



How to Partner with the Office of Tourism

No-cost Marketing Opportunities

November 19, 2019

Connecticut 

Overview of This Presentation

- Why is tourism important?
- Overview of statewide marketing program (and how to get featured at no cost)
- Stay informed via the Tourism Industry Portal
- Maximize free opportunities on CTvisit.com
- Take advantage of other no-cost marketing



Why is tourism important to Connecticut?

What is Tourism?

Tourism is the act and process of spending time away from home in pursuit of pleasure

- engaging in places of interest and activities
- while making use of the commercial provision of services



Tourism is an important economic driver



Contributes **\$15.5 billion** in total business sales, a **5.5%** increase since the last study (2015).



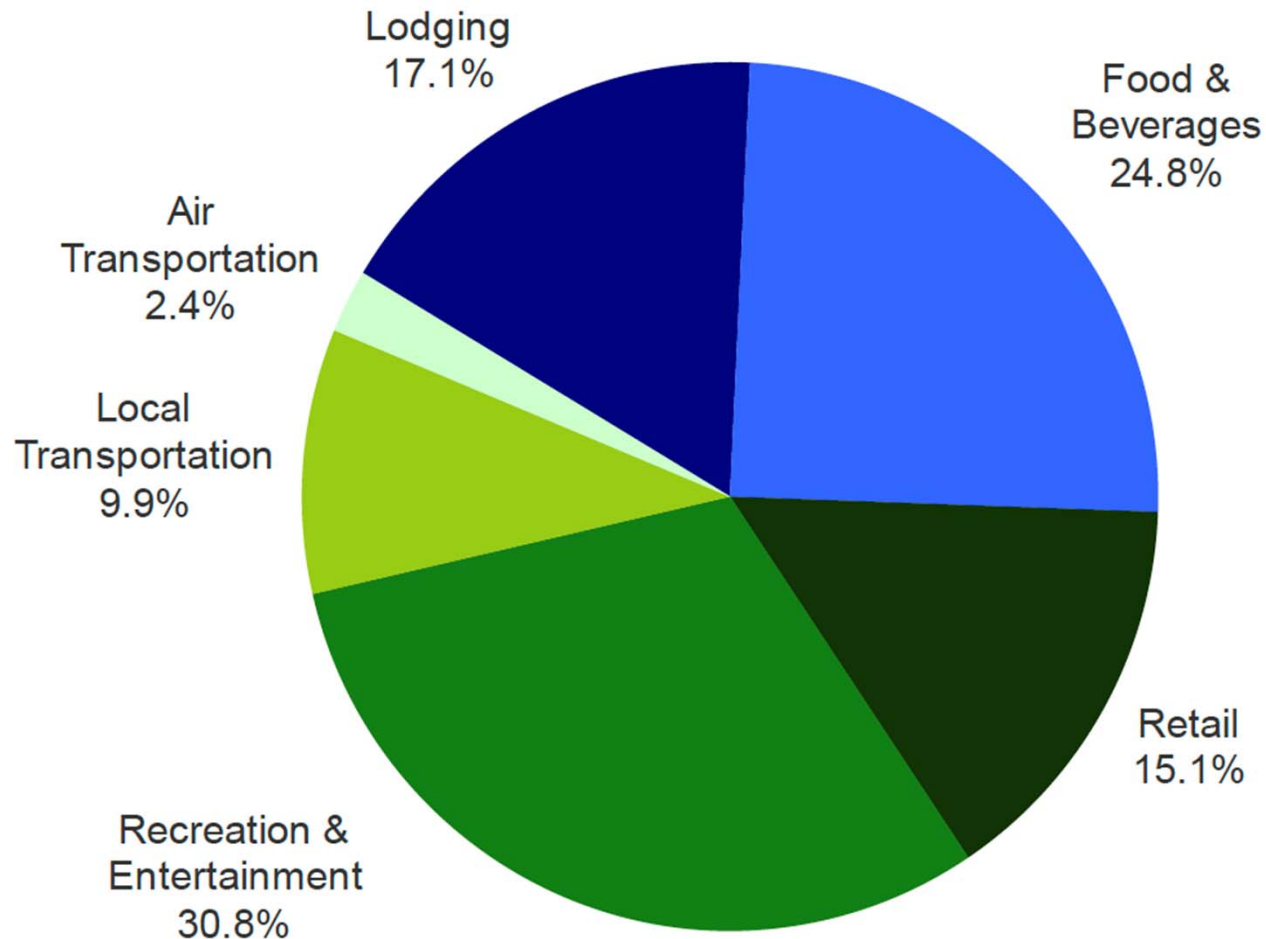
Generates **\$2.2 billion** in tax revenues, including **\$960 million** in state and local taxes.



84,254 jobs directly related to tourism; **123,521** total jobs supported by direct and indirect activities.

Tourism is Connecticut's 8th largest employer.

Tourism supports many types of businesses



Sources: Longwoods International, NTTO, Tourism Economics



Statewide Marketing Program Overview (and how to get featured)

Tourism marketing drives new visitors!

In 2018, the Office of Tourism:

- Generated 280 paid media impressions and over 1 billion PR impressions
- Attracted more than 5 million to CTvisit
- Sent over 3 million calls, emails, and clicks to tourism businesses
- Featured more than 1,100 hotels, restaurants, attractions, arts organizations, and events from every corner of the state
- And efficiently increased visitation! In fact, last summer:

Those exposed to our
digital marketing in NYC
**actually visited
Connecticut**



than those
who were
NOT
exposed.

Those exposed to our
digital marketing in NYC
**actually stayed
in Connecticut**



than those
who were
NOT
exposed.

Two key elements of our brand positioning

Diversity of Experiences



“nature and city”
“charm and sophistication”
“scenic and active”
“mountains and sea”
“urban and rural”
“outdoors and nightlife”
“relaxing and fun”
“history and style”

Proximity



The compact nature of our state is both a benefit — and a differentiator.

Things are close to each other — and close to our key target audiences of New York and Boston.

Connecticut's tourism brand positioning



Only Connecticut
offers such a dynamic blend of the....

*historic and contemporary,
natural and cultural,
relaxing and active.*

All so close to each other.
All so close to you.

