



Connecticut Office of Tourism Update

September 2, 2021

Connecticut®

Say Yes Summer Campaign Highlights

Since the campaign launch on May 1 through August 31st, the Say Yes campaign has already generated impressive results:



- **67 press hits**, including all local stations, NBC NY, CBS NY, MSN, more
- **814M earned media impressions**

- **105M paid media impressions**
- Outperformed benchmarks across all types of media by 131%

- **3.5M visits** to CTvisit.com (a 77% increase over the same time last year)
- An average time on site of 2:05 minutes
- **1.3M referrals** to partners' sites — a 20% YOY increase

Connecticut

Summer at the Museum Highlights

From June 23 through August 30, 2021, through paid, social and earned media we've driven:

689,409 page views

452,676 referring clicks to a wide array of Connecticut Summer at the Museum partner websites

And the average time on the page has been almost 6 minutes!

The screenshot shows the Connecticut website's header with navigation links for IDEAS, DO, STAY, EAT, EVENTS, REGIONS, SEASONS, MAP, SIGN UP, and SEARCH. Below the header, a breadcrumb trail reads STORIES > CONNECTICUT SUMMER AT THE MUSEUM - FREE ADMISSION FOR KIDS. To the right is a share icon. The main content area features six images: a children's play area, a girl in a red and white dress standing by a ship, a boy looking at a fish tank, a close-up of a sloth, a child playing in a water feature, and a promotional graphic for 'CT Summer at the Museum' with the word 'FREE' and 'Admission for Kids'.

Connecticut Summer at the Museum - Free Admission for Kids

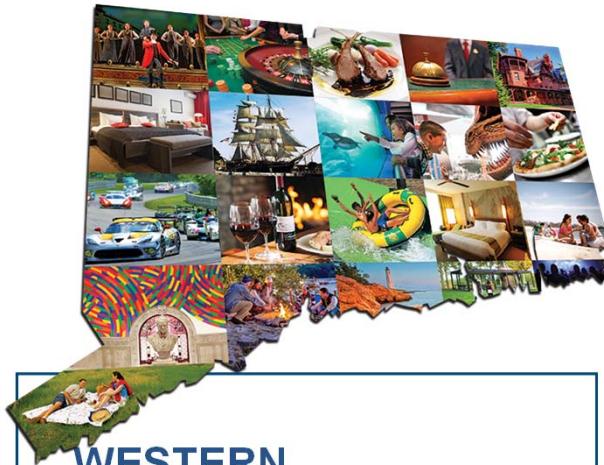
LAST UPDATED: AUGUST 2021

[EN ESPAÑOL](#)

It's time to explore! From July 1 to September 6, Connecticut children age 18 and under plus one accompanying Connecticut resident adult can visit participating museums free of charge through the Connecticut Summer at the Museum program. The program is part of Governor Lamont's larger plan to use recovery funds to provide students and families with engaging summer enrichment and learning experiences in the wake of the COVID-19 pandemic. From art and children's museums and historical sites to zoos, aquariums, and science centers, here's a list of properties participating in #CTSummerMuseums.



Regional Photo Shoot Update



Focusing on capturing younger, more diverse visitors enjoying the dynamic blend of experiences Connecticut has to offer

WESTERN

- ✓ ATV touring in Canaan (Backyard Adventure)
- ✓ Beer Garden at Shippensburg

CENTRAL

- ✓ Outdoor performance at Goodspeed
- ✓ Family at Waters Edge in Westbrook

EASTERN

- ✓ Scenic Jeep drive along the coast
 - Kayaking at Mansfield Hollow State Park

We will provide retouched selects and raw footage in mid-September.

Connecticut

Fall Tourism Campaign Update

To support the continued recovery of the state's tourism businesses, Connecticut is tripling its investment in this year's fall tourism marketing.

AUDIENCE PROFILE:

Ages 25-64 who are interested in leisure travel this fall

TARGET MARKETS:

