



2016 Outreach Meetings

Department of Economic and
Community Development

Office Of Tourism

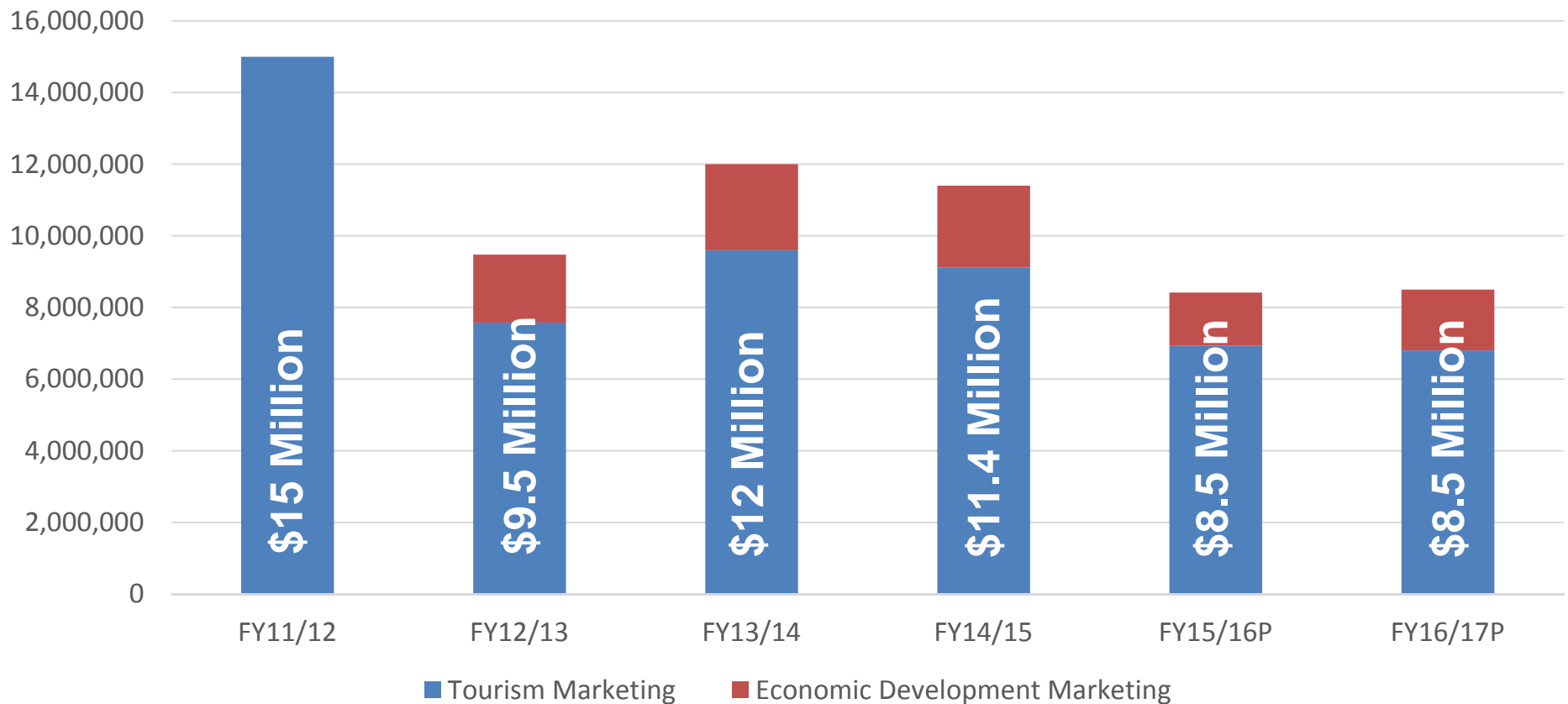
Connecticut[®]
still revolutionary

Today's Agenda

- What's New for 2016
- Partnership Opportunities
 - CT Office of Tourism
 - Regional Tourism District
- New CTvisit.com
 - Preview
 - How to...

Situational Overview

Statewide Tourism Marketing Fund



Highlights of Our Success

Data shows that our most important tourism stats are up since the launch of the Connecticut *still revolutionary* efforts in 2012.



\$14 billion

in total traveler spending across Connecticut in 2013, a 3% growth over 2012.



\$1.6 billion

in tax revenues, including \$523 million in state taxes and \$345 million in local taxes.



118,500 jobs

supported by the tourism industry, including 80,000 direct jobs in the tourism sector.

Tourism Economics Study, Economic Impact of Travel in Connecticut, 2013

Highlights of Our Success

In fact, metrics after Summer 2015 show strong growth and momentum over Summer 2014.



4% increase

in occupancy over 2014,
including casino lodging properties.

*Comparing May-August STR reports
for 2014 and 2015*



12% increase

in visits to leading attractions.

*Witan Intelligence, VISION Index of 23
attractions, June-August 2014 & 2015*



9% increase

in lodging tax receipts.

*CT Department of Revenue Services.
May-July 2015 over same time 2014*

Highlights of Our Success

And we believe the Connecticut *still revolutionary* efforts can take a good portion of the credit for this growth.

Our Advertising Effectiveness tracking study showed that the campaign is indeed driving action:

73% of people who saw our Connecticut *still revolutionary* campaign reported taking action as a result of seeing an ad:

27% researched more information.

31% made plans to visit.

23% went to CTvisit.com.

22% contacted at least one attraction.

25% actually visited Connecticut as a direct result of seeing an ad!

Source: MMGY 8-wave Attitudes and Awareness study fielded September 2015

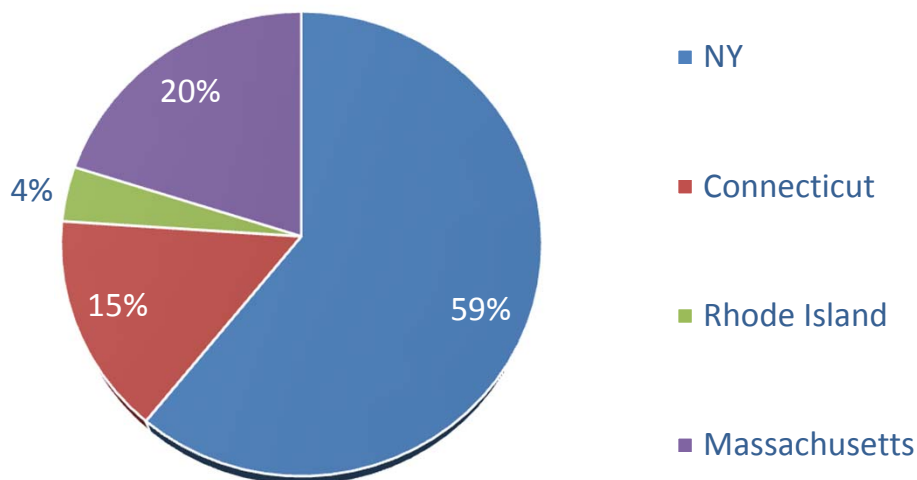


What's New for 2016

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still revolutionary

NEW Markets

With the reduced budget we will sharpen our focus on the most important target geographies for media spend and use PR/Social and some digital to expand into other key markets:



Continue to Prioritize Manhattan:

- Strong past performance
- Size of the prize
- Good potential for overnight trips

Extend presence in Boston.