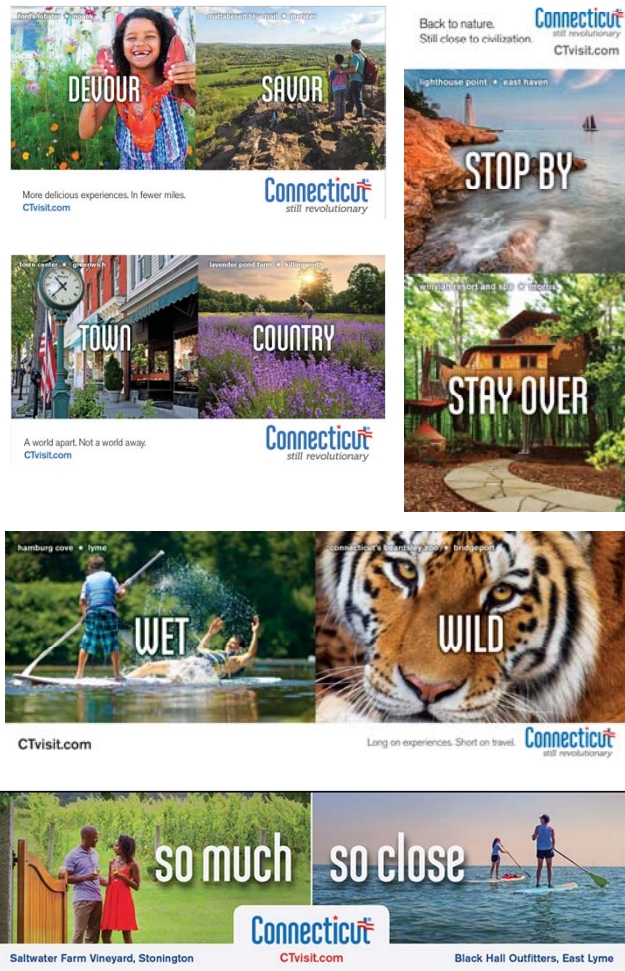
**All marketing reflects this brand positioning by
offering a blend of experiences in every
communication.**

Key objectives in all our marketing



1. **Inspire visitation** to the site and the state.
2. **Promote as many partners as possible.**
We aim to promote 1,000+ different partners a year.
3. **Push overnights.**
4. **Be true to the brand positioning** in everything we do.

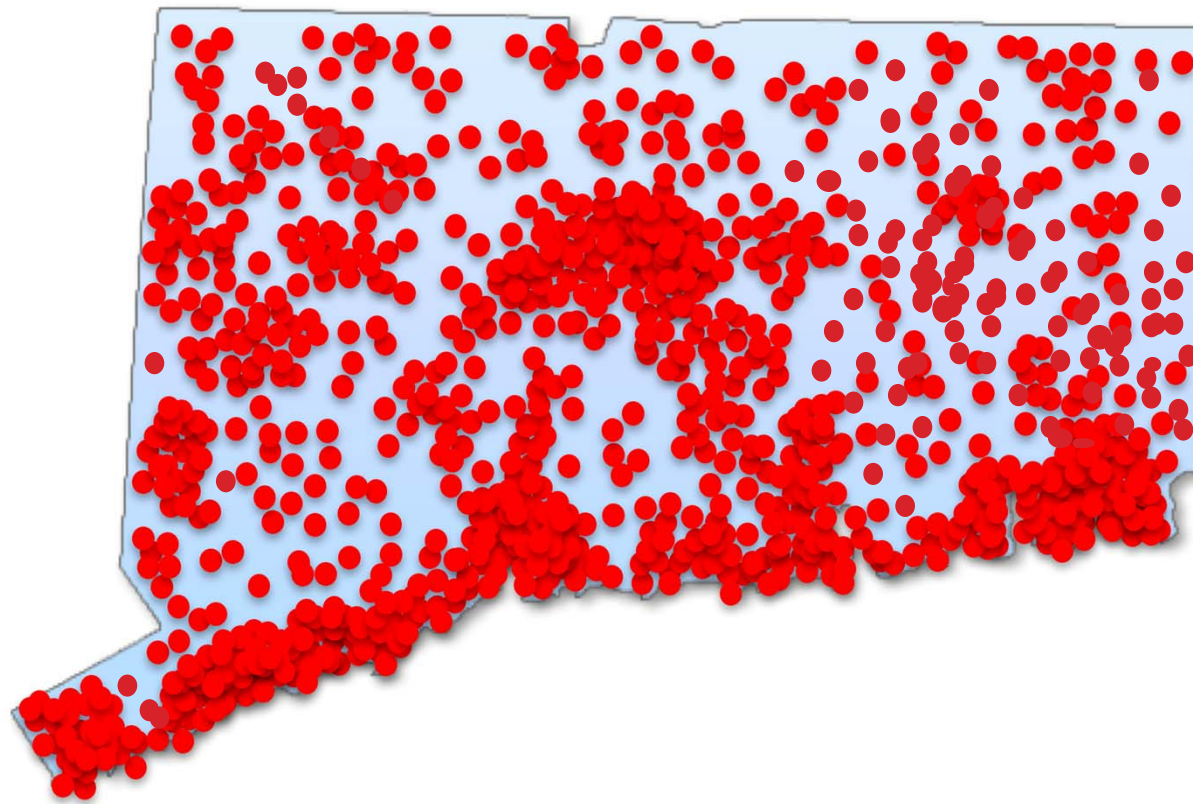
Strategies for creative executions



1. **Tourism is about images.** Show gorgeous shots.
2. **Present activity mixes.** Show/mention more than one *complementary* experience.
3. **Favor tactics that present multiple executions near each other.** Or present many different experiences/partners.
4. **Identify the location.** The target wants to know exactly where to go.
5. **Spread the love.** Feature as many different partners, locations, activity types, and attraction sizes, as possible. Show range of ethnicities and ages.
6. **Drive them to CTvisit.**

We promote as many partners as possible!

Over 1,000 partners per year are featured in the statewide tourism campaign, from every region and town.



Who are we targeting?

- We focus on our key out-of-state markets, **keeping a strong focus on New York & Boston**, and to a lesser extent **Rhode Island**
- We reach **in-state travelers** with **20%** of the media budget
- We define the **target most likely to be receptive** to our message:
 - HH Income of \$100K+
 - Age 25+
 - Skew female
 - Approximately half have children at home



Content marketing has become our core tactic.

We start with research on potential topics, create a calendar of stories, manage a variety of content creators, and then package each story and distribute via as many different tactics as possible.



Examples of our content marketing

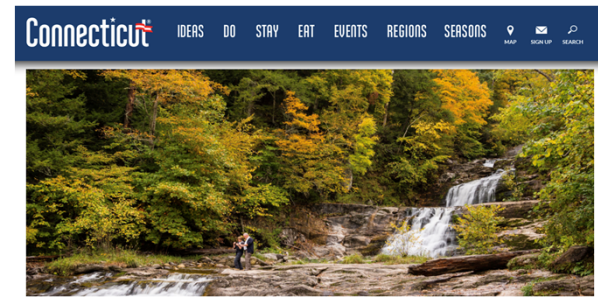
More than 400 “stories” live on CTvisit

- 4-8 new pieces developed each month
- Almost all of them updated each year
- Each article promotes and links to many partners, from 5 to 45 partners each.

