



Summer 2021 Tourism Campaign Overview

May 4th and 5th, 2021



Campaign Objectives

Our overarching goal is to stimulate the recovery of *all* segments of the state’s \$15.5B “tourism” industry, including:

Agritourism
(farms/markets)
Arts and cultural
organizations
Historic sites
Museums
Theaters
Event venues



Adventure/
amusement parks
Casinos
Destination shopping
Spas and relaxation
destinations
State parks/beaches
Wineries, breweries
spirit houses
Towns/cities

Restaurants of
all types

Accommodations
of all types

Reasons for Optimism

Research data from many sources clearly indicates that the rapid rollout of the vaccines is a game-changer for travel and tourism.

People are eager to travel...

Half of American travelers expect to travel for leisure in the next three months.

Destination Analysts study from January 2021

...but not too far.

Once they get the vaccine, 68% say they'll be comfortable to travel less than 100 miles. *COT's Proprietary Northeast Monthly Tracking Study*



Campaign Overview

Connecticut is well-positioned to seize on these trends, with millions of target consumers within 100 miles. COT's Spring/Summer campaign will:

- Capitalize on this pent-up demand opportunity to Inspire visitation to and within the state
- Focus on the most responsive audiences within CT and neighboring states, particularly NY and MA
- Feature a new theme line for this campaign — intended to capture the sentiment of this moment in time.
- Include an integrated mix of media tactics
- Run May through Labor Day in September
- Feature over 1000 specific businesses in every corner of the state



The campaign launch announcement will go out shortly.

Campaign Inclusions

We are always looking for new businesses and new offerings to feature in the campaign. We will create ads and content that features more than 1,000 businesses.

To be considered for the campaign, do these 3 things:

1.

Let us know your news



2.

Check the Upcoming Content area of the Partner Portal for upcoming topics and follow the prompts if your business fits a topic.



3.

Send us photos