NEW Messaging

Continue campaign momentum:

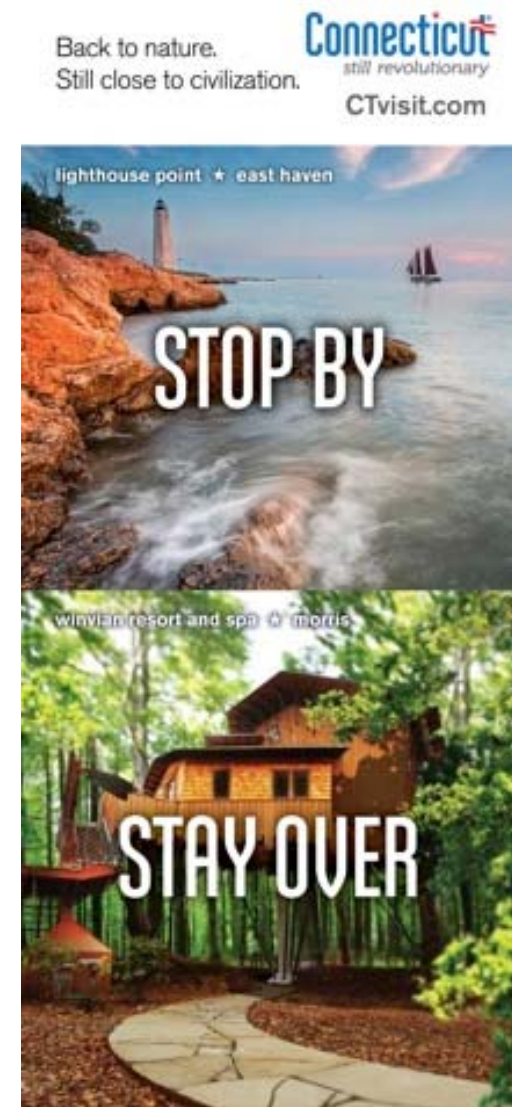
- Emphasize dichotomies of contrasting yet complementary things to do
- Convey proximity

Continue emphasizing:

- Overnight stays
- A mix of big draw attractions and hidden gems
- Our “Experience categories”: *Rest and Relaxation, Family Fun, Arts and Culture, History and Heritage & Active Adventure*

New experiences:

- Culinary Adventures
- Romantic Escapes



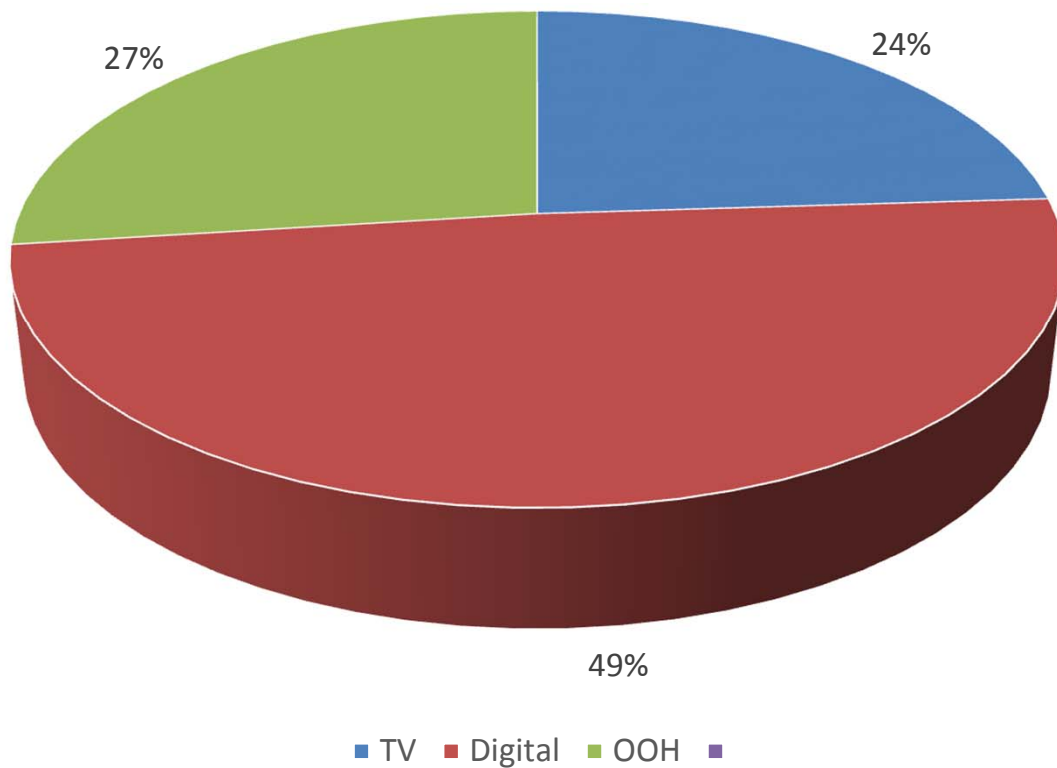
NEW Statewide Signage

- Bradley International Airport
- Cross Sound Ferry Terminal
- Interstate Highway
“Welcome to Connecticut”

