



# Connecticut Office of Tourism Update

September 2, 2021



# Say Yes Summer Campaign Highlights

Since the campaign launch on May 1 through August 31st, the Say Yes campaign has already generated impressive results:



- **67 press hits**, including all local stations, NBC NY, CBS NY, MSN, more
- **814M earned media impressions**

- **105M paid media impressions**
- Outperformed benchmarks across all types of media by **131%**

- **3.5M visits** to CTvisit.com (a 77% increase over the same time last year)
- An average time on site of 2:05 minutes
- **1.3M referrals** to partners' sites — a 20% YOY increase



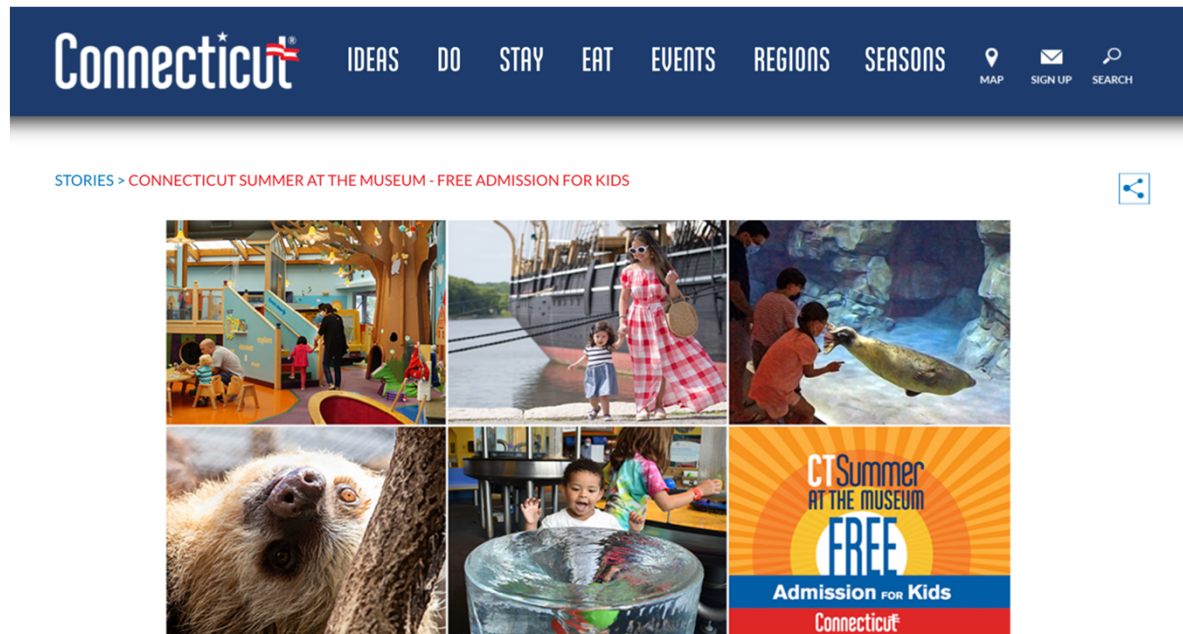
# Summer at the Museum Highlights

From June 23 through August 30, 2021, through paid, social and earned media we've driven:

**689,409 page views**

**452,676 referring clicks** to a wide array of Connecticut Summer at the Museum partner websites

And the average time on the page has been almost 6 minutes!



## Connecticut Summer at the Museum - Free Admission for Kids

LAST UPDATED: AUGUST 2021

[EN ESPAÑOL](#)

It's time to explore! From July 1 to September 6, Connecticut children age 18 and under plus one accompanying Connecticut resident adult can visit participating museums free of charge through the Connecticut Summer at the Museum program. The program is part of Governor Lamont's larger plan to use recovery funds to provide students and families with engaging summer enrichment and learning experiences in the wake of the COVID-19 pandemic.