Upcoming topics:

- *30+ Things to Do in December*
- *Self-care health, mindfulness and wellness*
- *Culinary experience gifts*

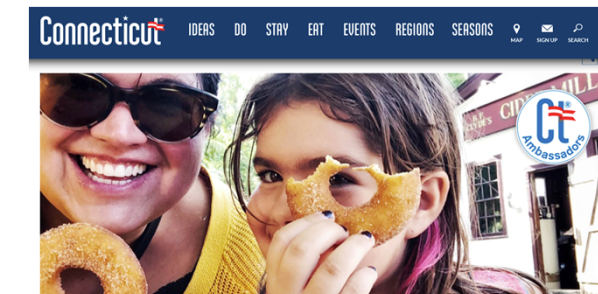
Check the portal for current upcoming topics.



38 Things to do in Connecticut this October LAST UPDATED 10/19



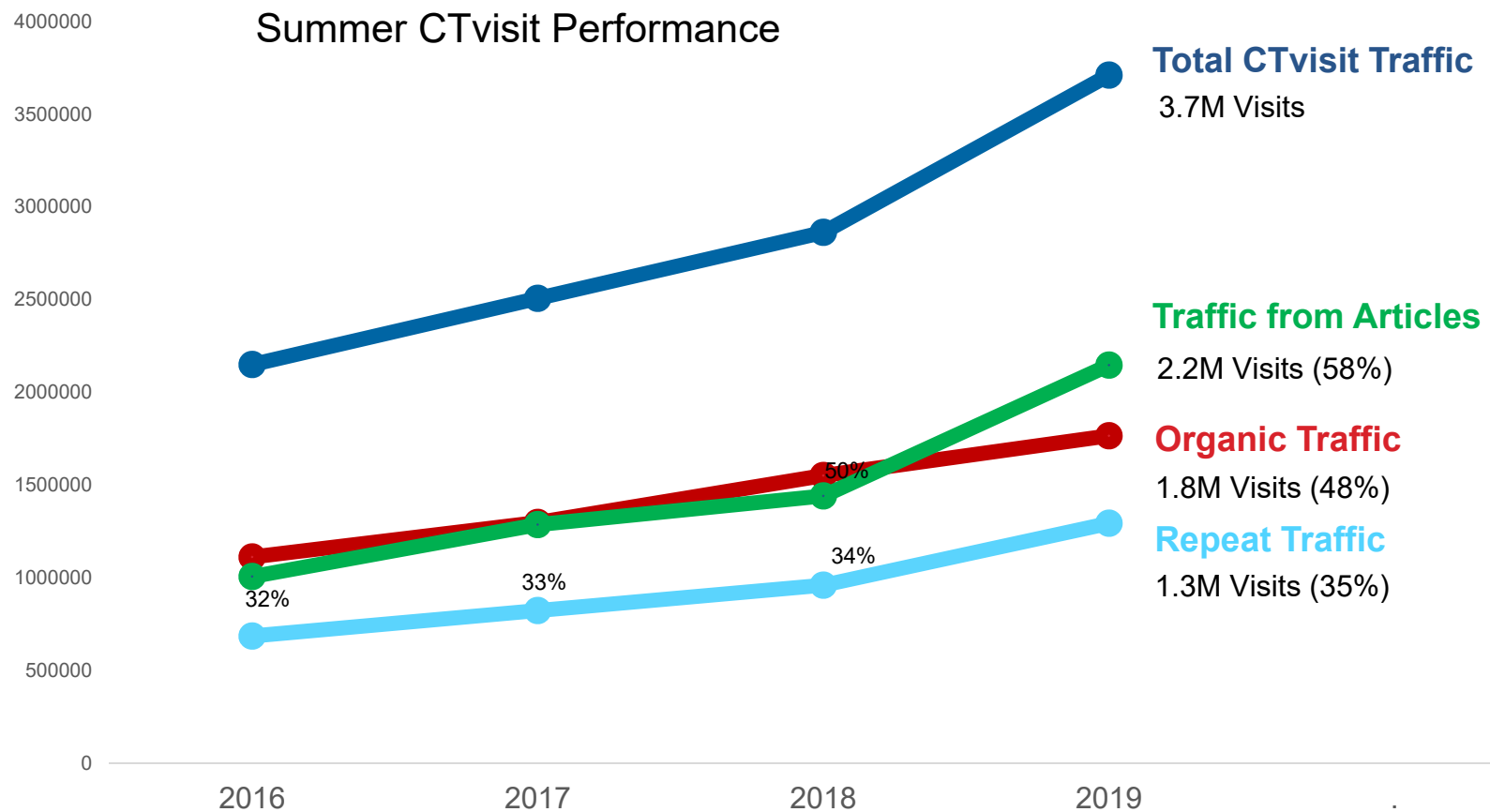
Oktoberfest in Connecticut 2019 LAST UPDATED 9/19



7 Connecticut Towns for Fall Family Fun LAST UPDATED 10/19

Content marketing is driving momentum of CTvisit

**Potential travelers are interested in articles/content about travel ideas.
This is advertising they WANT to read.**



Our PR efforts reach 1 billion people a year

The Office of Tourism secures media coverage that:

- Builds awareness for Connecticut as a destination
- Differentiates Connecticut from other New England states
- Encourages visitation and overnights
- Features a wide variety of tourism partners from every corner of the state
(950 different partners were featured due to COT's PR efforts last year)

DAILY NEWS
NYDAILYNEWS.COM

Wave the city hubbub goodbye this fall with breezy scenic day trips



Litchfield County, CT's Hidden Valley Preserve looks positively psychedelic come fall, with mind-bending views from rolling hillsides. —Connecticut Office of Tourism

Litchfield County, Conn. (About 100 miles from NYC)

If leaf-peeping's your thing, set sail for Litchfield County, where painterly fall foliage has drawn admirers for decades. In Washington Depot, 727-acre Hidden Valley Preserve (cternstockassoc.org/hidden-valley-preserve) looks positively psychedelic come autumn, with mind-bending views from rolling hillsides. The town of Litchfield, about 12 miles northeast, offers historic scenery to rival nature's, with its well-preserved homes resembling an 18th-century New England burg. Ease back into the present with a tasting at Connecticut's first winery at nearby Haight-Brown Vineyard (haightbrownvine.com), a perfect whet for the elegant comfort food at Carole Peck's Good News Restaurant & Bar (goodnewsrestaurantandbar.com), like velvety lobster soup. Slumber in Colonial grandeur at The Litchfield Inn (litchfieldinnct.com), whose 32 plush rooms include a swish Bridal Suite.

boston.com

6 New England towns to visit in October

Get ready for some major leaf peeping.



The 24th Annual Scarecrows Along Main Street will take place in Wethersfield, Conn., in October. —Connecticut Office of Travel & Tourism

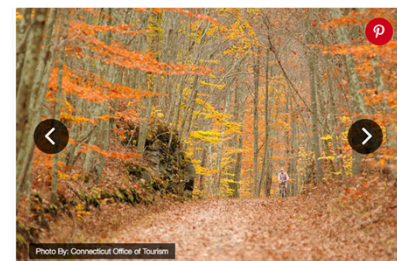
Enjoy foliage — and scarecrows — in Wethersfield, Conn.