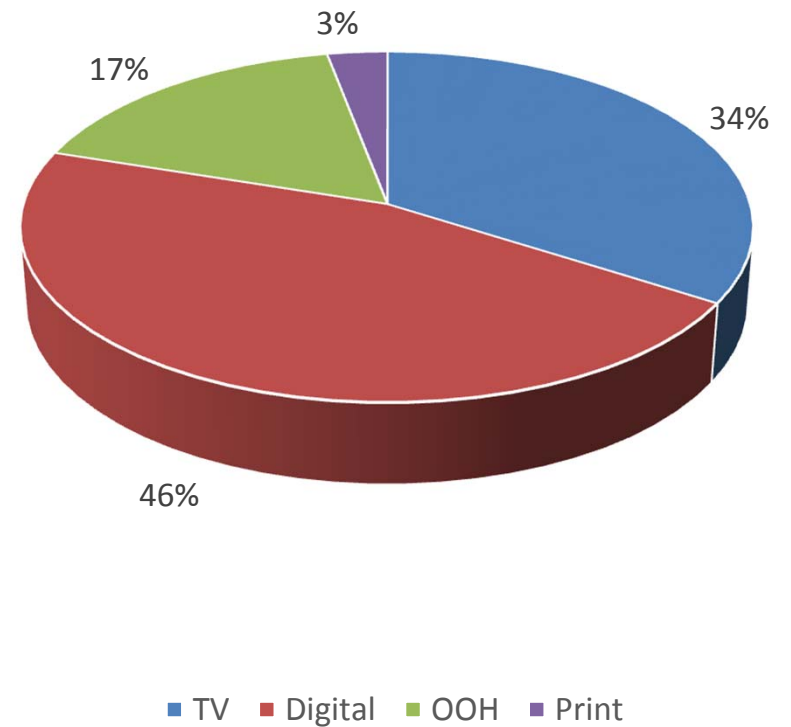


NEW Advertising

Media Spend 2015



Media Spend 2016



NEW PR/Social Team

Adams & Knight

Emily Pangakis, PR Team Leader
Emily.Pangakis@adamsknight.com

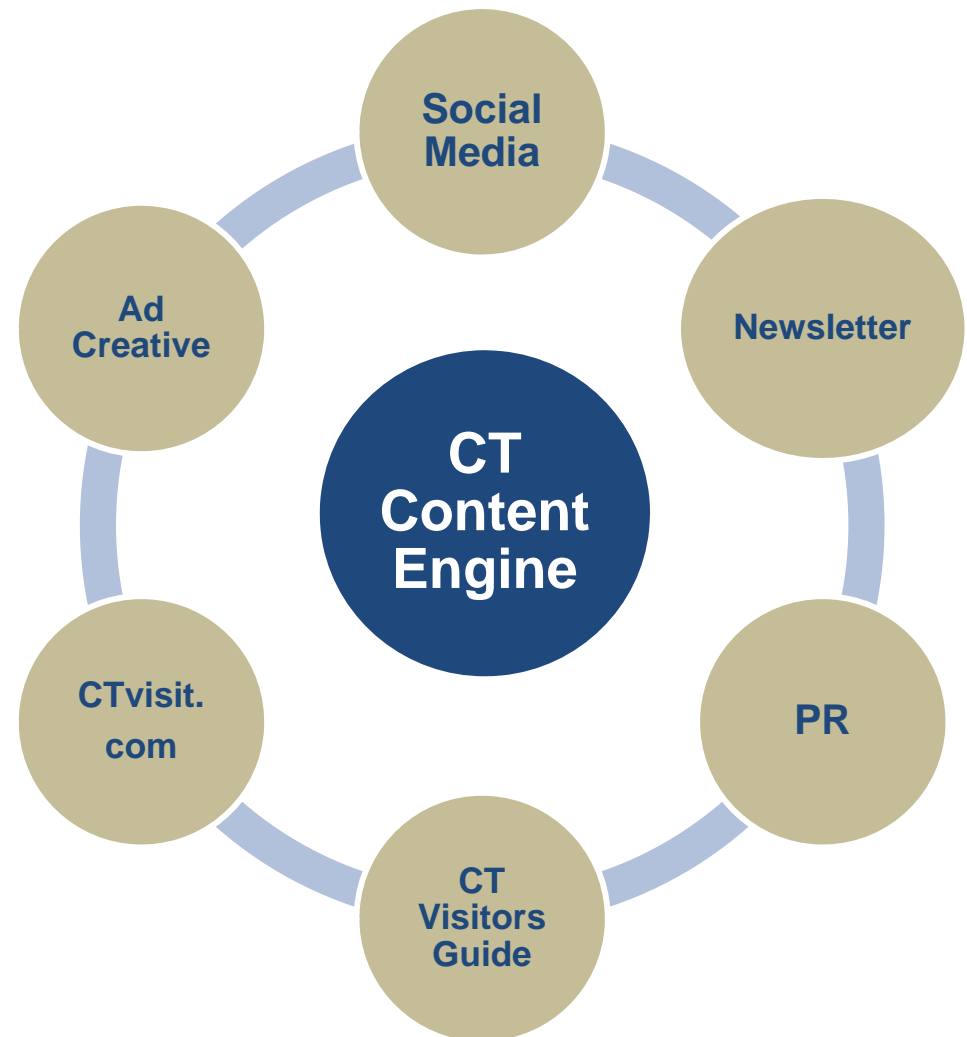
Edgardo Rossetti, Social Media Team Leader
Edgardo.Rossetti@adamsknight.com



NEW Content Marketing Strategy

Content Drives Traffic:

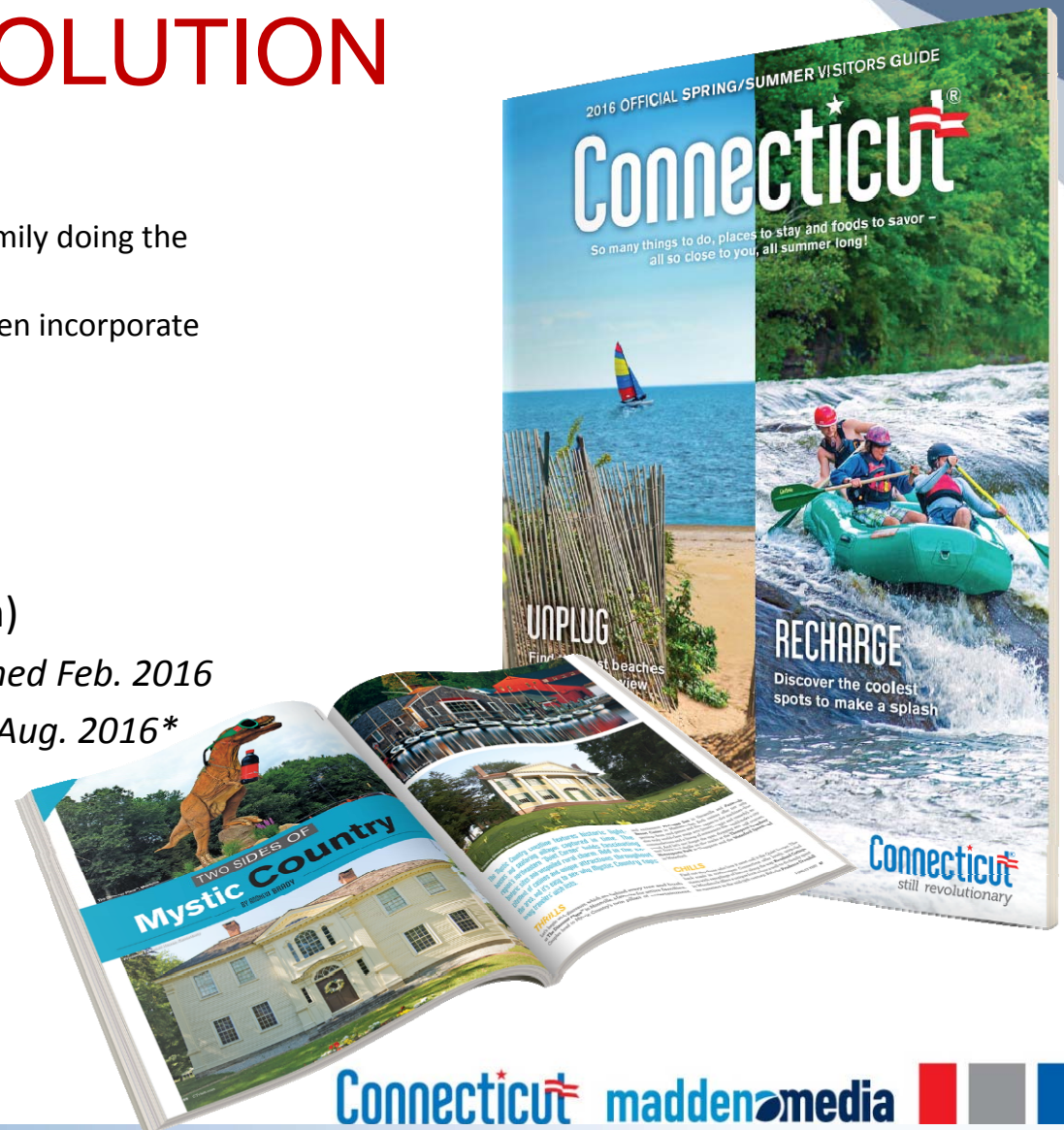
- Emphasis on story first, not the medium
- Restructured Content Marketing
- NEW CT Tourism Content Collaborative





Connecticut Visitor's Guide EVOLUTION

- Went to a 100% storytelling guide
 - Emotional storytelling -- imagine YOUR family doing the same thing
 - Elevate the story through photography, then incorporate video in digital edition
- Changed size of book
 - Visitor focused editorial
 - Removed listings
- Two Seasonal OVGs (split distribution)
 - 200,000 in Spring/Summer – *published Feb. 2016*
 - 100,000 in Fall/Winter – *publishing Aug. 2016**
- Lead Generation
- Online content expansion





Why Storytelling? ENGAGE. INSPIRE.

- **Stories create a sense of familiarity** with a destination long before a visitor sets foot on local soil
- Madden Media is at the forefront of **transformational, inspirational** content marketing
- Our **award-winning team** produces stories that immerse readers in an experience and inspires them to travel
- **Long-form stories** increase engagement and make a more meaningful, lasting impression





Co-op Opportunities



CREATE



DISTRIBUTE



ENGAGE



INSPIRE



OPTIMIZE

	TIER 1	TIER 2
Number of Stories	1	2
Total Net Cost	\$2,500	\$5,000
Campaign Length (months)	2	3
Total Clicks	4,505	9,614

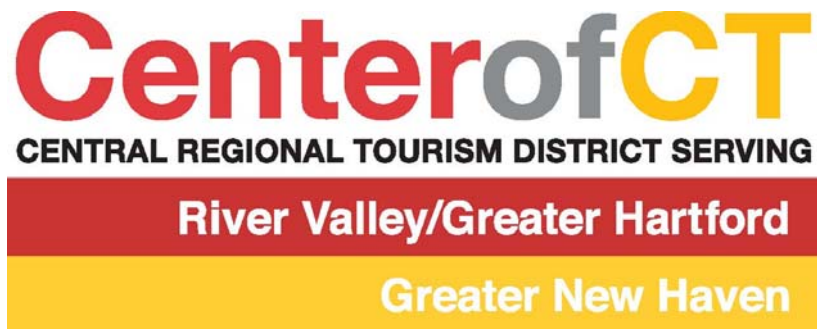
1:1 MATCH from CT

SPRING 2015 CAMPAIGN RECAP:

- **59,779 clicks** to all stories
- **97%** of content-driven visitors were new to the partners' brand (CVB/DMO websites typically see 60-70% new sessions)
- Time on page **more than doubled**, in most cases (CVB/DMO websites often see time on site & time on page drop for prospecting campaigns)



Regional Tourism Updates





Introducing...the new CTvisit.com

Connecticut[®]
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A Great Start to Building Momentum Online



3 million+ visitors per year to CTvisit.com alone!

Connecticut still revolutionary

IDEAS DO STAY EAT EVENTS REGIONS

TRAVEL LESS. EXPERIENCE MORE.

Connecticut

Connecticut spans just 110 miles from east to west. And 70 miles from north to south. But across our diverse yet compact regions, you'll find everything you need to both unplug – and recharge!

See ideas based on interest.

HIGHLIGHTS ACTIVE ADVENTURE REST/RELAXATION ARTS/CULTURE FAMILY FUN HISTORY

Top 10 Best Connecticut Hikes in Summer

Historic Weekend Getaways

What's Popular Now

Top Fly Fishing Destinations

Non-Stop Culture & Entertainment

Can't Miss Events/Festivals

5 Ingredients for the Perfect Summer

Now an even better experience for our visitors!

Comprehensive Views for Each Region



A breath of fresh air. Between New York and Boston, the relaxed New England charm that has made Mystic, a well-known vacation destination can be felt all through the area - from the quiet farm areas of the Northeast corner of Connecticut, to the coastal towns of Connecticut and neighboring Rhode Island. As a result, it has become known as Mystic Country.

Start exploring Mystic Country here.



