



**PRESS RELEASE**  
**For Immediate Release**

**Visit New Hampshire Honored with  
Government Standard of Excellence by Web Marketing Association**

*VisitNH.gov garnered accolades in the “Government” category.*

**Concord, N.H. – (Oct. 1, 2021) –**[VisitNH.gov](https://www.visitnh.gov) has been recognized with the Government Standard of Excellence at the 2021 WebAwards. The [New Hampshire Division of Travel and Tourism Development](#)'s (DTTD) website competed in the “Government” category.

The [WebAward competition](#), now in its 25<sup>th</sup> year, accepts nominations from all organizations and individuals involved in the process of developing web sites for organizations, companies and the government. Entries from around the world were evaluated in 96 industry categories during this year’s competition.

Entries were judged on the following: design, copy writing, innovation, content, interactivity, navigation, and use of technology. Visit New Hampshire scored especially well in the design and innovation categories.

“Our team works day in and day out to present New Hampshire as the world-class destination it is, and I’m so happy they have been honored with this award,” said Taylor Caswell, the Commissioner at the New Hampshire Department of Business and Economic Affairs. “Our VisitNH.gov platform shows visitors all the things they can see, do and experience in New Hampshire. And working with our partners, we can draw a straight line from our promotional work and expanding our state tourism industry, driving visitation and creating investment and jobs.”

This year’s competition was judged by a team of independent professionals representing a variety of relevant disciplines, including members of the media, advertising executives, site designers, creative directors, corporate marketing executives, content providers and webmasters.

Once nominated, each site is judged on seven different criteria and earns a score between 0 and 70 points. The highest score in a given category wins Best of Industry for that category. If the remaining entries receive a score of 60 or greater, they receive the Outstanding Web site award. Entries that score higher than their industry average and below 59.9 receive the Standard of Excellence.

“We’re proud to be digital partners with such innovative leaders in New Hampshire Government. For over a decade, we’ve collaborated closely with New Hampshire Travel and Tourism to use digital channels and technology to enrich and extend the travel experience for visitors,” said Nick Soggu, the CEO of SilverTech.

For more information on the WebAwards, visit <https://www.webaward.org/index.asp>. For more information on New Hampshire, visit [www.visitnh.gov](http://www.visitnh.gov).

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#### **ABOUT THE NH 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).

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 New Hampshire.