When you stroll through Old Wethersfield between Oct. 5 and Nov. 3, you'll enjoy scarecrows of all shapes and sizes during the 24th Annual Scarecrows Along Main Street event. Each fall, dozens of dressed-up scarecrows dot colorful Main Street throughout the month of October for the event, which is sponsored by the Old Wethersfield Shopkeepers Association. While there, you can explore the [historic town's shops](#). Last fall, the Hallmark Channel filmed the movie "Christmas on Honeysuckle Lane" in this historic town. The event is free.

Trvl
CHANNEL

11 Essential Bike Trails for Experiencing Fall Color

Get close to nature by cycling on one of these scenic routes in the U.S. and Canada this fall.



The Haley Farm Bike Trail, Connecticut

From mid-to-late October and early November you can catch the fall foliage peak in Connecticut on the Haley Farm Bike path which is a 7.5 mile bikeway that extends from Mystic to Groton. During the trek you can hit some of the area's picturesque highlights such as Bluff Point State Park, the Mystic Seaport Museum and Haley Farm State Park with its scenic shoreline.

Recurring PR opportunities: Fox 61

We are continuing into our 7th season with this very successful partnership to encourage Connecticut residents to do more in Connecticut!

- **On air promotion** of hundreds of attractions
- **Special programing** dedicated to featuring tourism locations
- **Live broadcasts** from tourism locations weekly
- **Promotion of CTvisit articles** on TV
- **Heavy social media promotion** on COT's and Fox61's platforms
- **Live interviews** with Randy Fiveash



Recurring PR opportunities: Radio 100.5FM

“Tell Me Something Good About Connecticut”

We have an ongoing partnership with WRCH-FM (Lite 100.5) for this segment featuring:

- 4 different partners each week on the show
- an additional 2-3 partners mentioned weekly as part of the monthly prize pack

Partners can be featured by donating to a **CTvisit Prize Pack**: Gift Certificates, Tastings, Tickets, etc.



Tips for being featured in content, social or PR

1. Stay informed about opportunities!

- Check the portal
- Sign up for, *and read*, emails from COT

2. Submit news/ideas via the portal.

Keep us aware of what's going on

3. Send great photos! The better your photos, the more ways and more times we will feature them!

4. Tag @Ctvisit in your social posts: We'll get notified and can determine ways to share

5. Be responsive to email requests for PR inquiries, FAM tours, prizes, news and ideas



A photograph of a winter street scene. The road is covered in snow, and several cars are parked along the left side, also covered in snow. The trees lining the street are bare and heavily laden with snow. Warm streetlights are visible on both sides of the road, casting a soft glow. A few people are walking in the distance. The text "Stay informed via the Tourism Industry Portal" is overlaid in white on the image.

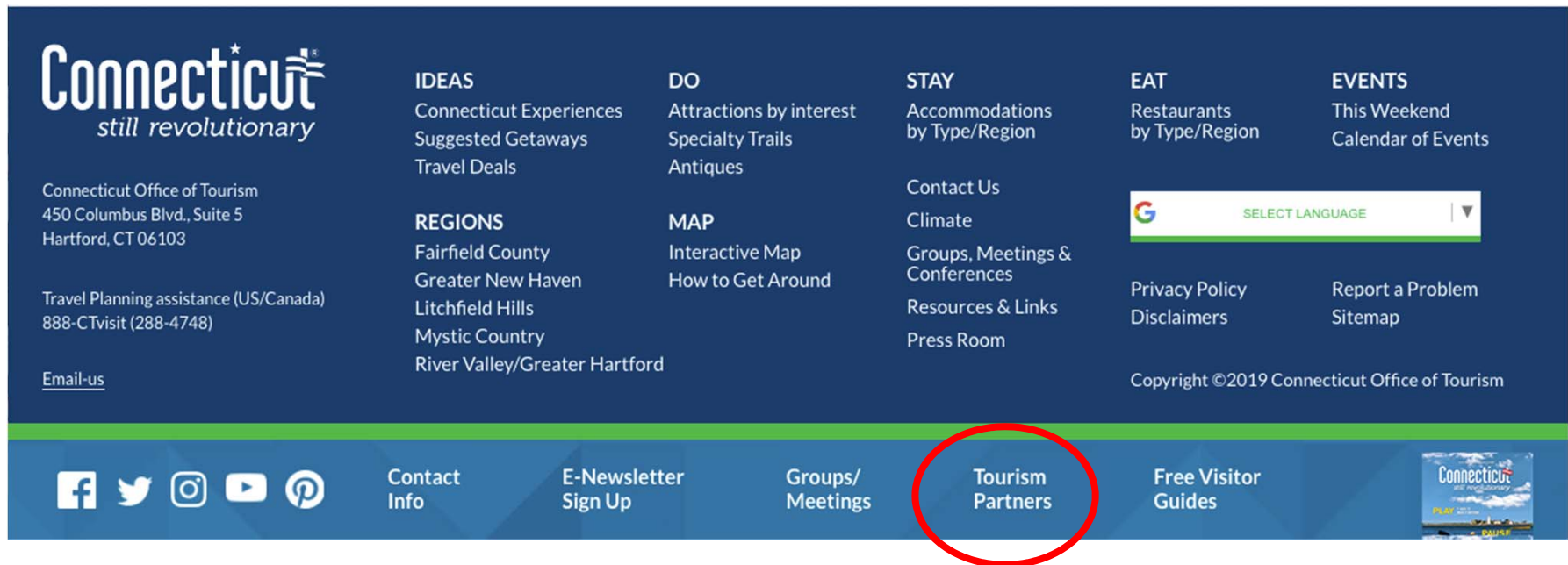
Stay informed via the Tourism Industry Portal

Introducing the Tourism Industry Portal!

Partners asked for one place to find everything the Office of Tourism has done/is planning. So we built it!