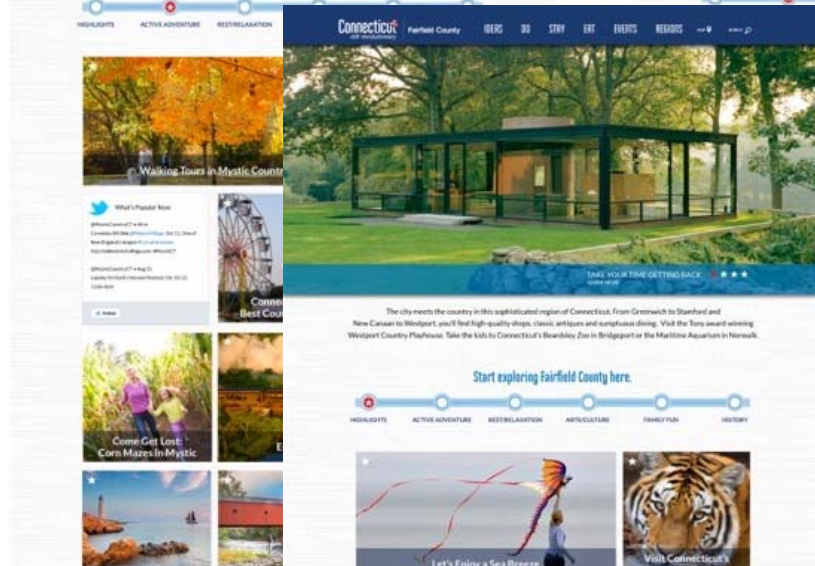
The Central Regional Tourism District promotes the Connecticut's River Valley and the Greater New Haven region as a vacation and sight-seeing destination for visitors to the New England region. It stretches from the Massachusetts border to Hartford, along the CT River to New Haven and its neighboring shoreline towns.

Start exploring Greater Hartford here.



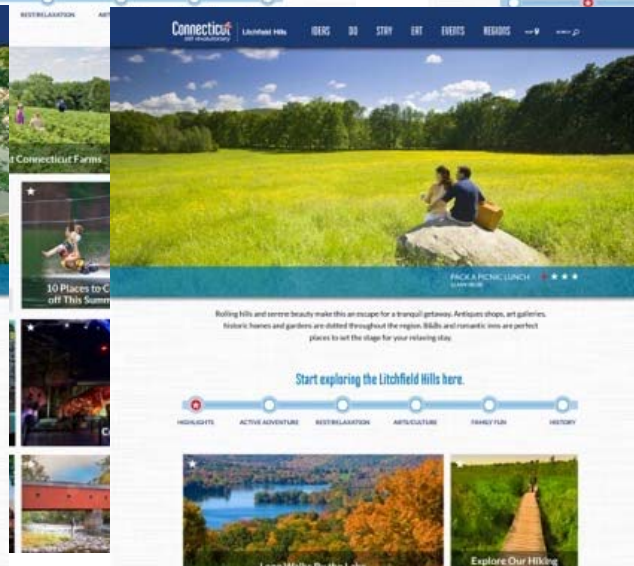
The Central Regional Tourism District promotes the Connecticut's River Valley and the Greater New Haven region as a vacation and sight-seeing destination for visitors to the New England region. It stretches from the Massachusetts border to Hartford, along the CT River to New Haven and its neighboring shoreline towns.

Start exploring Greater New Haven here.



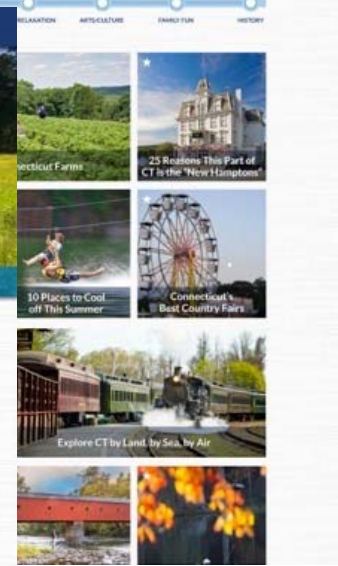
The city meets the country in this sophisticated region of Connecticut. From Greenwich to Stamford and New Canaan to Westport, you'll find high-quality shops, classic art tours and sumptuous dining. Visit the Tony award-winning Westport Country Playhouse. Take the kids to Connecticut's Boundary Zoo in Bridgeport or the Maritime Aquarium in Norwalk.

Start exploring Fairfield County here.



Rolling hills and serene beauty make this an escape for a tranquil getaway. Antiques shops, art galleries, historic homes and gardens are dotted throughout the region. B&Bs and romantic inns are perfect places to set the stage for your relaxing day.

