



PRESS RELEASE

For Immediate Release

Visit New Hampshire Honored with Adrian Awards for its Summer Campaign
Visit New Hampshire earns Silver and Bronze Awards

Concord, N.H. – (Dec. 16, 2024) – [Visit New Hampshire](#) is being honored for travel marketing excellence by the Hospitality Sales & Marketing Association International (HSMAI) for its Summer 2023 Campaign. New Hampshire earned a Silver Adrian Award for its entry in the Advertising/Brand Campaign category; and a Bronze Adrian Award for the Integrated Campaign category.

“The Summer 2023 campaign set records in increased visitation and in-market spending by just over 3% year-over-year and grew meals and rooms tax revenue by almost 2.5% year-over-year,” said Taylor Caswell, Commissioner of the New Hampshire Department of Business and Economic Affairs. “This recognition is well deserved and underscores the work our staff and partners are doing on a daily basis to elevate New Hampshire.”

Travel and Tourism’s Agency of Record, [GYK](#), developed the strategy for the Summer 2023 Campaign. Judges evaluated the campaigns on marketing objectives, creativity, quality, content and results. The campaign targeted consumers in New Hampshire’s core and road trip markets, as well as eastern Canada, encouraging prospective visitors to “Discover Your New.” View samples of the [Summer 2023 marketing campaign here](#).

“As an integrated agency headquartered in New Hampshire, it’s been our great privilege to help drive impact and visibility for the Granite State,” said Travis York, CEO of GYK. “Throughout our partnership with the NH Division of Travel and Tourism Development, we’ve been proud to deliver creative, insights-led, and innovative approaches to inspire audiences to discover why New Hampshire is a premier vacation destination and place to stay, work, and play.”

The Adrian Awards, now in their 68th year, are considered the largest and most prestigious competition in global travel marketing. For 2024, Adrian Awards are being presented in advertising, digital, PR/communications, and integrated campaign categories. These include awards for digital creators, reputation management, affiliate marketing and broadcast integration. Award winners will be celebrated at an event in New York in February 2025.

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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.

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