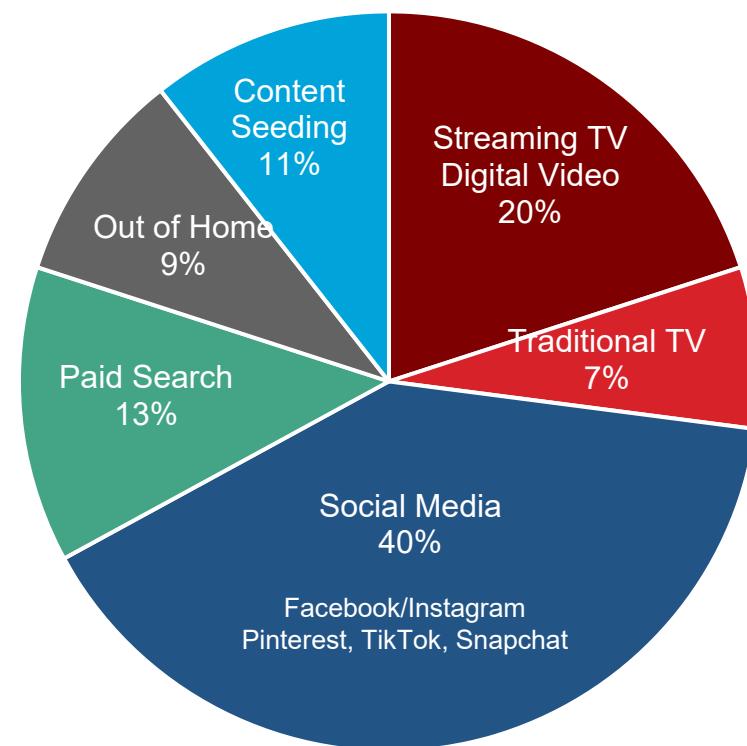
New York City, Boston, Springfield, Connecticut, Rhode Island, Philadelphia + national audiences planning New England travel

DURATION:

September 7 – November 30

This increased budget allows us to reach an estimated 33% of our target audiences.

\$1.4M MEDIA ALLOCATION



Fall Tourism Campaign: Research-Driven Creative

Three finalist campaigns were tested with 700+ target consumers and industry partners. All were rated highly, but this direction was the favorite — particularly with younger consumers across all markets and in-state residents of all ages.



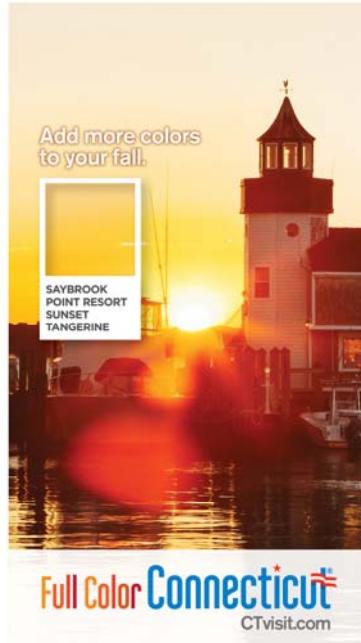
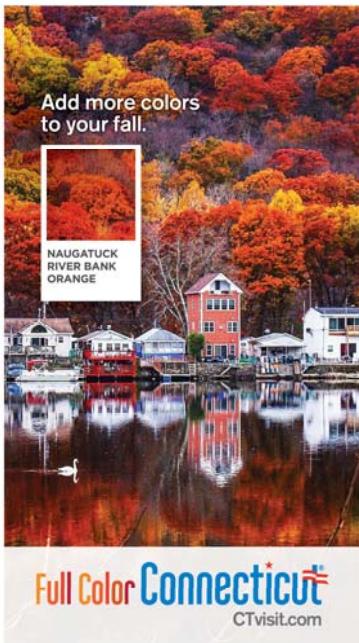
Thanks to its diverse array of trees, Connecticut offers New England's most varied display of fall foliage.

But you can do so much more than leaf peep in Connecticut. Here you can enjoy a full spectrum of fall experiences — from outdoor adventures to arts/culture and culinary delights. So, add more colors to your fall — by safely exploring all there is to do in Connecticut.



