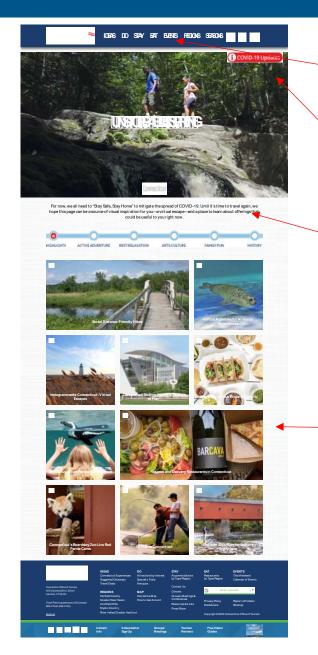


Supporting Tourism During the Pandemic

May, 2020



Updates to CTvisit.com



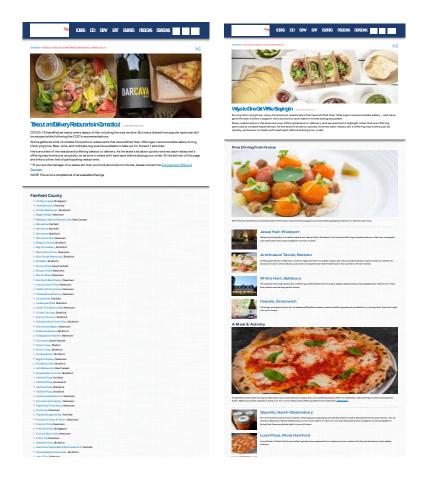
Temporary modification of "This Weekend" and "Events" sections.

Covid-19 features and copy.

Promotion of experiences possible now.

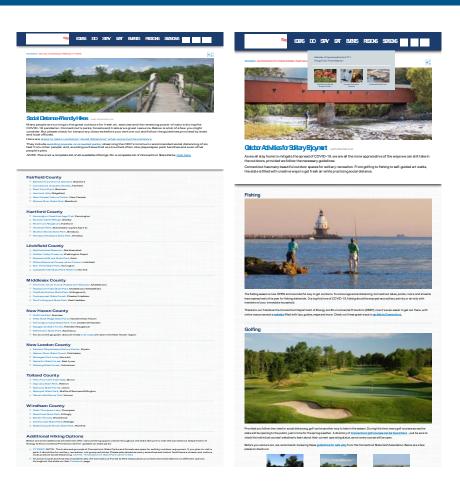


New Content: Things to do now





- <u>Takeout and Delivery Restaurants</u> (list by county)
- Ways to Dine Out While Staying In



Safe Outdoor Experiences:

- Social Distance-Friendly Hikes (list by county)
- Outdoor Activities for Solitary Enjoyment



New Content: Virtual Escapes







Virtual Activities for At-home Enjoyment:

- Virtual Experiences
- Virtual Activities for Families

Visual Virtual Escapes:

- Four Season in Connecticut
- Blossom Season



Ongoing Media Outreach



The press has been very receptive to news of activities possible now, particularly virtual experiences..

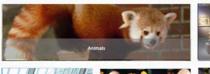
- <u>Tourism Industry Builds Customer Loyalty Even While Closed</u> Hartford Business Journal
- Connecticut Culture Refuses To Be Shuttered Republican-American
- From Art to Penguins: Take Virtual Trips Around the State Norwich Bulletin
- Across Connecticut Destinations Offering Virtual Tours Town Times
- Take a Virtual Museum Tour The Chronicle
- Explore Connecticut From Home The Newtown Bee



Virtual Open House Day



Welcome to the 16th annual Open House Day,. It began as a way to showcase all of the incredible attractions in Connecticut. This year, due to the Covid-19 challenges, we will showcase them virtually. Hundreds of attractions offe you virtual experiences. Enjoy expolring all the options below.





















Creating and promoting a *Virtual* Open House Day event for 2020.

All tourism business are invited to participate.

- Provide a link to your virtual experience
- Promote your physical business if open

Look for email with details later this week.

