



“Say Yes” Summer Tourism Campaign Results

September 20, 2021

Connecticut[®]

Campaign Overview

Say Yes to Connecticut!

In the summer of 2021, Connecticut was ready for a more enthusiastic summer of fun. The majority of adults were vaccinated against Covid-19, and businesses were ready to safely welcome them back. After months and months of having to say “no” to all sorts of recreational fun and socializing with others, this campaign encouraged a big motivating call to action — say yes!

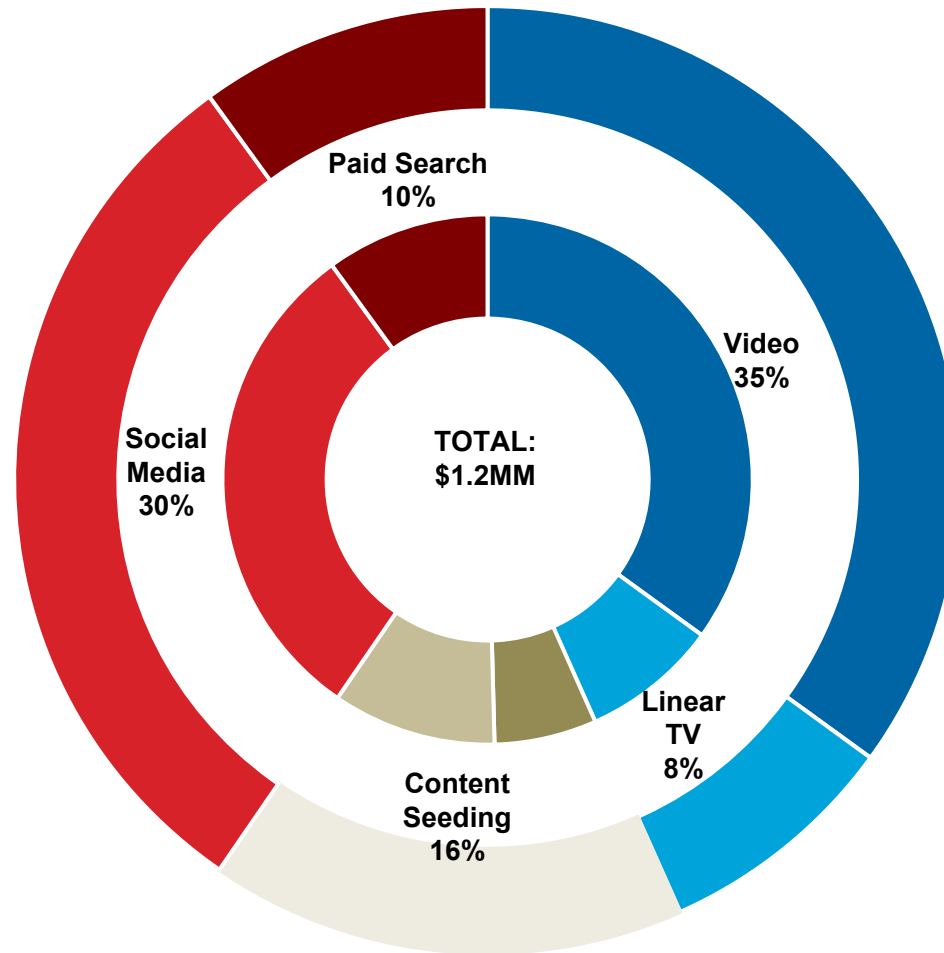
It was also easily applied to supporting local businesses — e.g., Say Yes to shopping local, trying a new restaurant in your community, staying overnight in state.

...all while getting people to affirm their new sense of optimism.



Paid Media Investment

The Connecticut Office of Tourism invested \$1.2 M in paid media from May 1-September 6 in support of this summer tourism campaign.



Sample Creative

Over 1,500 Connecticut experiences, restaurants, hotels and attractions were featured across the many tactics of the campaign.