From art and children's museums and historical sites to zoos, aquariums, and science centers, here's a list of properties participating in #CTSummerMuseums.





## Regional Photo Shoot Update



- ✓ ATV touring in Canaan (Backyard Adventure)
- ✓ Beer Garden at Shippan

- ✓ Outdoor performance at Goodspeed
- ✓ Family at Waters Edge in Westbrook

- ✓ Scenic Jeep drive along the coast
- Kayaking at Mansfield Hollow State Park

Focusing on capturing younger, more diverse visitors enjoying the dynamic blend of experiences Connecticut has to offer

We will provide retouched selects and raw footage in mid-September.

# Fall Tourism Campaign Update

To support the continued recovery of the state's tourism businesses, Connecticut is tripling its investment in this year's fall tourism marketing.

## AUDIENCE PROFILE:

Ages 25-64 who are interested in leisure travel this fall

## TARGET MARKETS:

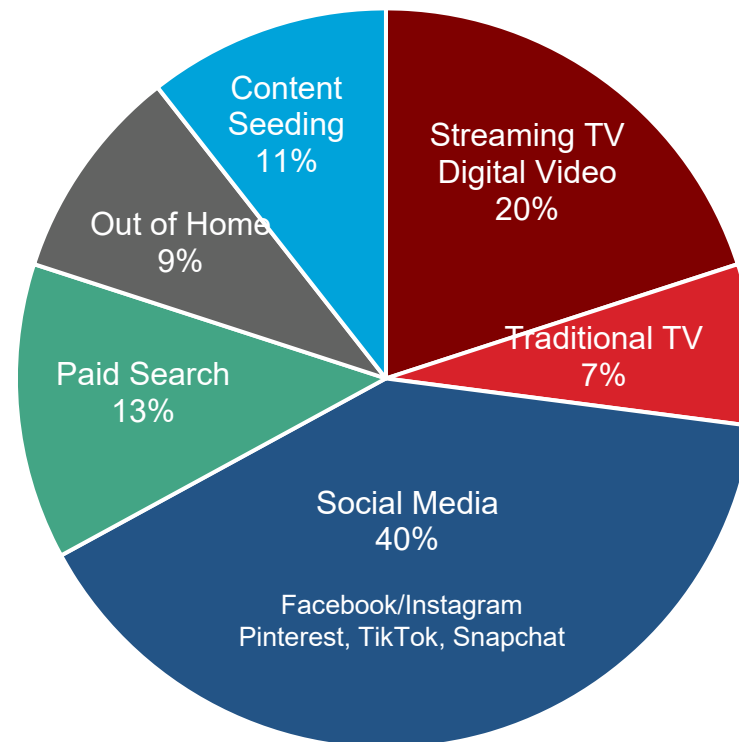
New York City, Boston, Springfield, Connecticut, Rhode Island, Philadelphia + national audiences planning New England travel

## DURATION:

September 7 – November 30

**This increased budget allows us to reach an estimated 33% of our target audiences.**

## \$1.4M MEDIA ALLOCATION



# Fall Tourism Campaign: Research-Driven Creative

Three finalist campaigns were tested with 700+ target consumers and industry partners. All were rated highly, but this direction was the favorite — particularly with younger consumers across all markets and in-state residents of all ages.



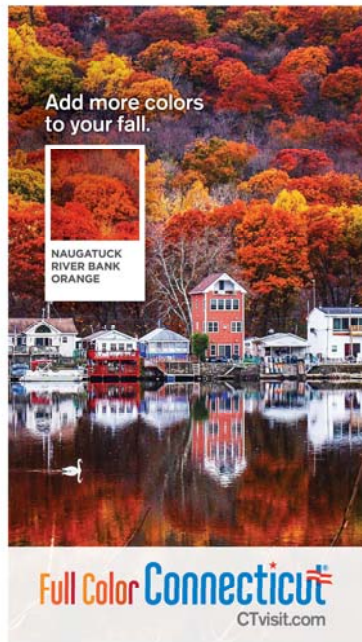
Thanks to its diverse array of trees, Connecticut offers New England's most varied display of fall foliage.

