

Case Study

Website Strategy, Design and Development, Mobile-App Development, User Experience Strategy for **Visit New Hampshire.**



1 Attracting visitors to the best state in the nation is a year-round job.

With over thirty million travelers flocking to the State of NH every year, tourism is a major driving force of the state economy. Although you'd think the beauty of New Hampshire would sell itself, unfortunately, it just isn't that simple. Competition from neighboring states, a dip in the economy, evolving travel trends and a slew of other forces can influence when and where someone will travel and how much they'll spend once they get there.

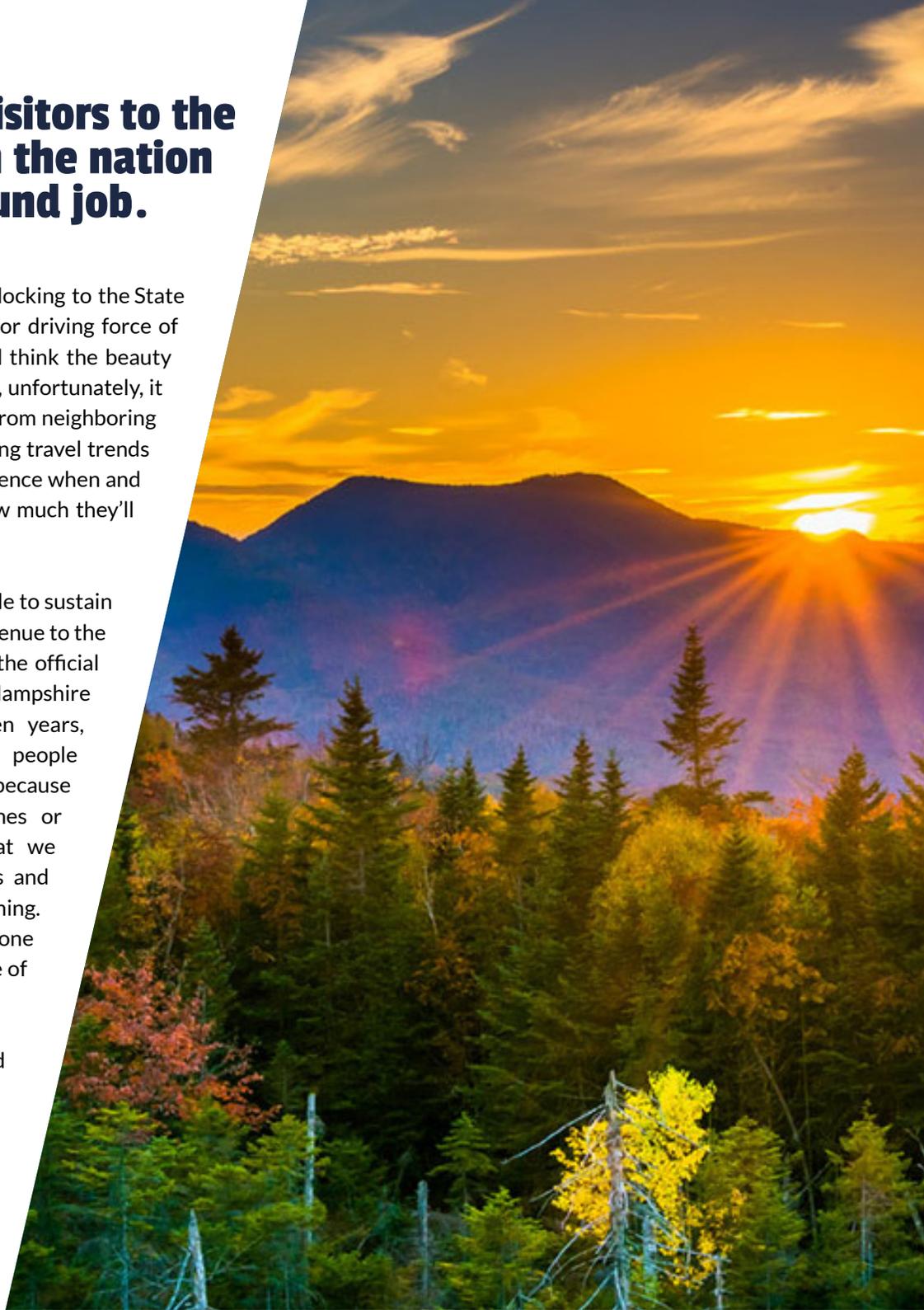
So how, then, is New Hampshire able to sustain a constant flow of travelers and revenue to the state? We're happy you asked. As the official digital partner of the State of New Hampshire Travel Council for more than ten years, we've learned a ton about what people love about this state. It's not because we have mountains, great beaches or beautiful lakes. And, it's not that we have breweries, amusement parks and history. It's because we have everything. What travelers love most is not one particular place, but the experience of New Hampshire itself.

Our job has been to create and extend that experience online. So, from the moment someone is thinking about a weekend getaway while at home in their pajamas, to the moment a visitor is here using coupons on their phone, they are engrossed in an online experience as compelling as the destination itself.

Interactive mobile apps to find the best foliage, online planning tools, an immersive design and seasonal updates engulf the senses of visitors before they even arrive.

While it all works for New Hampshire today, will it work tomorrow? Our role, as the State of New Hampshire Travel Council's digital partner, is to be one step ahead of a rapidly changing landscape and to present ideas, concepts and technology that ensure New Hampshire remains a highly sought and frequently visited travel destination.

Our work for the State of New Hampshire Travel Council has been recognized globally as a Top 25 tourism board website. Based on its tremendous success, we now provide digital web and technology services for dozens of NH state government divisions, and we regularly present at state tourism conferences and help other tourism associations in the community. It certainly keeps us busy year-round. But, when you love what you do this much, can you really call it work?



2 Services.

- › Website Strategy and Redesign
- › Mobile App Development
- › User Experience Strategy
- › Custom Application Design and Development
- › Social Media Tools
- › Microsite Design and Development



New Hampshire is all about its mountains and lakes, and some of those are on display in a compelling video that plays when travelers first enter the site. Travelers can also take a three-question survey that curates recommendations based on what kind of vacation they want to have. There's also a nice carousel of travelers' Instagram photos that helps travelers imagine themselves visiting these places.

RECOGNIZED AS ONE OF THE 25 BEST TOURISM BOARD WEBSITES IN THE WORLD 2017
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3 Results.

Not only is user experience enhanced, but the experience is also enhanced for their internal marketing team. The new site empowers local business owners to update their information accordingly. The most important feature being that the true beauty of NH is showcased throughout the site.

4.5^K

Downloads.

25

Won top 25 tourism board
websites in the world.

4

From back story to success story, SilverTech changes the game.

Spring Homepage



Summer Homepage



Fall Homepage



Winter Homepage