Visit Connecticut July 8 at 7:30 AM - Q
Looking for something to do in July? From river tubing and sunset cruises to llama hikes and nights at the ballpark — here's how to make the most of July in Connecticut. #CTVisit #SayYesCT #CTVisit #Rowanwood Farm, Newtown



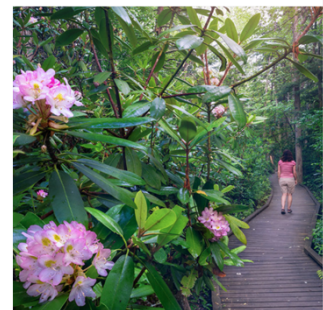
CTVISIT.COM
34 Things to Do in Connecticut this July
Looking for something to do in Connecticut in July?... Learn More
2.5K 370 Comments 1.3K Shares

Visit Connecticut July 7 at 8:51 AM - Q
From ice cream shops to seafood shacks, say "yes" to tasty road trip treats at these Connecticut drive-ins! #SayYesCT #CTVisit #The Sycamore, Bethel



CTVISIT.COM
Summer Drive-ins
One of the best parts about being on the road in... Learn More
4.7K 537 Comments 867 Shares

Visit Connecticut July 19 at 7:20 AM - Q
In summer, Connecticut gardens erupt with color. From roses to sunflowers, here's where to say "yes" to nature's beauty! #SayYesCT #CTVisit #Pachaug State Forest, Rhododendron Sanctuary, Voluntown



CTVISIT.COM
Your Guide to Summer Blossoms
Summer (June-September) Summer in Connecticut... Learn More



Say Yes Summer Campaign Results

The Say Yes campaign, which ran from May 1 through September 6th, generated impressive results:



PR efforts during this timeframe generated:

- **756 media placements**, including all local stations, NBC NY, CBS NY, MSN, more
- **2.3B impressions** in local, regional and national print, online and broadcast media
- An increase of **342% over 2020**

Paid media delivered:

- **115M impressions**
- Response rates **2X above industry benchmarks** across Social, Search and Native

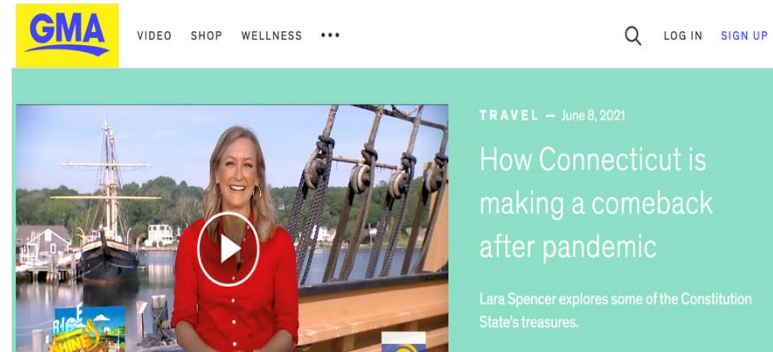
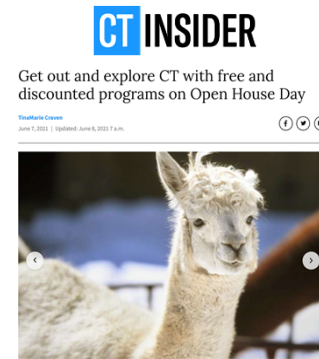
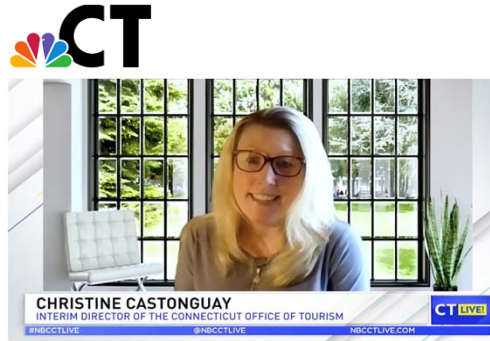
All of which drove:

- **3.7M visits** to CTvisit.com (a 76% increase over the same time last year)
- An average time on site of 2:05 minutes
- **1.3M referrals** to partners' sites — a 12% YOY increase

Earned Media Highlights

Between May 1 – Sept. 7:

- Secured **756 earned media placements**
- Generated **2.3B earned media impressions** in local, regional and national print, online and broadcast media
- Facilitated **20+ media interviews**
- Increased earned media placements and impressions (**+342%**) this Spring/Summer over 2020.



Local business optimistic about #SayYesCT tourism campaign

"If you're getting a lot of exposure from other states, if you're average consumer, you're going to go where the message is."