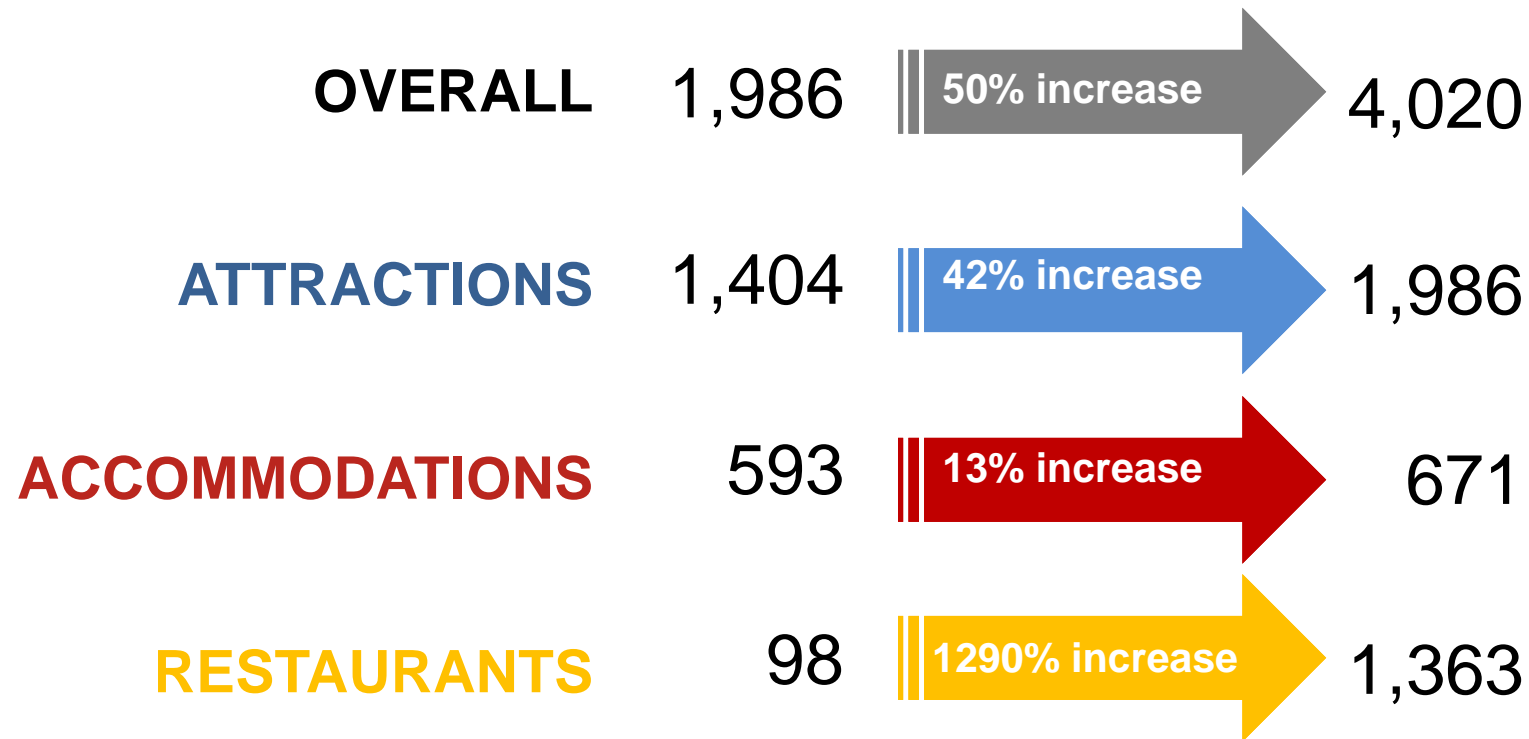
Start exploring the Litchfield Hills here.



Explore CT by Land, by Sea, by Air

Great Collaboration to Enhance Listings

More than doubled our listings in key areas!



MORE Intuitive Navigation

All the key things our research told us visitors/partners wanted!



MORE Visual Content

Three types of easily scannable story templates

The image displays three overlapping screenshots of the Connecticut website, illustrating different story templates. Each screenshot features the Connecticut logo and navigation menu at the top.

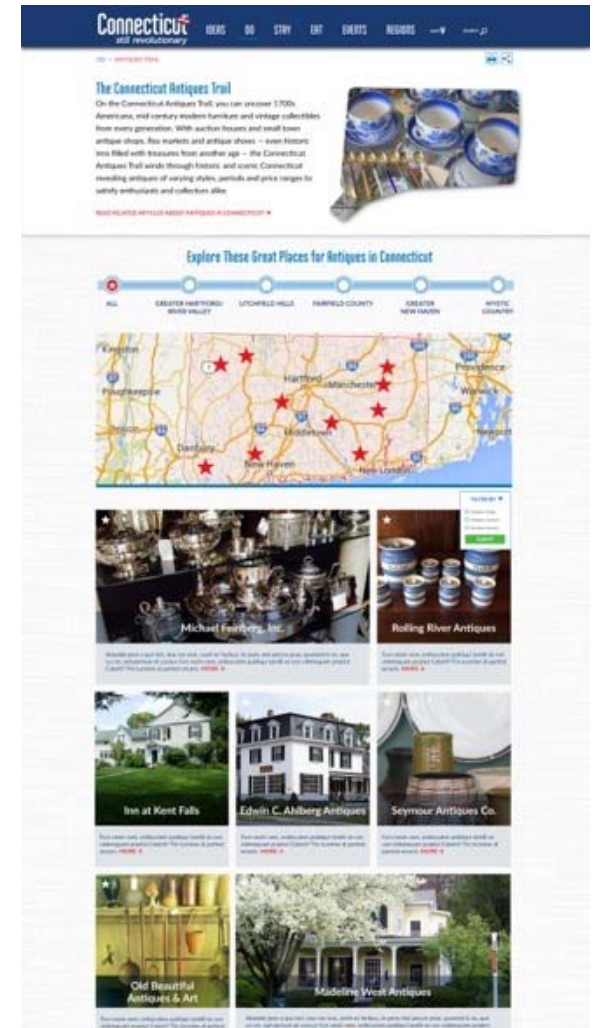
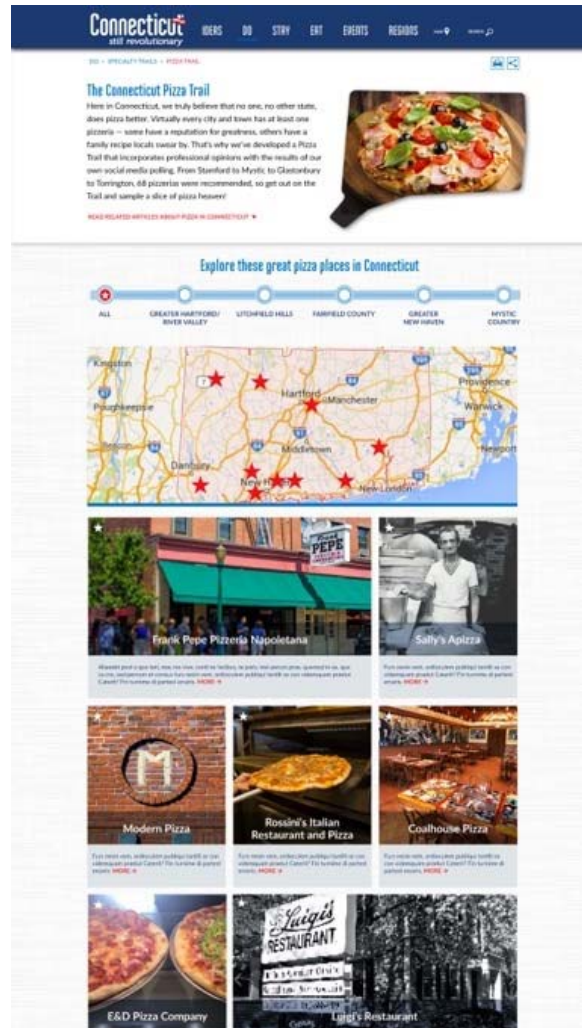
- Top Left Screenshot:** Titled "Connecticut Fall Foliage Report 2015". It features a large image of a road through autumn trees. The text below the image reads: "Connecticut's brilliant fall foliage season is right around the corner! The State of Connecticut's Environmental Protection (DEEP) interactive fall foliage report map is now available across our corner of New England. According to current estimates, peak foliage will be in the corners of the state around Columbus Day and extend to the lower Connecticut River valley by November." Below this is a section titled "Magnificent foliage season predicted for Connecticut" and another titled "Peak foliage timeframes" with a list of dates for different regions.
- Top Middle Screenshot:** Titled "10 Corn Mazes in Connecticut". It features a large image of a corn maze with two children. The text below the image reads: "When did corn mazes become a major way to enjoy October in Connecticut? We're not sure, but we certainly are impressed by the sheer number of mazes in the state and the mind-boggling creativity that goes into building them. So if no one's told you to go get lost lately, maybe it's time to do it yourself, and bring along family and friends. There are mazes for the old and young and even nighttime mazes that can get very creepy. Here's a sampling of mazes to try:" Below the image is a section titled "Lyman Orchards, Middlefield" with a "LEARN MORE" button.
- Top Right Screenshot:** Titled "Fall Camping Destinations". It features a large image of a family camping in a tent. Below the image is a list of camping destinations with categories like "State Parks and Forests", "Private Campgrounds", and "Land Preserves". Below this is a section titled "Related Articles You May Find of Interest" with three article thumbnails: "Connecticut's Top 10 hiking trails", "Best Spots for Leaf Peeping in Connecticut", and "Biking the Covered Bridge Loop".