But you can do so much more than leaf peep in Connecticut. Here you can enjoy a full spectrum of fall experiences — from outdoor adventures to arts/culture and culinary delights. So, add more colors to your fall — by safely exploring all there is to do in Connecticut.



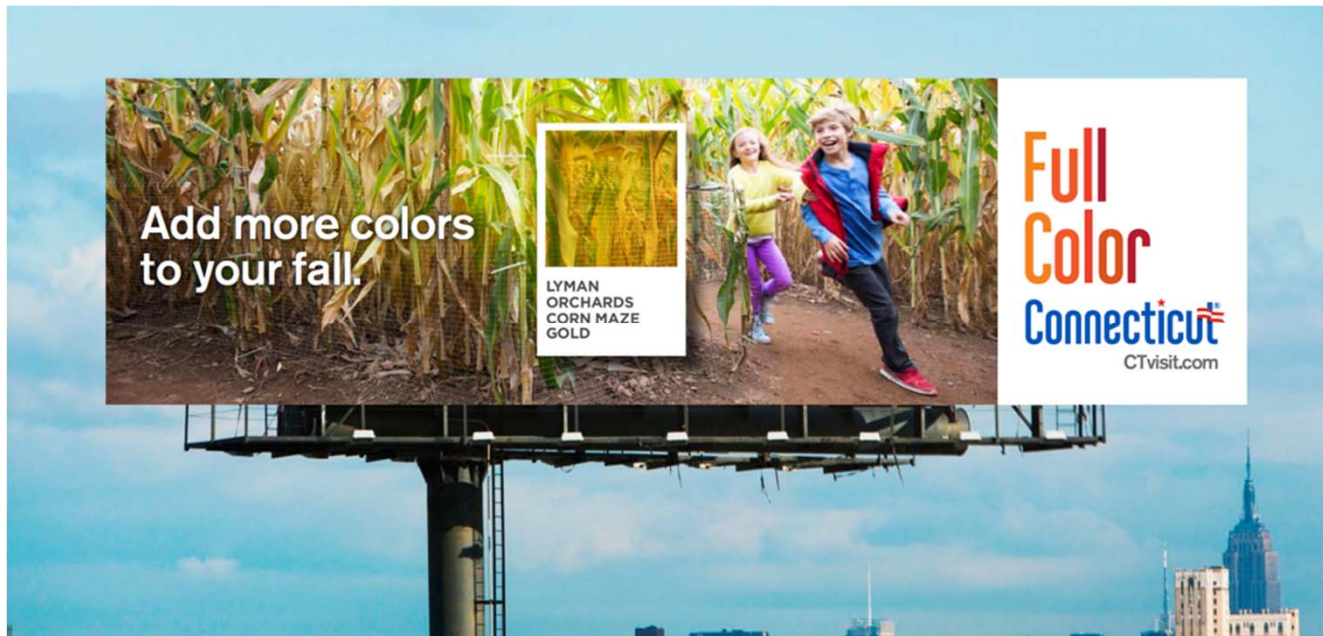
# Fall Campaign | Creative Examples

We are working quickly to create dozens of Out of Home ads, hundreds of social posts, as well as 4 TV/video spots. Here is just a taste:





# Fall Campaign | Creative Examples



Roadside billboards will rotate a selection of ads all over Connecticut and Western Massachusetts.

Social posts will support the theme of the campaign while inviting readers to view hundreds of different articles on CTvisit.com touting thousands of things to do in Connecticut this fall.



Connecticut



# Fall Campaign | Content Marketing Highlights

Almost 200 fall articles housed on CTvisit.com have been written or updated. These articles are promoted via search, social media and content seeding platforms, which typically drive over 50% of the traffic to the site.



# Big E 2021/Visitor Center Update