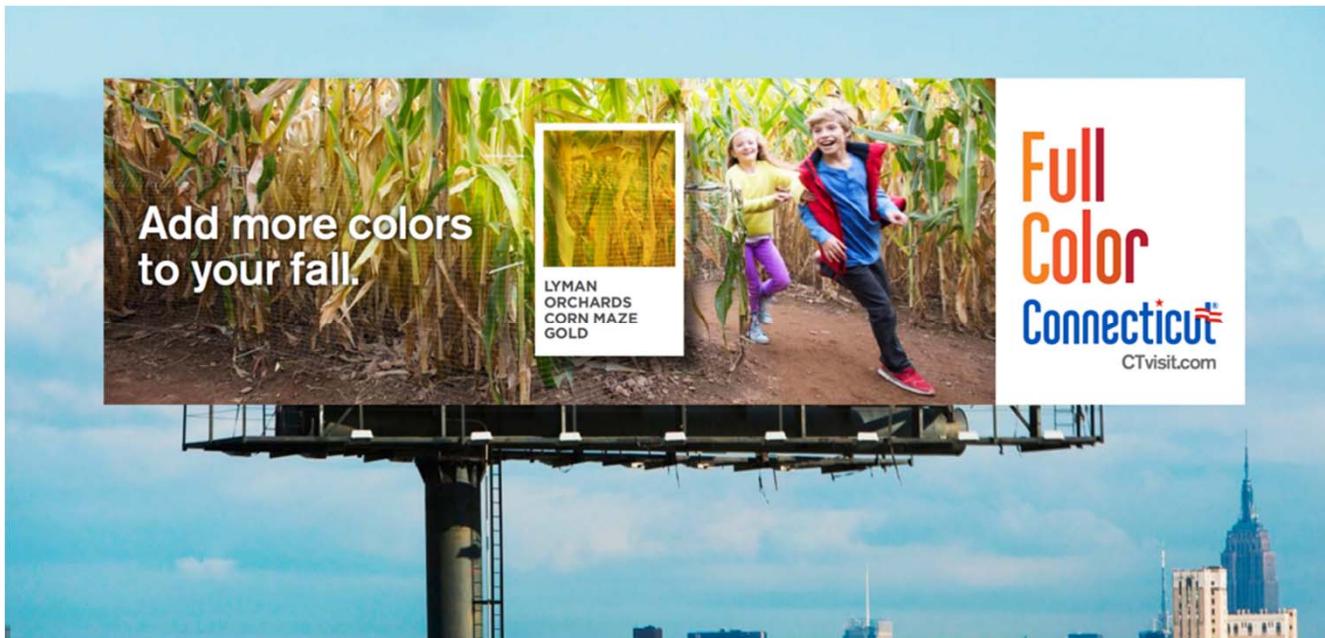
Fall Campaign | Creative Examples

We are working quickly to create dozens of Out of Home ads, hundreds of social posts, as well as 4 TV/video spots. Here is just a taste:



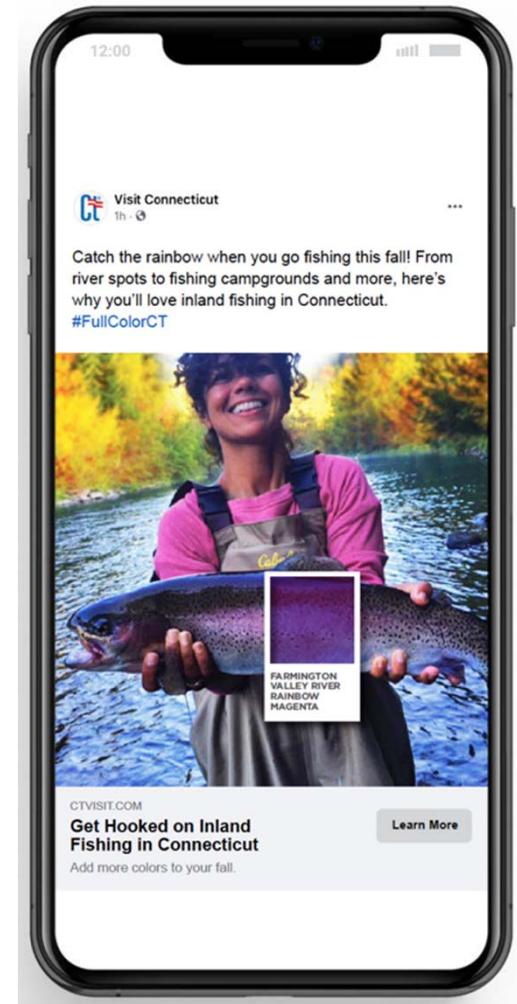
Connecticut

Fall Campaign | Creative Examples



Roadside billboards will rotate a selection of ads all over Connecticut and Western Massachusetts.

Social posts will support the theme of the campaign while inviting readers to view hundreds of different articles on CTvisit.com touting thousands of things to do in Connecticut this fall.



Connecticut

Fall Campaign | Content Marketing Highlights

Almost 200 fall articles housed on CTvisit.com have been written or updated. These articles are promoted via search, social media and content seeding platforms, which typically drive over 50% of the traffic to the site.

