“Say Yes” Summer Tourism Campaign Results

September 20, 2021
Say Yes to Connecticut!

In the summer of 2021, Connecticut was ready for a more enthusiastic summer of fun. The majority of adults were vaccinated against Covid-19, and businesses were ready to safely welcome them back. After months and months of having to say “no” to all sorts of recreational fun and socializing with others, this campaign encouraged a big motivating call to action — say yes!

It was also easily applied to supporting local businesses — e.g., Say Yes to shopping local, trying a new restaurant in your community, staying overnight in state.

…all while getting people to affirm their new sense of optimism.
The Connecticut Office of Tourism invested $1.2 M in paid media from May 1-September 6 in support of this summer tourism campaign.

![Paid Media Investment Chart]

- **Social Media**: 30%
- **Video**: 35%
- **Paid Search**: 10%
- **Linear TV**: 8%
- **Content Seeding**: 16%

**TOTAL**: $1.2MM
Over 1,500 Connecticut experiences, restaurants, hotels and attractions were featured across the many tactics of the campaign.
Say Yes Summer Campaign Results

The Say Yes campaign, which ran from May 1 through September 6th, generated impressive results:

PR efforts during this timeframe generated:

- 756 media placements, including all local stations, NBC NY, CBS NY, MSN, more
- 2.3B impressions in local, regional and national print, online and broadcast media
- An increase of 342% over 2020

Paid media delivered:

- 115M impressions
- Response rates 2X above industry benchmarks across Social, Search and Native

All of which drove:

- 3.7M visits to CTvisit.com (a 76% increase over the same time last year)
- An average time on site of 2:05 minutes
- 1.3M referrals to partners’ sites — a 12% YOY increase
Between May 1 – Sept. 7:

- Secured 756 earned media placements
- Generated 2.3B earned media impressions in local, regional and national print, online and broadcast media
- Facilitated 20+ media interviews

- Increased earned media placements and impressions (+342%) this Spring/Summer over 2020.