



PRESS RELEASE

For Immediate Release

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New Hampshire Tourism Named as Finalist of Prestigious Mercury Awards at 2021 ESTO Conference

Granite State honored for Summer 2020 "Discover Your New" marketing campaign

"Discover Your New" Commercial: <https://youtu.be/lZoXzu-yj4A>

Concord, N.H. – (Aug. 19, 2021) – The [New Hampshire Division of Travel and Tourism Development](#) (DTTD) proudly announces that the Summer 2020 "Discover Your New" campaign was selected as one of three finalists at the annual Mercury Awards, celebrated last night at the U.S. Travel Association's 2021 Educational Seminar for Tourism Organizations (ESTO) Conference, in the "Best Integrated Marketing and Messaging Campaign: State Marketing Budget Less Than \$10 Million" category.

Among many dynamic entries from around the country, the Granite State proudly represented New England as a finalist for the first time ever in the category, alongside great company in the highly successful Discover Puerto Rico and Explore Minnesota Tourism campaigns. Ultimately the impressive Discover Puerto Rico campaign was selected as the winner.

"It's truly an honor to have been recognized for our efforts, especially following such a tumultuous year for the tourism industry, and in the company of such impressive colleagues," said New Hampshire DTTD Director Lori Harnois. "I can't thank the team and our partners enough for working together to develop and execute such a meaningful campaign highlighting our great state!"

The "Discover Your New" campaign was fully integrated, featuring both in-state and out-of-state components, designed with epic visuals and storytelling to both inspire new and returning visitors once they felt comfortable traveling again and encourage safe travel within the state for residents.

Focusing significantly on driving online engagement, a robust and targeted media plan included paid social, rich media, and interactive video. Adapting to the media consumption shifts of the pandemic, network and cable TV, as well as CTV, were core to the overall strategy. Out-of-home also played a pivotal role in reaching drive market consumers, targeting primarily Massachusetts, Rhode Island, Connecticut, and New York City. With health and safety at the heart of all messaging, the Visit NH website provided vacation ideas and timely pandemic protocol information in a web section titled "Know Before You Go."

According to consumer research data, the Summer 2020 campaign returned \$199 in visitor spending and \$10.28 in state and local taxes for each \$1 spent on advertising. Despite the pandemic and a significant budget reduction, the overall reaction to the campaign – which reached more than five million households in total – was immensely positive and the results contribute to why New Hampshire was selected as a finalist.

The Mercury Awards recognize travel industry members across 16 categories for excellence and creative accomplishment in state and territory destination marketing and promotion; and inspire, through showcasing outstanding work, the continued development of imaginative and exciting marketing and promotional programs.

For more information, visit 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 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. 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.