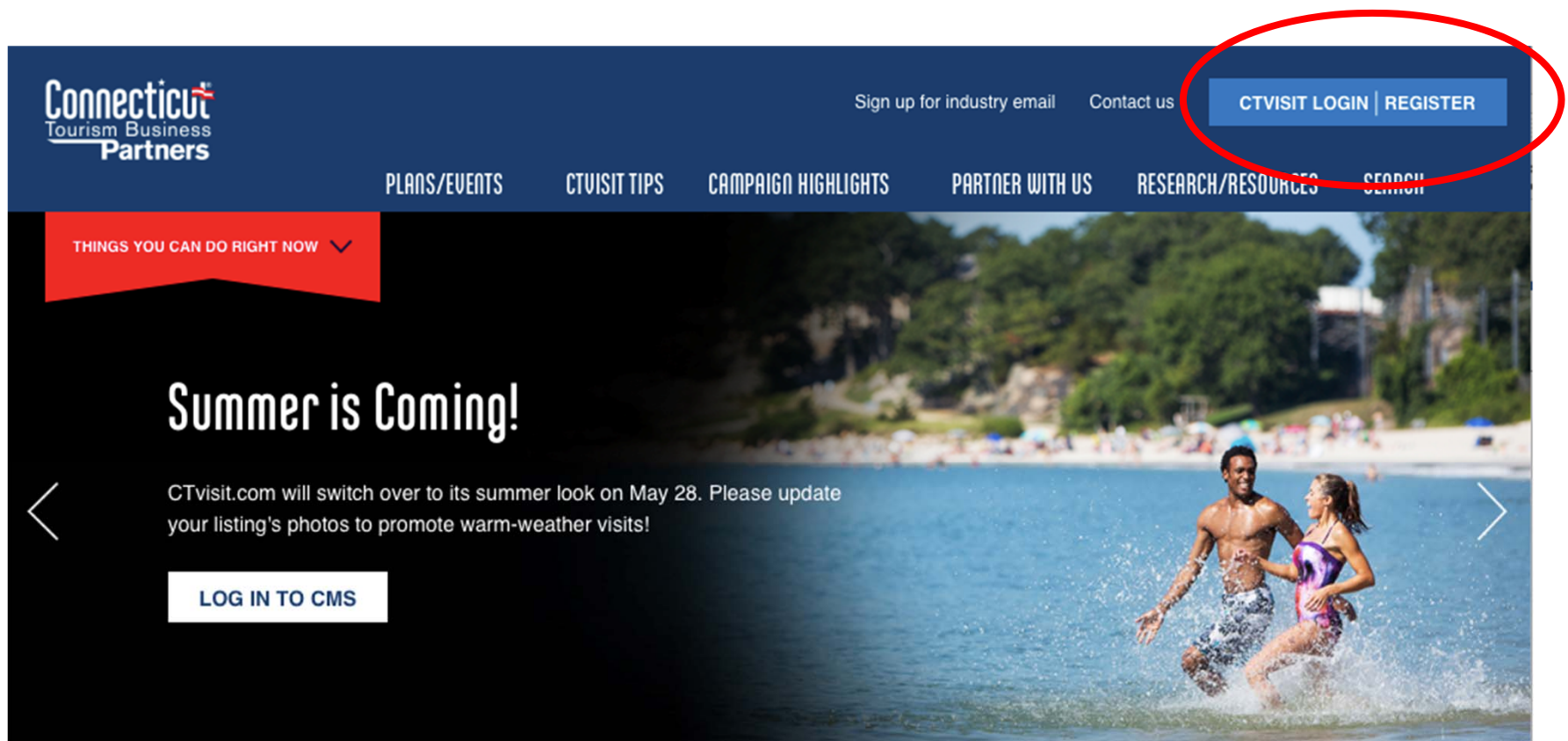
Get to the portal via CTvisit



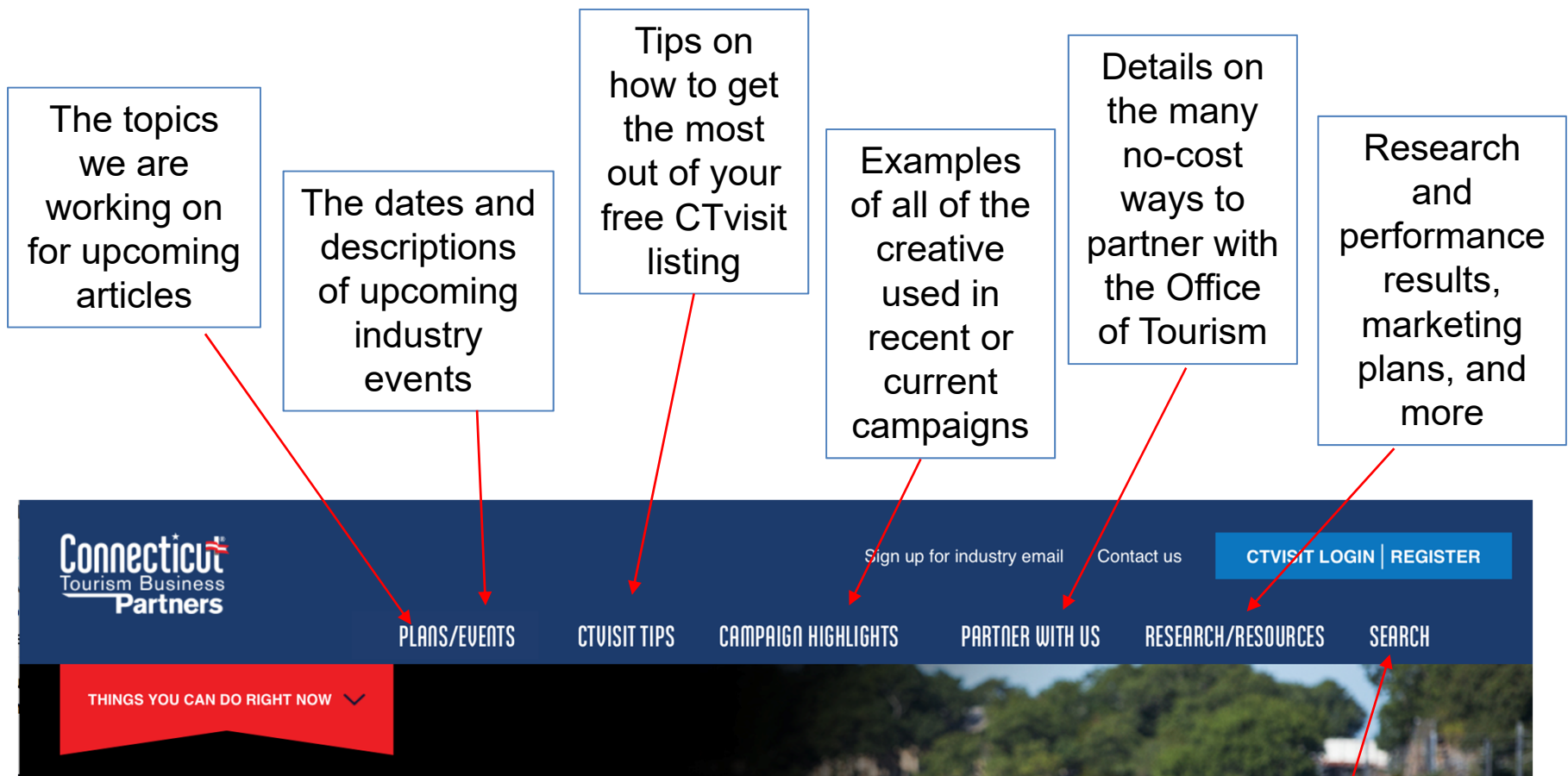
Access the portal from the Tourism Partners link on the CTvisit footer.

The portal now houses access to the CMS

Now the footer link will take you to the homepage of the portal, which offers a link to login to the CMS.