MORE Trail Views

Lots of travel ideas/attractions, grouped by relevant interest

Specialty pages on statewide trails, including:

- Chocolate Trail
- Beer Trail
- Wine Trail
- Antiques Trail
- Pizza Trail
- Signature Cocktail Trail



MORE Specifics on What to Do

Special pages to highlight events/deals

THIS WEEKEND

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EVENTS • THIS WEEKEND

Theme of the Week **This weekend: Nov. 20-22**

See All Events for This Weekend

Other Weekend Highlights

DEALS

Deals & Packages

More Things To Do in Connecticut

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DEALS DO STAY EAT EVENTS

SEARCHABLE CALENDAR

Connecticut still revolutionary

IDEAS DO STAY EAT EVENTS

Filter and sort

SELECT START DATE

SELECT END DATE

SELECT YOUR INTERESTS

SELECT A SEASON

SELECT A CONNECTICUT REGION

SELECT A CITY/TOWN

JULY 2016

MORE Robust, Free Partner Listings

High impact pages for each attraction, accommodation, restaurant!

This screenshot displays the website interface for Hotel Zero Degrees. The top navigation bar includes 'Connecticut all revolutionary' and menu items: 'DEALS', 'DO', 'STAY', 'EAT', 'EVENTS', 'REVIEWS'. The main header features a large image of the hotel building. Below the header, there are sections for 'Hotel Zero Degrees', 'Additional Amenities', 'Rates', 'Special Request', 'Amenities', and 'Deals & Packages'. The 'Deals & Packages' section includes various discount cards such as 'Membership, Our Best Deal!', 'United States Military Discount', 'Big Y Cardholders Discount', 'Aspenium Library Pass Discount', 'AARP Members', and 'Famsworth Rewards Card Discount'. Social media links for Twitter and Facebook are visible at the bottom.

This screenshot shows the website interface for Mystic Aquarium. The top navigation bar is consistent with the previous page. The main header features a large image of dolphins. Below the header, there are sections for 'Mystic Aquarium', 'Upcoming Events', 'Deals & Packages', and 'Upcoming Events'. The 'Upcoming Events' section includes 'Ghost Hunter: The Wondrous World of Rick Flanagan', 'Chaperone Live at the Carousel Museum', and 'April 2016'. The 'Deals & Packages' section includes various discount cards similar to the previous page. Social media links for Twitter and Facebook are visible at the bottom.

This screenshot displays the website interface for Millwright's. The top navigation bar includes 'Connecticut all revolutionary' and menu items: 'DEALS', 'DO', 'STAY', 'EAT', 'EVENTS', 'REVIEWS'. The main header features a large image of the restaurant's exterior at night. Below the header, there are sections for 'Millwright's', 'Deals & Packages', and 'Social Media'. The 'Deals & Packages' section includes various discount cards such as 'Membership, Our Best Deal!', 'Aspenium Library Pass Discount', 'United States Military Discount', 'AARP Members', and 'Famsworth Rewards Card Discount'. Social media links for Twitter and Facebook are visible at the bottom.

How You Can Benefit from this New Site

Make sure you're well represented on the site that all advertising/PR/marketing investment is driving to!

1

Check your **listing**.
Take advantage of
new options.

2

Keep your **events**
updated (automatically
brought into your listing).

3

Offer more **deals**
on your own or by
partnering with others.

Start at CTvisitSupport.com

Regional contacts:

Fairfield County: Jean Hebert jean.hebert@ct.gov
860-256-2739

Greater New Haven: Barbara Malmberg
barbaram@visitnewhaven.com 203-777-8550

River Valley/Greater Hartford:
Anne Orsene, anneo@centerofct.com
or Debbie Gianonio, debbieg@centerofct.com
860-787-9640

Mystic Country:
Rita Rivera, rita@mysticcountry.com 860-333-4337
Janice Putnam, jputnam@mysticcountry.com 860-536-8822

Litchfield Hills:
Jean Hebert (listings)
jean.hebert@ct.gov
860-256-2739

COT contacts:

Jean Hebert (listings)
jean.hebert@ct.gov
860-256-2739

Rob Damroth (technical)
robert.damroth@ct.gov
860-256-2749

MORE Options for Your Listing

Robust, easy-to-maintain listings — plus automatic updates!



Add compelling “**hero**” photo.

Automatically bring in **Instagram and YouTube feed** (optional).

Link to your web and/or your tickets/reservations pages.

Include short description.

Include location and key hours.

Automatically bring in **Trip Advisor rating** (optional).

MORE Options for Your Listing (cont.)

Robust, easy-to-maintain listings — plus automatic updates!



Displays any **events and deals** you've entered.

Automatically bring in **Facebook and Twitter feeds** — optional but great way to keep page fresh.

MORE Options for Your Listing (cont.)

Robust, easy-to-maintain listings — plus automatic updates!



Displays other compelling reasons to visit your area, including nearby attractions, accommodations and restaurants.



