Fall 2021 Tourism Marketing Results

Full Color Connecticut Campaign
GOAL: to inspire more fall visitation and mitigate the impact of the pandemic on Connecticut’s tourism industry

STRATEGY: capitalize on the target’s wish to stay closer to home this year:
• Remind the audience that Connecticut has spectacular fall foliage, a fact they may not keep top of mind
• Inspire them to see and do many more-- and more colorful-- experiences than just viewing our leaves
• Feature many hundreds of safe fall things to do

KEY MESSAGE:
• Connecticut has so much more to offer in fall than just spectacular foliage.
The increased budget for 2021 allowed the fall campaign to achieve:

- 110% more impressions than 2020
- 22% more impressions than 2019
568M Overall Campaign Impressions

From September 7th through November 30th, we leveraged an integrated media mix to reach millions of in-state residents and NY/MA/RI/PA visitors.

37M views of TV spots/videos/OOH

Linear TV, streaming TV; YouTube; social & native video

78M impressions on social /search/ content seeding

808.2K clicks to site; 32% higher click rate than fall 2020

449M impressions through PR

59% more impressions YOY;
553 placements; 10+ media interviews
The $1.4M *Full Color Connecticut* campaign included the following tactics:
Creative Examples

All executions featured a “color chip” that captured a unique color associated with an experience.
More Creative Examples

1. Lovers Leap Bridge, Burgundy
   - Add more colors to your fall.

2. Silverman's Farm, Apple Red
   - Add more colors to your fall.

3. Mystic Aquarium, White
   - Add more colors to your fall.

4. Essex Steam Train, Pewter
   - Add more colors to your fall.

5. Storrs Adventure Park, Orange
   - Add more colors to your fall.

6. Hartford Street Art, Red
The campaign compelled significantly more visitation to specific Points of Interest than in 2020.

**In-State Audiences**
Percent of those who saw the marketing and then visited a specific Point of Interest within the season:
- 2020: 11.4%
- 2021: 25%

**Out-of-State Audiences**
Percent of those who saw marketing and then visited a specific Point of Interest within the season:
- 2020: 0.5%
- 2021: 2.4%

Source: 2020 Arrivalst Spring/Summer results
448M PR Impressions

Between September 7th and November 30th:

• Generated **448+M impressions**, in local, regional and national press (59% more than Fall 2020)

• Featured in **553 earned media stories** across **183 unique media outlets**.

• Facilitated **10+ media interviews**
The campaign included over 250 new and updated content pieces, distributed via SEM/SEO, Email, Social and Native Content.

Top performing topics included:

- Things to Do in Sept/Oct/Nov
- Fireside Dining
- Rooms with a View
- Halloween
- Fall Experiences Not in the City
- Top Foliage Drives
Consumers were particularly effusive in praising this campaign. Here are just a few examples:

- Love the #FullColorCT SO much … they inspire me so much.
- I love this tourism campaign! Keep ‘em coming! 💚💙🎉🎉🎉
- Seriously love this ad campaign!!! More CT color swatches please! 😊
- This Full Color campaign managed to hit all the right notes. Well done, CT.
- Great campaign. Simple, smart and beautiful.
- Very creative. Intrigued by CT ❤
- That was a fun display. Good work.
- Clever! Excited to explore my home state this season, always something new to discover!
Despite our lean budgets and small geography, Connecticut’s tourism website, CTvisit.com, enjoys way more traffic, both overall and organically, than any other New England State!

*Source: SEMrush October-November 2021*