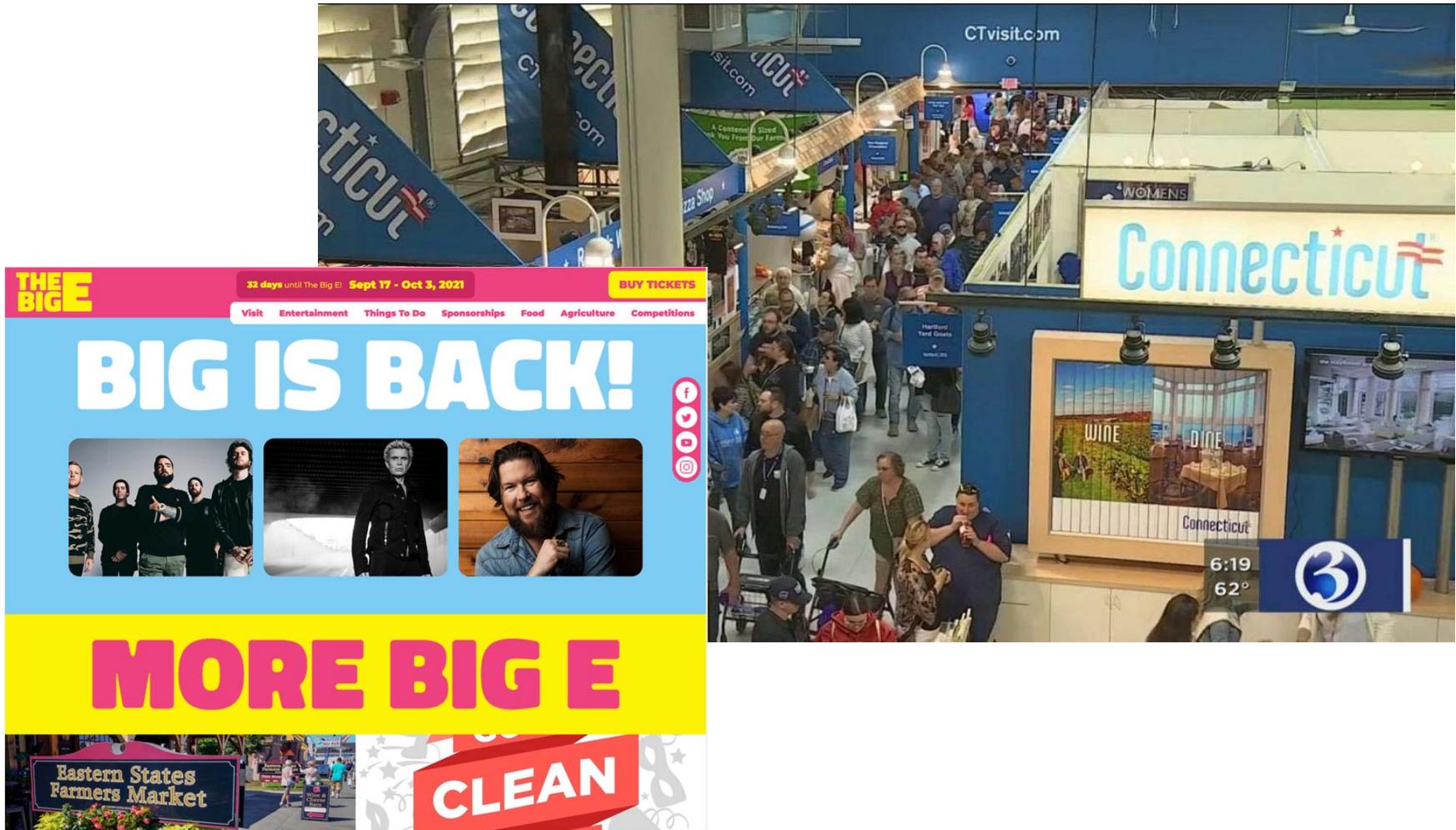
The collage displays six distinct articles from the Connecticut visit website, each with a unique title, image, and brief description:

- A Coastal Connecticut Road Trip** (LAST UPDATED: JULY 2021): A woman driving a car with another person in the passenger seat, looking at the scenic coastal landscape.
- Mid-Week Magic** (LAST UPDATED: AUGUST 2021): An aerial view of a coastal town with a marina filled with boats at sunset.
- Great Places for Workcations in Connecticut** (LAST UPDATED: JULY 2021): An indoor scene showing a dining table with a view of a city skyline through large windows.
- Unique Places to Stay — Connecticut's Most Unconventional Accommodations** (LAST UPDATED: JUNE 2021): A collage of three images: a boat on a lake, a traditional teepee, and a modern glamping tent with a red and white canopy.
- Touring Connecticut Universities** (LAST UPDATED: AUGUST 2021): An aerial view of a dense cluster of university buildings with red roofs.
- 36 Things to do in Connecticut this October**: A collage of three images: a boat on a lake, a traditional teepee, and a modern glamping tent with a red and white canopy.

Each article includes a small "LAST UPDATED" timestamp at the bottom right corner of its respective screenshot.



Big E 2021/Visitor Center Update



Connecticut