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**FOR IMMEDIATE RELEASE:**

**VisitNH.gov Honored as One of the World's Top 25 Tourism Board Websites**

*Skift, the largest travel industry intelligence platform, recognized NH Division of Travel and Tourism Development's website for compelling visuals and curated recommendations*

**Concord, NH** – The New Hampshire Division of Travel and Tourism Development's (DTTD) website, [VisitNH.gov](http://VisitNH.gov), was recently selected as one of the [top 25 tourism board websites](#) in the world for 2017. *Skift*, the travel industry's largest intelligence platform, selected VisitNH.gov as a top website, highlighting its captivating photos and video, as well as its trip inspiration generator function.

“We are thrilled to be recognized by *Skift* for our innovative and engaging website that has become an essential tool for travelers visiting New Hampshire,” said Victoria Cimino, director of the New Hampshire Division of Travel and Tourism Development. “We understand competition for tourism dollars is at an all-time high and have responded by implementing the latest technology across the Division's marketing efforts, including VisitNH.gov. The website design, and particularly the trip inspiration generator, is a major component of DTTD's long-term strategy for delivering personalized experiences for travelers.”

*Skift* highlighted DTTD's “compelling video that plays when travelers first enter the site.” In addition, *Skift* points out the trip inspiration generator, in which travelers can “take a three-question survey that curates recommendations based on what kind of vacation they want to have.” VisitNH.gov also features a rotating gallery of travelers' Instagram photos, which “helps travelers imagine themselves visiting these places,” according to *Skift*.

DTTD worked with its marketing agency, GYK Antler, and interactive partner, SilverTech, to develop the engaging and interactive design and execution for the website. The most recent iteration of the site was unveiled in May 2017, highlighting DTTD's summer marketing campaign featuring New Hampshire's “limitless” summertime activities, destinations and events.

“We have been working with DTTD to develop and highlight the content that most resonates with the travelers we want to attract again and again,” said Travis York, president and CEO of GYK Antler. “When we have a phenomenal product to feature, as we do in the case of New Hampshire as a tourism destination, it makes it considerably easier for us to create compelling, impactful content that engages the user.”

In compiling the 2017 list, *Skift* prioritized “websites with the best user experience overall, especially on mobile; the most modern modular layout, seamless navigation and impactful visuals, and the most nuanced multi-format storytelling.”

“Our major emphasis was ensuring VisitNH.gov was easy to use, intuitive and engaging,” said Nick Soggu, president and CEO of SilverTech. “In implementing the trip inspiration generator function, we are creating an interactive experience that also allows us to build out personalized experiences for users.”

DTTD, which had been a division of the Department of Resources and Economic Development (DRED), until June 30, 2017, is now a division within the Department of Business and Economic Affairs (DBEA). DBEA was established by an act of the Legislature on July 1, 2017, following the reorganization of DRED.

DTTD has been recognized for several additional industry awards. In 2016, DTTD received an Ad Club Silver Hatch Award for excellence in out-of-home advertisement execution for a creative and engaging bus-shelter wrap emulating a ski lift. DTTD also received a prestigious Adrian Award from the Hospitality Sales and Marketing Association International in 2016 for a national public relations campaign that garnered 500 million media impressions and generated feature coverage in the *Boston Globe*, *USA Today*, *Chicago Tribune* and more.

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 summer in New Hampshire.

## **ABOUT THE 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).

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