



SO GOOD
TO SEE YOU,
Connecticut[®]

Summer 2020 Tourism Marketing Results

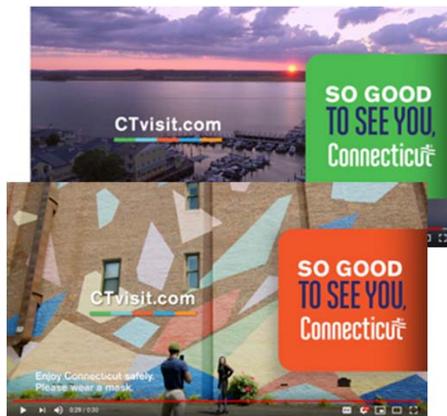
Spring/Summer Campaign, 2020

Connecticut[®]

CAMPAIGN REACH: Nearly 670M Impressions

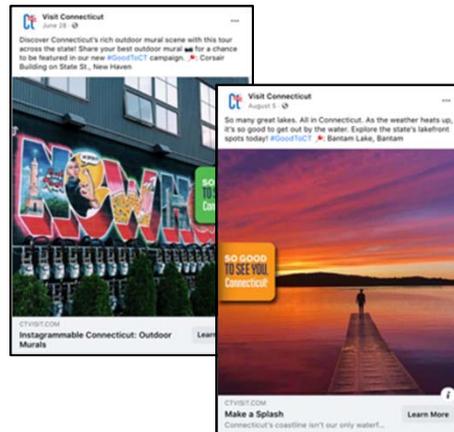
The spring/summer campaign leveraged an integrated tactical mix to reach millions of in-state residents and NY/MA/RI visitors.

28M views of TV spots/videos



Local TV; Spanish TV; streaming TV; web pre-roll

82M impressions on social media/search



7.6M engagements online; 3X industry benchmark

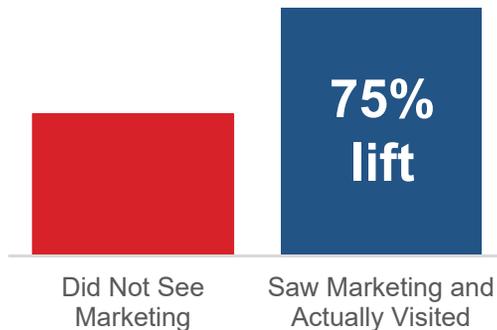
557M impressions through PR



346 placements; 40 live interviews

CAMPAIGN RESULTS: More Visits to Connecticut

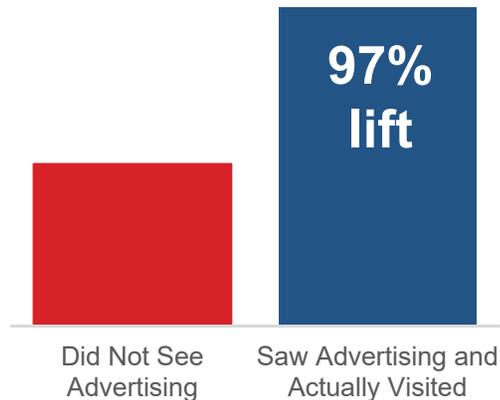
GENERAL AUDIENCES



The campaign drove visitors not just to our site — but to our state.

WEB VISITS: **~2 million visits to *CTvisit.com***; time on site up 44% YOY indicating high engagement

NEW YORK AUDIENCES



BUSINESS LEADS: **~1 million referrals to *tourism business partners*** (clicks, calls, emails from our site)

GPS-TRACKED VISITS: ***ad viewers actually visited Connecticut 75% more*** than those who didn't see ads; NY targets even more likely to visit when exposed

CAMPAIGN REACTIONS: Overwhelmingly Positive

The *So Good to See You, Connecticut* campaign inspired visitors — and stoked state pride. Just a few anecdotal of the many comments:

It's always good to see Connecticut!

Do I see a road trip in our future?????

This is a great posting for "things to do" during the pandemic...

Looks so beautiful! Can't wait to visit Connecticut!!

Connecticut is one of the prettiest states!!!

Thank you for having us, CT. We enjoyed our time at Mystic Aquarium.

This is wonderful! All the states should do this for their safety-compliant attractions. Now I'm going to plan my road trip there.

Love my CT!

I love living here!

I love CT! Want to travel in my state!

Thanks for this post. I sent it to my family so they could see what a great state CT is and what it has to offer.

We had a great day at a beach in Ct. today. And everyone was very cautious about wearing masks and being safe.

Connecticut is Quintessential New England.

Best US state.

COMPETITIVE WEB LANDSCAPE

Despite being second to last in terms of budget, here's how Connecticut's tourism website metrics ranked in relation to other New England states.

#1 in site traffic volume (overall visitors to the site from all sources)

#1 in organic search traffic (number who find relevant content in the search results, then click to go to the state's tourism site; does not count traffic from paid search ads)

#1 in time on site (average time of each individual's visit)

#1 in pages per visit (how many pages an individual sees per visit)

#2 in low bounce rate (those who click to the site and then immediately leave)

	 https://www.ctvisit.com/	 www.visitnh.gov	 www.massvacation.com	 www.vermontvacation.com	 www.visitmaine.com	 www.visitrhodeisland.com
Estimated Overall Traffic	465,000	234,000	100,500	134,500	403,700	102,000
Estimated Organic Search Traffic	329,000	171,000	76,000	78,000	281,900	86,500
Time on Site	0:05:26	0:03:17	0:03:11	0:03:10	0:04:53	0:05:22
Pages Per Visit	3.86	1.79	2.85	1.74	2.98	3.06
Bounce Rate	54%	63%	66%	71%	56%	38%
Campaign in Market this Summer	So Good To See You, Connecticut	"Discover Your New"	Social campaign called #PostcardsFromMA	"Virtual Vermont"	"Me for We" and "Rediscover Maine"	"#RhodyResilient" campaign
2019's Media Spend (for relative weight)	\$641,000	\$1,505,000	\$65,000	\$1,085,000	\$7,169,000	\$718,000

Site performance data from July 2020 from SEMRush

Media Spend numbers from Kantar