Connecticut’s Fall Tourism Campaign 2021
To support the continued recovery of the state’s tourism businesses, Connecticut has tripled its investment in this year’s fall tourism marketing.

**September 7 – November 20**

**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

**$1.4M MEDIA ALLOCATION**

- **Social Media:** 40%
  - Facebook/Instagram, Pinterest, TikTok, Snapchat
- **Streaming TV Digital Video:** 20%
- **Paid Search:** 13%
- **Out of Home:** 9%
- **Content Seeding:** 11%

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Three different creative concepts for the campaign were tested with 700+ target consumers and industry partners. This direction was the favorite — particularly with Millennials.

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.
TV Spots

4 different TV spots are running on linear TV throughout Connecticut, and on streaming TV and digital video placements throughout the entire target footprint.

*When viewing this presentation in display mode, cursor over and click to play each video.*
Digital Outdoor Posters in NYC

LinkNYC kiosks all over Manhattan are rotating 24 colorful posters.
Digital Outdoor Posters in NYC
Billboards in Connecticut and Western Massachusetts

Roadside billboards are rotating 14 different versions all over Connecticut and Western Massachusetts.
Billboards in Connecticut and Western Massachusetts
Social posts on Facebook/Instagram, TikTok, SnapChat and Pinterest will support the theme of the campaign.

They invite readers to view hundreds of different articles on CTvisit.com touting thousands of things to do in Connecticut this fall.
More Than 200 New/Updated Articles

The “content marketing” of hundreds of fall articles on CTvisit—promoted through social media, search engines, native content ads and email—continues to be our most efficient draw for website traffic and one of our most effective tactics for inspiring physical visitation.
Off to a Strong Start!

The campaign launched publicly on September 10th.

As of September 14th, the press announcement garnered:
- over 145 earned media placements
- over 207 million earned media

And consumer reaction, as evidenced by so many social comments, has been very positive:

“Clever! Excited to explore my home state this season!”

“Very creative. Intrigued by CT”

“I already love this campaign”

“That was a fun display. Good work.”

“Beautiful campaign love it”