



Summer 2021 Tourism Campaign Overview

May 4th and 5th, 2021



SPECIAL CAMPAIGN: #CTDrinksOnUs

In partnership with the CRA, we are proud to support the #CTDrinksOnUs program.

Already getting great attention!

- All local press outlets
- National press
- Over 200 participating restaurants
- Over 100,000 consumers have spent an average 8 minutes reading the list of participating restaurants.



STORIES > DRINKS ARE ON US!



Drinks Are On Us! LAST UPDATED: MAY 2021

Have you been vaccinated? Then you're eligible for a free drink! The Connecticut Restaurant Association is partnering with Governor Lamont and the State of Connecticut to launch the #CTDrinksOnUs campaign, where participating Connecticut restaurants will offer complimentary drinks to patrons beginning on May 19. To take part in the promotion which will run through the end of May, customers simply show that they have received either one or both doses of a COVID vaccine, at which point they can select from a list of pre-set drinks (alcoholic or non-alcoholic) established by each participating restaurant. The promotion limits drinks to one per person and the purchase of food is required.

Here's a list of restaurants participating in #CTDrinksOnUs.

If you are a restaurant and want to participate in this program, click [here](#) to register.

[Fairfield County](#)
[Hartford County](#)
[Litchfield County](#)
[Middlesex County](#)
[New Haven County](#)
[New London County](#)
[Tolland County](#)
[Windham County](#)



SUMMER CAMPAIGN: Overview

Connecticut is well-positioned to seize on these trends, with millions of target consumers within 100 miles. COT's Spring/Summer campaign will:

- Capitalize on this pent-up demand opportunity to Inspire visitation to and within the state
- Focus on the most responsive audiences within CT and neighboring states, particularly NY and MA
- Feature a new theme line for this campaign — intended to capture the sentiment of this moment in time.
- Include an integrated mix of media tactics
- Run May through Labor Day in September
- Feature over 1000 specific businesses in every corner of the state



The campaign launch announcement will go out shortly.

SUMMER CAMPAIGN: How to Maximize Your Inclusion

We are always looking for new businesses and new offerings to feature in the campaign. We will create ads and content that features more than 1,000 businesses.

To be considered for the campaign, do these 3 things:

1.

Let us know your news.



2.

Check the Upcoming Content area of the Partner Portal for upcoming topics and follow the prompts if your business fits a topic.



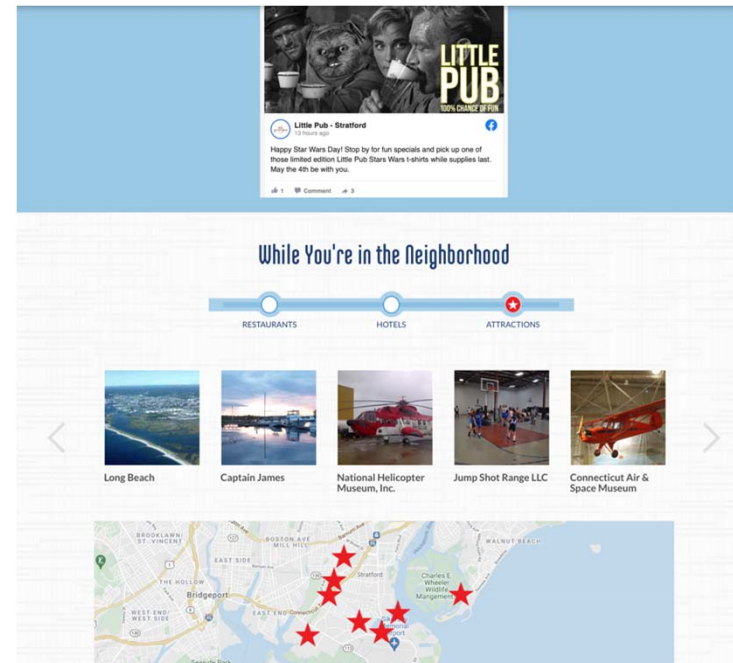
3.

Send us photos.



SUMMER CAMPAIGN: How to Maximize Your Inclusion

Another way to optimize your inclusion in our marketing is to make the most of a free listing on CTvisit.com — our official tourism site that typically receives 7 million visitors per year.



Shows visitors: 1) photos and videos; 2) links to your website/reservations site; 3) description and other key information; 4) social feeds and reviews; and 5) nearby attractions

<https://www.ctvisit.com/listings/little-pub-stratford>