Everything you need is on the portal!

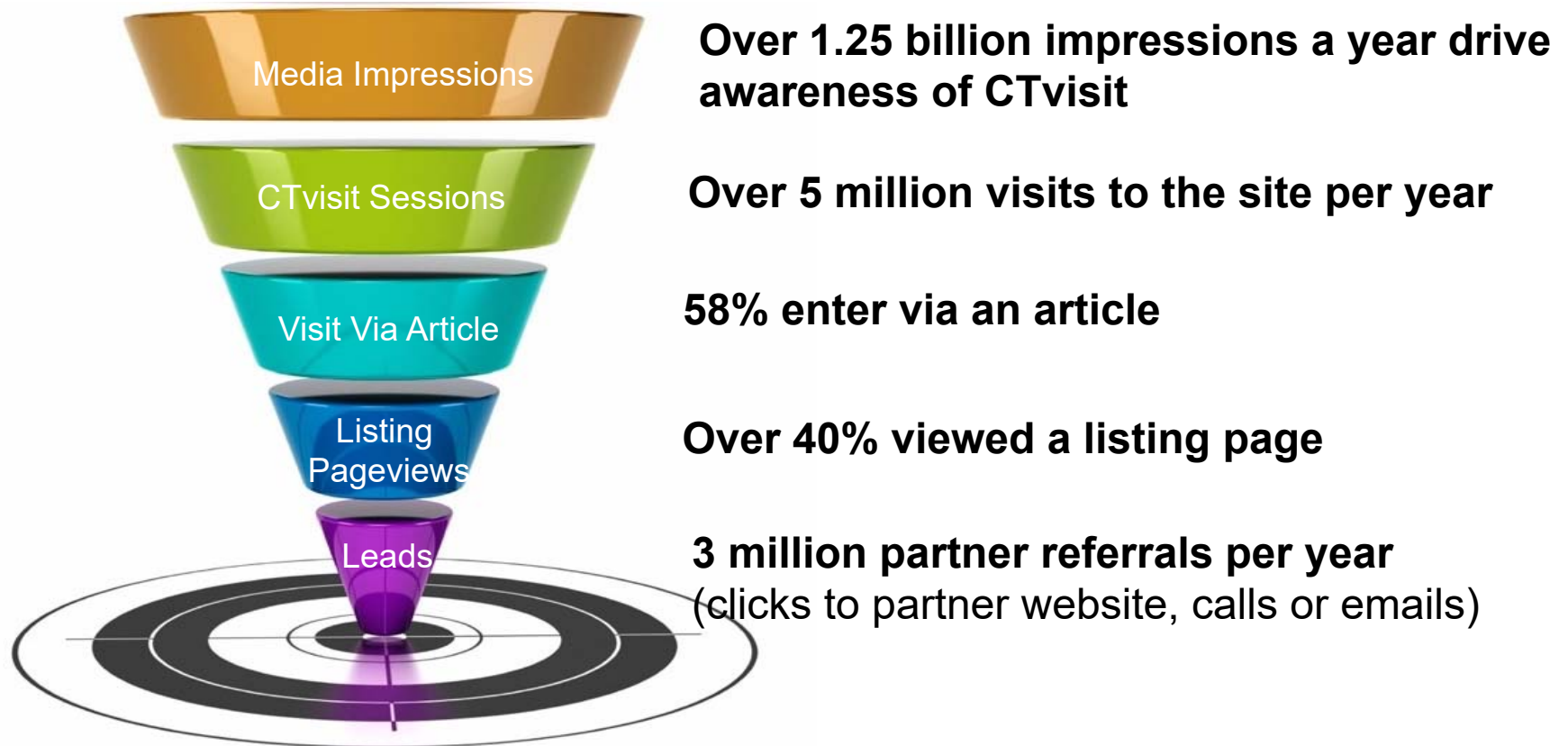


And the ability to search all COT marketing to see where any listing partner has been featured in PR, content, email and advertising.



Maximize free opportunities on CTvisit.com

Why do you want to be on CTvisit?



(We get images and ideas for content, PR and social posts from the site.
If you are there and active, we are more likely to give you exposure.)

So get to know CTvisit.com!



So get to know CTvisit.com!

IDEAS

DO

STAY

EAT

EVENTS

REGIONS

SEASONS

MAP

BOOKUP

SEARCH

HIGHLIGHTS

ACTIVE ADVENTURE

REST/RELAXATION

ARTS/CULTURE

FAMILY FUN

HISTORY

Take Me Out to the Ballgame in Connecticut

Mystic Seaport Museum

What's New in Connecticut

ON EXHIBIT NOW: Amur Tiger Cubs at Connecticut's Beardsley Zoo

Bridgeport / May 2018

Forewords Debuts HighFlyer Zipline

Mechanicville / May 2018

Quassy Celebrates 110th Anniversary with New Rides

Middletown / April 2018

VIEW ALL THE LATEST NEWS +

EMPOWER Leadership Sports & Adventure Center

Mystic Aquarium

Connecticut
still revolutionary
IDEAS
DO
STAY
EAT
EVENTS
REGIONS
SEASONS
MAP
RECAP
RELATED

DINE • PLACES TO EAT IN CONNECTICUT

So many places to eat in Connecticut!

No matter what you've got a taste for, restaurants in CT can dish it out. From top-rated dining destinations to roadside chain shacks, local comfort food to cuisines from around the world. Unique culinary experiences, such as farm diners, vineyards, brew pubs and even a Pizza Trail — you'll find them all right here in Connecticut.

There does, in "American" restaurants, have a number of classic tables, from burgers and fries to soup and salad to surf and turf. There are a few favorites in Connecticut.

[MORE »](#)

Whether you enjoy Chinese, Vietnamese, Japanese, Korean or Thai food, you'll find a wealth of cultures and flavors in Connecticut.

[MORE »](#)

Bakery/Cafe

Fresh-baked goodness is quickly made on the spot. Connecticut is home to many bakeries and cafes that can make your morning or afternoon snack.

[MORE »](#)

Burgers

Connecticut may be a non-plantation state, but we bring the classic American flavor of southern and Kansas City-style BBQ. Northville, Connecticut, has a number of restaurants in CT.

[MORE »](#)

Bar/Pub

For a relaxed meal or drinks with friends, you'll find a mix of bars and pubs in CT, some with live music and entertainment, others with an ongoing menu.

[MORE »](#)

Cafeteria/Diner

Creating a taste of the Old World? Find Connecticut's oldest and most popular diner, made with flowers, spices and influences of the Caribbean, Italian and the West.

[MORE »](#)

If you're looking for a little taste of France, you'll find it here. There are only a few small, family-owned French restaurants in CT, which will have you saying, "Mille merci."

[MORE »](#)

Ice Cream

Ice cream shops, stands and parlors in Connecticut are a taste of the best tasting ice cream in New England, including fresh from the farm-to-table and artisan-made.

