



SO GOOD  
TO SEE YOU,  
Connecticut<sup>®</sup>

## Summer 2020 Tourism Marketing Results

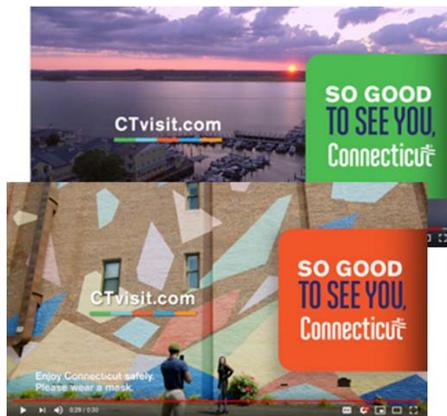
Spring/Summer Campaign, 2020

Connecticut<sup>®</sup>

# CAMPAIGN REACH: Nearly 670M Impressions

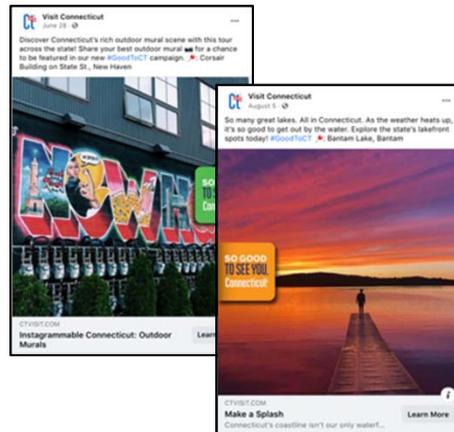
The spring/summer campaign leveraged an integrated tactical mix to reach millions of in-state residents and NY/MA/RI visitors.

## 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

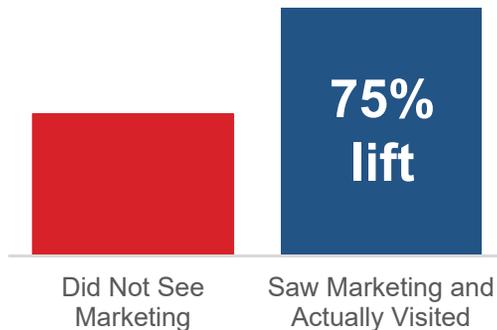
## 557M impressions through PR



346 placements; 40 live interviews

# CAMPAIGN RESULTS: More Visits to Connecticut

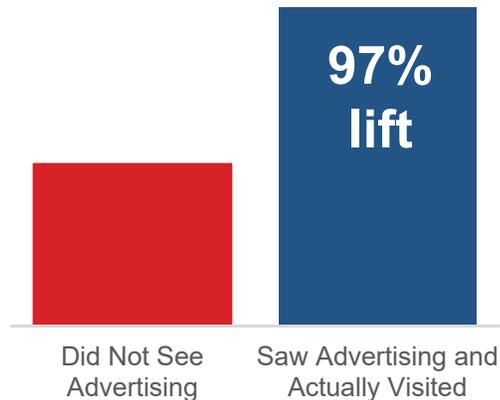
## GENERAL AUDIENCES



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)

	 <a href="https://www.ctvisit.com/">https://www.ctvisit.com/</a>	 <a href="http://www.visitnh.gov">www.visitnh.gov</a>	 <a href="http://www.massvacation.com">www.massvacation.com</a>	 <a href="http://www.vermontvacation.com">www.vermontvacation.com</a>	 <a href="http://www.visitmaine.com">www.visitmaine.com</a>	 <a href="http://www.visitrhodeisland.com">www.visitrhodeisland.com</a>
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