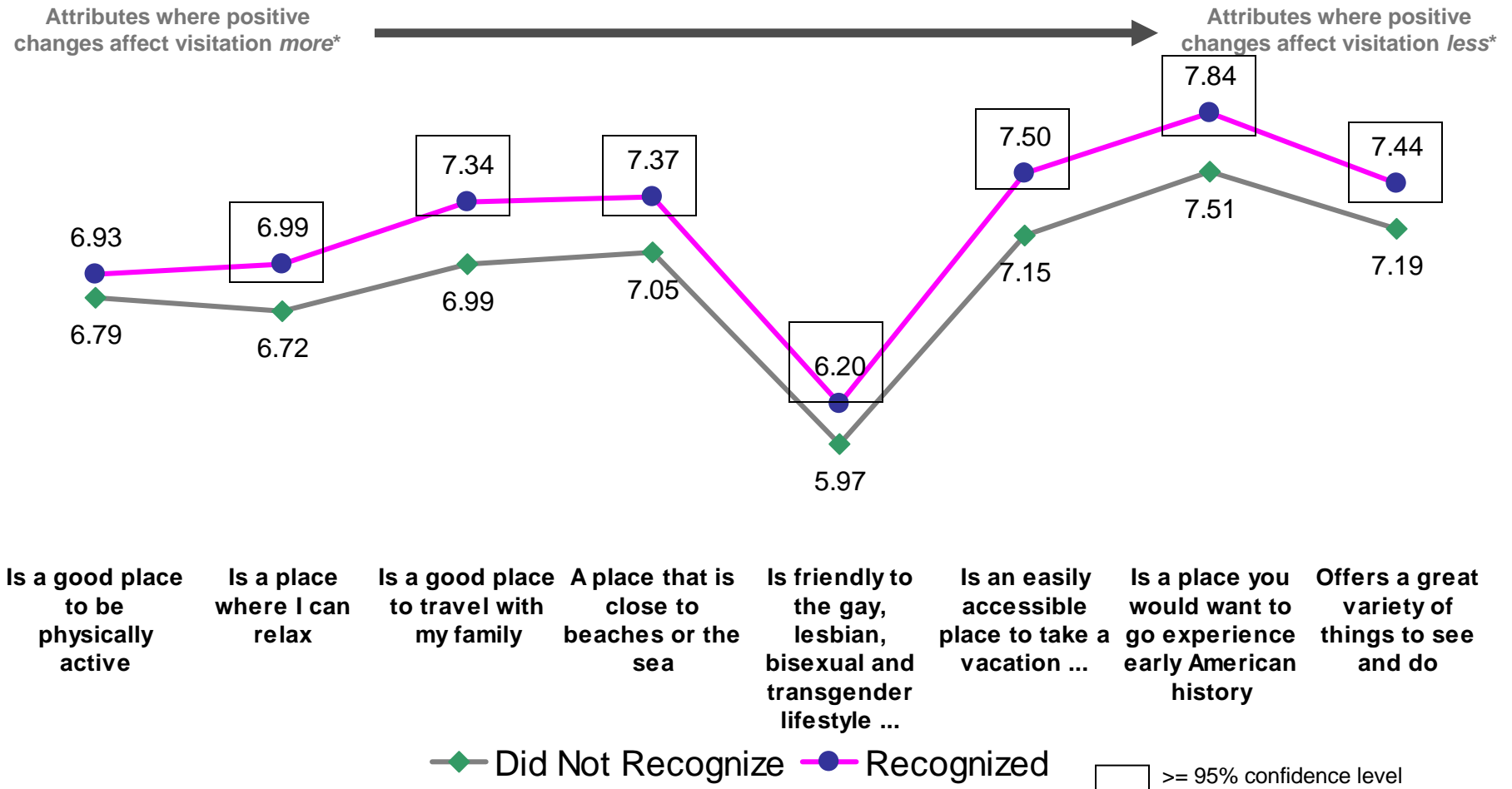
↑↓ Indicates Aware is statistically higher / lower than Not Aware



# MOTT Ad Campaign impacts perceptions



Recognition of the 2008 MOTT campaign translates to significantly higher ratings across key drivers, with the exception of “place to be physically active”



•Attributes are arranged from left to right in descending order of their impact on visitation, based on the model

// Values are mean rating scores on a 10 point scale