[MORE »](#)

Connecticut
 still revolutionary

[IDERS](#)
[DO](#)
[STAY](#)
[EAT](#)
[EVENTS](#)
[REGIONS](#)
[RESORTS](#)
[MAP](#)
[RENTAL CAR](#)
[AIRBORNE](#)

STAY > PLACES TO STAY IN CONNECTICUT

So many places to stay in Connecticut!

There's so much to do in Connecticut, you really need an overnight break to catch your breath. Luckily, Connecticut has lots of places to stay over in style, from cozy country inns to luxury resorts. Spurge on a beach house rental or spend the night in a campground at an amusement park! And if you're bringing a group, you're sure to find lodging in Connecticut to please the whole gang, with dining, spas, shopping, golf and other attractions always nearby.

B&B's Inns

On the water or tucked away in a winding country lane, Connecticut's charming inns and cozy B&Bs are known for their comfort, personality and classic New England style.

[MORE >](#)

Campgrounds/RY Parks

From the deep woods to the water's edge, campgrounds in Connecticut offer all kinds of beautiful views. Find a place to pitch your tent or park your camper here.

[MORE >](#)

Conferences/Meetings

No other state offers such a unique choice of meeting environments. From quiet country inns to sophisticated urban hotels, spectacular venues await you to be re-inspired.

[MORE >](#)

Cottages/Cabins

Discover the beauty of Connecticut! Rent yourself a charming New England cottage or set up house in a cabin on a lake.

[MORE >](#)

Hotels

Traveling for business or pleasure, with the kids or on your own, there are hotels in Connecticut that cater to every taste and budget.

[MORE >](#)

Marinas

Dock your boat or slip close to the water for easy access to Connecticut fishing and sailing adventures with a variety of marina properties.

[MORE >](#)

Motels

Whether you like sleepy towns or city slick life, you'll find a variety of motels in Connecticut that cater to most travelers.

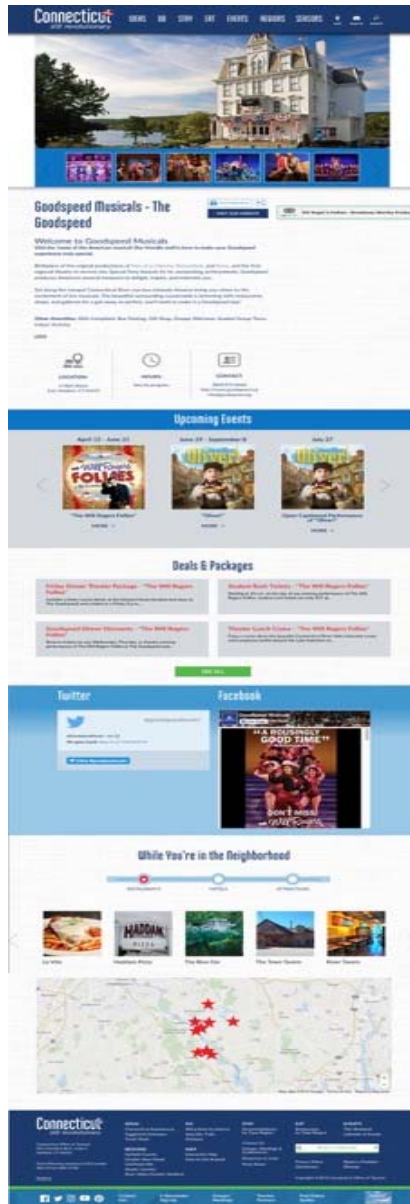
[MORE >](#)

Resorts/Spas

With one of the world's leading cruise destinations to help inform your trip and unique history nearby, Connecticut offers all kinds of ways to enjoy and recharge.

[MORE >](#)

Create a free listing page



Attractions, Accommodations, Restaurants and Towns can create a free listing!

- Go to the login on the Partner Portal
- Request a login
- Once you receive your login credentials, you can now edit your property listing and add event listings.
- The Portal offers tips on how to maximize your listing

Features of a free listing page

• **Hero image.** Can be horizontal as shown (preferred), or square.

• **Image carousel.** Insert as many images and videos (from YouTube post) as you like.

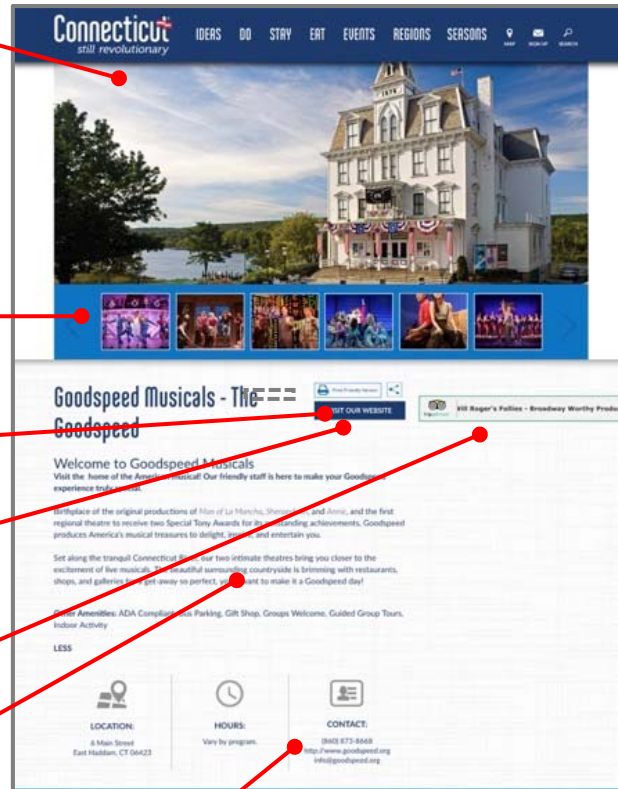
• **Button link** to your website

• **Button link** to “buy tickets” (optional)

• **TripAdvisor** review widget (optional)

• **Description.** Intro copy shows. “Read More” expands area to show text of any length.