Quick Demo of the Partner CMS

Getting Started with the CMS

- Between today and March 18th: Go to CTvisitSupport.com to access the development site where you can update your listing and it will go live on April 4th.
- Between March 18th and April 4th the dev site will go dark as we are doing final testing and tweaking for launch.
- After April 4th, you can go to the live site at CTvisit.com and click the Partner link in the footer:



Login Screen in the CMS

- If you already have a user name and password, just enter them here.

- Here are helpful links:

- Listing Guidelines.
- Apply for account
- Remind of password
- Download CMS guide

Connecticut still revolutionary

IDEAS DO STAY EAT EVENTS REGIONS MAP SEARCH

User account

Log in Request new password

Username *
Enter your CTVisit username.

Password *
Enter the password that accompanies your username.

Log in

Don't have a username, apply to become a [partner here](#).
Download the [tourism partner CMS guide here](#).
Check to see if you [qualify for a listing](#) on CTVisit.com

Attention: This is the CMS for the new site that will be going live on April 4. Any information you enter here between now and March 18th, will go live on or accessible while we are preparing to launch the new site.

Connecticut still revolutionary

Connecticut Office of Tourism
One Constitution Plaza, 2nd Floor
Hartford, CT 06103

Travel Planning assistance (US/Canada)
888-CTvisit (288-4748)

[Email-us](#)

IDEAS
Connecticut Experiences
Suggested Getaways
Travel Deals

DO
Attractions by interest
Specialty Trails
Antiques

REGIONS
Fairfield County
Greater New Haven
Litchfield Hills
Mystic Country
River Valley/Greater Hartford

MAP
Interactive Map
How to Get Around
Welcome Centers

STAY
Accommodations by Type/Region

EAT
Restaurants by Type/Region

EVENTS
This Weekend
Calendar of Events

Contact Us
Groups
Meetings/Conferences
Resources & Links
Press Room

Privacy Policy
Disclaimers

Report a Problem
Sitemap

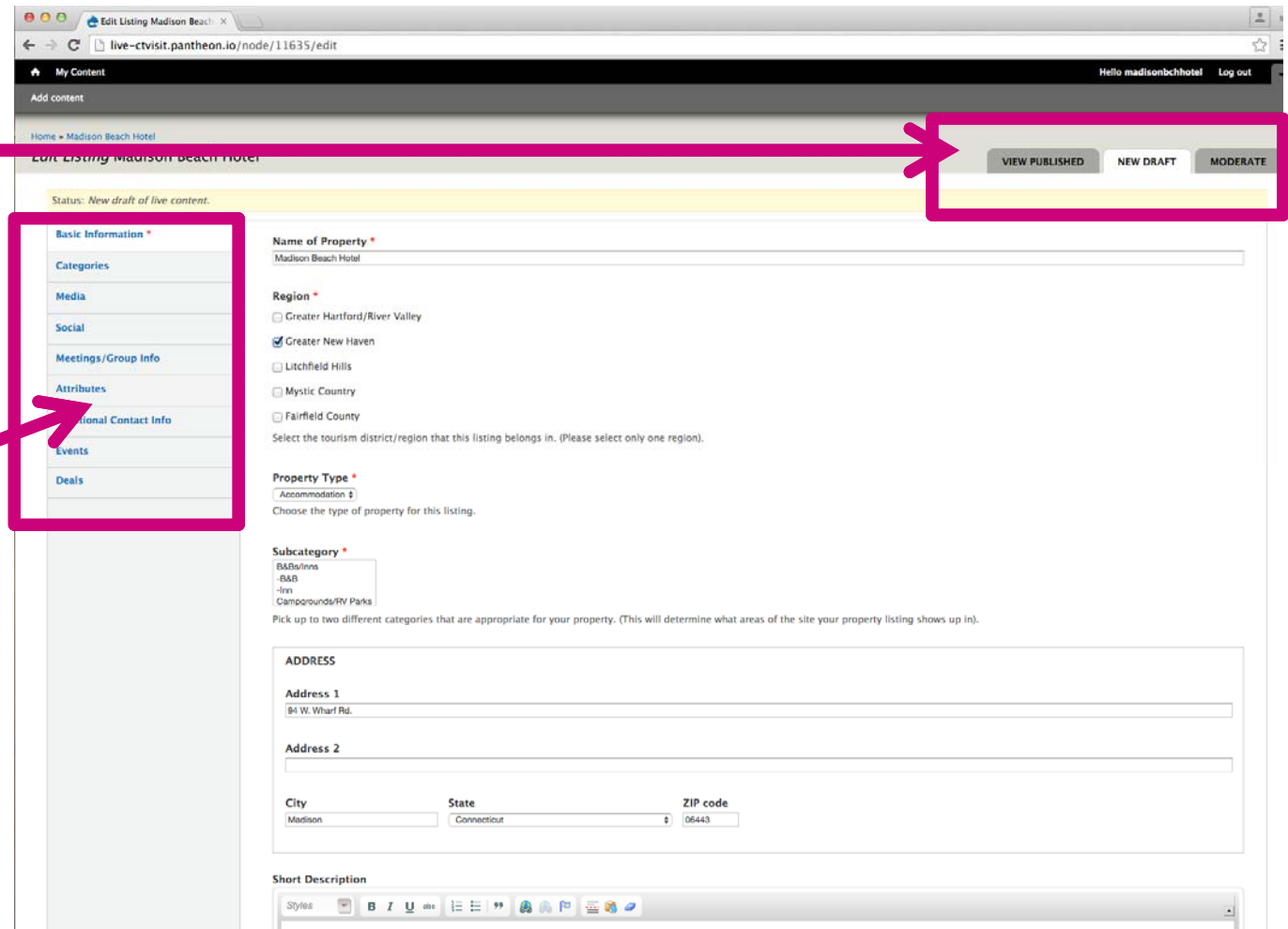
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Contact Info E-Newsletter Sign Up Groups/Meetings Tourism Partners Free Visitor Guides

Facebook Twitter Instagram YouTube Pinterest

Orientation within the CMS

- These tabs across the top show the published view or the fields to edit.
- This left rail menu walks you through all the important fields to enter your data. And particularly your images!!





Questions/Answers



Together, we're driving economic growth!

\$1.6B in tax revenues
((\$513M state & \$345M local))

118,500 tourism industry jobs
(80,000 direct) —
1 out of every 20 CT Jobs

73% of those reached
interested in exploring CT

\$14B spent by travelers
across CT



SAVE THE DATE!

CONNECTICUT GOVERNOR'S CONFERENCE ON TOURISM

WEDNESDAY, APRIL 27, 2016