CASE STUDY

SilverTech upgrades State of New Hampshire Travel and Tourism Website to Xperience by Kentico. 20+ year client relationship built on trust and results.

Site of the Year 2024
Winner

New Hampshire
LIVE FREE
VISITNH.GOV

SILVERTECH

OVERVIEW

VisitNH.gov is New Hampshire's official tourism website, serving as the primary digital gateway for millions of annual visitors exploring the state's scenic beauty, cultural heritage, and seasonal events. For over two decades, SilverTech has partnered with the State of New Hampshire's Travel and Tourism division, delivering consistent innovation and reliable digital solutions that drive significant tourism revenue and economic growth.

A 20-YEAR RELATIONSHIP BUILT ON TRUST

Since 2002, SilverTech has supported VisitNH.gov through multiple comprehensive website overhauls, reflecting a deep commitment and enduring partnership. Recognized as New Hampshire's official digital partner, SilverTech consistently provides exceptional responsiveness, customer service, and strategic guidance, earning the state's continued trust. SilverTech has successfully implemented Kentico on numerous State of New Hampshire websites including NH Economy, NH Parks and several others.

PROJECT GOALS AND CHALLENGES

With the VisitNH.gov site running successfully on Kentico version 12 (Portal Engine + ASPX), SilverTech proactively identified opportunities for improvement, particularly enhancing site performance, UX, SEO, and security. The goal was to transition to Xperience by Kentico, a modern digital experience platform that would deliver faster performance, increased user engagement, and improved cost-efficiency.

SOLUTION: XPERIENCE BY KENTICO INTEGRATION

SilverTech facilitated the seamless upgrade of VisitNH.gov to Xperience by Kentico, addressing critical areas including:

- ✅ **Content Modeling and Migration:** Migrating extensive site content, seasonal itineraries, and media-rich features such as the popular Foliage Tracker App, interactive hiking maps, and multilingual content.

- ✅ **Advanced User Management:** Implementing user-centric solutions enabling tourism partners to independently manage their content, significantly reducing administrative workloads.

✅ **Widget-Based Page Building:** Leveraging Kentico's robust widget system, empowering content editors to independently update and customize the site efficiently without technical assistance.

✅ **Third-Party Integrations:** Extending Kentico's built-in features to seamlessly integrate with digital asset management solution to manage rich media, third-party CRM platforms, form builders, etc. enhancing customer data collection and personalized marketing capabilities.

✅ **Geolocation & Personalization:** Using Kentico's built-in geolocation capabilities to create targeted homepage experiences for specific audiences, notably Quebec visitors, boosting regional engagement and personalization.

PROVEN RESULTS AND EFFICIENCIES

The upgraded Xperience by Kentico platform provided substantial efficiencies and savings, including:

✅ Enabling non-technical staff to manage comprehensive, seasonal updates autonomously.

✅ Eliminating dependency on costly third-party integrations, thanks to Kentico's built-in capabilities.

✅ Streamlining tourism partner interactions through a self-service portal, reducing administrative tasks and significantly boosting productivity.

📈　　Visits to NH Events Calendar **increased 19.7%**

📈　　Week over week average engagement time **increased 30%**

📈　　Core Web Vitals Score **improved 50%**

MEASURED IMPACT AND SUCCESS

The effectiveness of VisitNH.gov is primarily measured through New Hampshire's Meals and Rooms Tax revenue, a direct indicator of tourism activity. The enhanced platform's intuitive user experience, faster performance, and personalized features have effectively driven increased site engagement and tourism revenue.

Amy Bassett, State Tourism Deputy Director, praised SilverTech and Kentico, stating:

> *"SilverTech's decades of digital expertise, combined with the capabilities of the Kentico CMS platform, have truly elevated our website. The platform's speed and intuitive content management make it easy for our team to efficiently update and maintain the site, ensuring we remain competitive in attracting visitors to New Hampshire. With Kentico's innovative platform, we are excited to expand our digital presence and provide even more personalized experiences for our audience."*
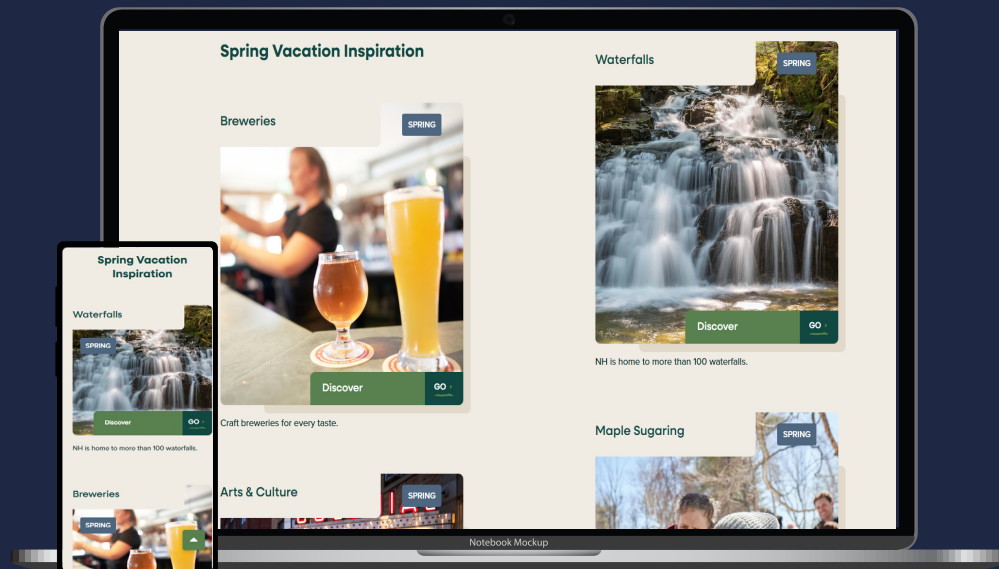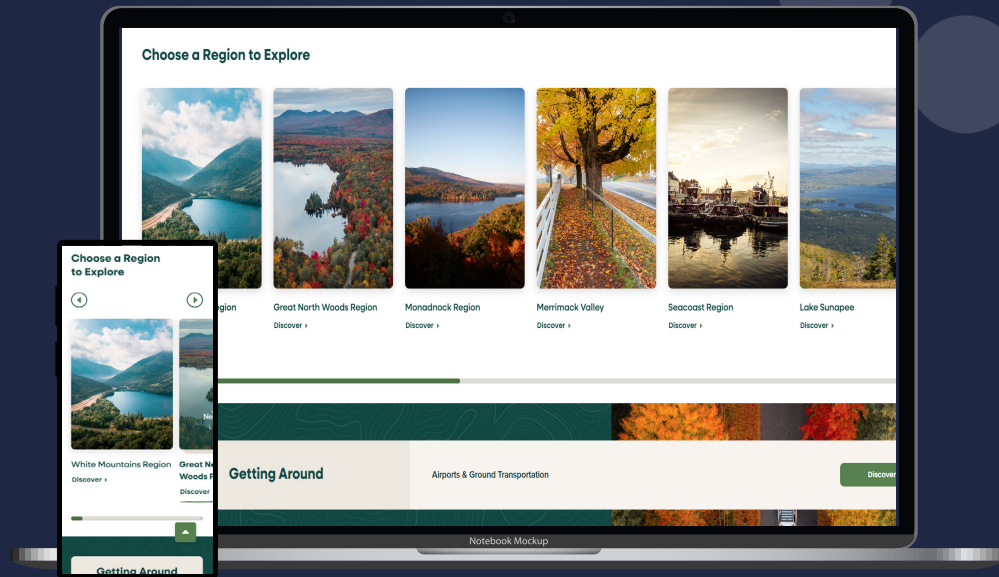
FUTURE OPPORTUNITIES

The next phase for VisitNH.gov includes leveraging Kentico as a central content repository, pushing content seamlessly to kiosks, welcome centers, and other digital platforms, maximizing efficiency and consistency. Further integrations with other state divisions—such as NH Parks and NH Economy—are planned, aiming to enhance cross-departmental collaboration and content sharing.

CONCLUSION

Through strategic recommendations, technological excellence, and steadfast customer service, SilverTech has solidified its position as the State of New Hampshire's trusted digital partner. The ongoing partnership, powered by Kentico's advanced digital experience platform, continues to revolutionize how New Hampshire promotes tourism, driving economic growth and delivering exceptional visitor experiences.

THE CREATIVE