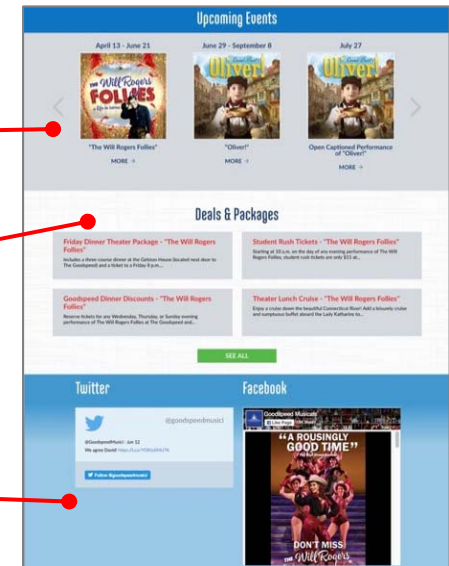
• **Contact information**



• **Upcoming Events** (optional)

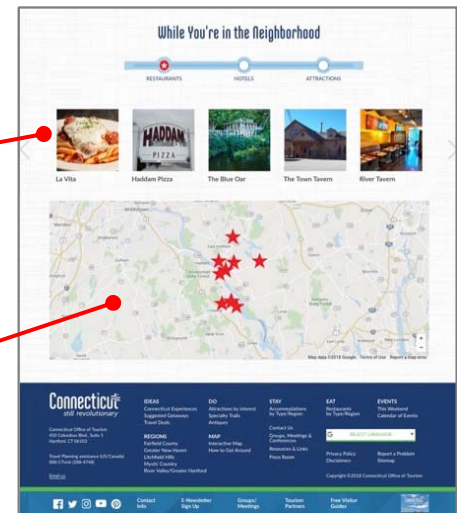
• **Deals & Packages** (optional)

• **Pull in your Twitter and Facebook feeds** (optional)



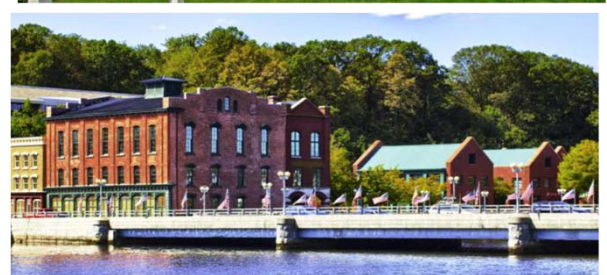
• **Automatically suggests nearby businesses**

• **Automatically offers a map of your business and others close by**



Data shows the visitors want town information

- **Google users search on town names** more than any other relevant theme
- Within CTvisit, **town names are the most searched theme**
- “Cities and Towns” is consistently one of the **most popular topics** on CTvisit’s DO menu
- Content marketing **articles about** exploring Connecticut **towns are top performers**
- The **press often seeks information about Connecticut’s towns**. (i.e. “most romantic towns”, “best town for a long weekend”)




Towns have special free listing pages

Connecticut
still revolutionary

IDEAS DO STAY EAT EVENTS REGIONS SEASONS

MAP SIGN UP SEARCH



Town of Westport


FIND US ON THE MAP VISIT OUR WEBSITE

Westport has a vibrant downtown along with the Saugatuck area with shops and restaurants, and a healthy commercial environment that generates the feeling of a New England town with the convenience of modern life.


[READ MORE](#)

Attractions


[SEE MORE+](#)



Dome Observatory




Rolnick Observatory




Downunder Kayak, SUP, & Surf Shop

Events

[SEE MORE+](#)



Author Discussion: "A Documentary History of the United States"



Destination Westport: Industrial Boomtown Walking Tour

FACTS ABOUT WESTPORT

- ★ **Town/City established:**
Incorporated in 1835.
- ★ **Named from:**
Incorporated from Fairfield, Norwalk, and Weston, May, 1835; name descriptive, Indian name, "Saugatuck."
- ★ **County:**
Fairfield.
- ★ **Notable citizens (past and present):**
Paul Newman, actor.
Gene Tierney, actress.
Martha Stewart, author, chef.
Saint Jean Donovan, a lay missionary martyred in El Salvador in 1980.
- ★ **Top Five Attractions:**
Compo Beach.
Sherwood Island State Park.
Westport Country Playhouse.
Levitt Pavilion for the Performing Arts.
Westport Arts Center.
- ★ **Annual Visitor's Events:**
Art About Town, May.
Fine Arts Festival, July.
Blues, Views & BBQ Festival, August.

Connecticut
still revolutionary

IDEAS DO STAY EAT EVENTS REGIONS SEASONS

MAP SIGN UP SEARCH



City of Bristol

FIND US ON THE MAP VISIT OUR WEBSITE

One of the state's largest cities, with open country landscapes as well as friendly neighborhoods lined with sidewalks.

[READ MORE](#)

Attractions

[SEE MORE+](#)



Imagine Nation, A Museum Early Learning Center



American Clock & Watch Museum



Bristol Historical Society

Events

[SEE MORE+](#)



Imagine Nation Loves Bristol



Handbell Concert

FACTS ABOUT BRISTOL

- ★ **Town/City established:**
Incorporated in 1785.
- ★ **Named from:**
Named from Bristol, England, formally New Cambridge.
- ★ **County:**
Hartford.
- ★ **Notable citizens (past and present):**
Gary Burghoff, the actor who played the character Corporal Walter "Radar" O'Reilly in both the film and television series *M*A*S*H*.
Bob Crane (1928-1978), the actor who played the title role in the television series *Hogan's Heroes*.
Michelle Guerrette, Olympic athlete.
Scott Perkins, American composer.
Mike Reiss, longtime writer for *The Simpsons*.
Adrian Wojnarowski, New York Times best-selling author and NBA columnist.
- ★ **Top Five Attractions:**
Lake Compounce.

Make the most of your free listings

- **Add more photos**; change them out seasonally
- **Make your “facts” as inspirational** and motivational as possible — let your personality shine through
- **Encourage more** attractions, restaurants, hotels, B&Bs **to optimize their pages** on CTvisit.com
- **Encourage all events managers** to leverage this site to promote events in your town/city
- **Get more tips** on the Partner Portal





Take advantage of other no-cost marketing

Participate in Open House Day

200+ partners participate one Saturday in early June.



- Participation in this event encourages partnerships among local museums, attractions, historic sites, etc. in your town/city
- Partners offer free or reduced admission, provide tours and interactive experiences.
- All participants benefit from statewide public relations. **In 2019 there were 241 placements in media that resulted in over 63 million impressions.**
- On CTvisit, the Open House page had 51,400 views that generated 100,185 clicks to our partner websites.

Welcome Centers open again!

- **6 Welcome Centers opened**; Danbury, Darien, Greenwich, N. Stonington, Westbrook
- **Seasonal operation:** May-November
- **7 days a week:** 9am-6pm
- **Accepting tourism literature** to display for visitors to take
- **Volunteers welcome** to serve as travel counselors



Be a part of the Big E! September, 2020



Connecticut®

Promote CTvisit on storefronts in your town

**Nearly 30% of Connecticut travelers
are coming to visit friends and families.**



How effectively are you letting your *own* residents know what there is to see and do in Connecticut — and making them brand ambassadors for your community?

How do you get involved?

For more information, contact:

Randy Fiveash at randall.fiveash@ct.gov

Jean Hebert at jean.hebert@ct.gov

Rose Bove at rosemary.bove@ct.gov

An aerial photograph of a city, likely Hartford, Connecticut, showcasing a dense canopy of trees in vibrant autumn colors (yellows, oranges, and reds). A river flows through the lower portion of the image, reflecting the sky. In the background, the city skyline is visible under a blue sky with scattered white clouds. The text "Thank You!" is overlaid in the center of the image.

Thank You!