



Attracting visitors—and revenue—for the Connecticut economy

Today, tourism contributes \$15.5 billion in business sales supported by traveler spending and \$959 million in tax revenue to the Connecticut economy—and directly supports 84,000 jobs. To encourage growth in the tourism industry, the Connecticut Office of Tourism works closely with the state's attractions, restaurants, hotels, arts/cultural organizations, towns and cities, and chambers of commerce. Together, we are inspiring a growing number of visitors to experience the diverse pleasures of Connecticut.

Building Connecticut's unique brand

The state's branding reflects the intersection between what visitors are looking for and the experiences Connecticut excels at delivering. Research has revealed the state's distinctive appeal: a unique blend of the historic and the contemporary, of nature and culture, of relaxing pastimes and active opportunities. Those insights guide our tourism marketing efforts.



Driving more business to thousands of tourism partners

Under the Connecticut Department of Economic and Community Development, and working with a statewide marketing budget approved by the state legislature, the Connecticut Office of Tourism directs the strategy that is bringing new growth to our tourism sector.

The Connecticut Office of Tourism executes, monitors and tracks an integrated, research-based marketing program that promotes the state's dynamic mix of products and experiences. Seasonal and year-round campaigns feature thousands of specific attractions, hotels and restaurants across the state through:

- Paid advertising (print media, digital marketing and out-of-home advertising)
- National, regional and local public relations
- Social media (including Facebook, Twitter, YouTube, Instagram and Pinterest)
- Content marketing, including many new and refreshed articles each season
- Search engine marketing optimization



Digital advertising:
Part of Connecticut's multi-million dollar marketing campaign

CTvisit.com: Our #1 marketing tool, attracting 4.2 million visits

Our award-winning tourism website is attracting record numbers of visitors and showcasing all that Connecticut has to offer through each of its distinctive seasons. Continually updated with new travel ideas and events, CTvisit.com connects viewers with special-interest itineraries, nearby restaurants and hotels, and “hidden gems” in each region of the state.

Offering free listing pages to partners

CTvisit.com also offers eligible, in-state tourism partners the opportunity to create their own free listing page on the site. Attractions, hotels, restaurants, events and towns may personalize their listing pages through an easy-to-use Content Management System (CMS) that enables them to add/update to their page:

- Photos/videos of their property
- Links to their website and booking engines
- Info/photos of upcoming events
- Promotions of deals/packages
- Automatic feeds from their own Facebook and Twitter accounts to keep content fresh



CTvisit.com includes free listing pages for **4,000+** different tourism-related businesses and has **5.4 million** visits.

Source: Connecticut Office of Tourism

Attracting ever-larger groups and international visitors

Each year, more groups are choosing Connecticut for their conferences, events and tours. Driving that success is a partnership between the Connecticut Office of Tourism and the Connecticut Convention and Sports Bureau. They work to attract group travel among group tour operators, conventions, meetings and international tradeshows. The team attends national and international conferences. It also collaborates with partners to host dozens of familiarization trips each year; they are designed to give group travel influencers, conference planners, reporters and bloggers an opportunity to experience Connecticut first-hand with the goal of future group visits.

A growth engine for Connecticut's tourism industry

This same partnership hosts the state's largest annual tourism industry conference: The Connecticut Governor's Conference on Tourism. Hundreds of attendees, including hotels, restaurants, casinos, tourist attractions, entertainment venues, historic sites, cultural and arts institutions all come together to share best practices and learn from national tourism and travel experts.

The Connecticut Office of Tourism keeps the energy flowing through local outreach meetings with tourism partners and through regional marketing support, including co-op marketing opportunities. It promotes special events such as Open House Day at attractions and cultural venues, and produces the Visitors Guide, packed with enticing travel ideas.

It's all part of a coordinated, sustained program to ensure that tourism remains a vital contributor to Connecticut's economy.

To learn more about the Connecticut Office of Tourism, go to: ct.gov/tourism