



Results of the Fall 2020 Campaign

Connecticut Office of Tourism

September 8 - November 30, 2020

Connecticut[®]

Goals & Strategies

GOAL: to mitigate the impact of the pandemic on Connecticut's tourism industry

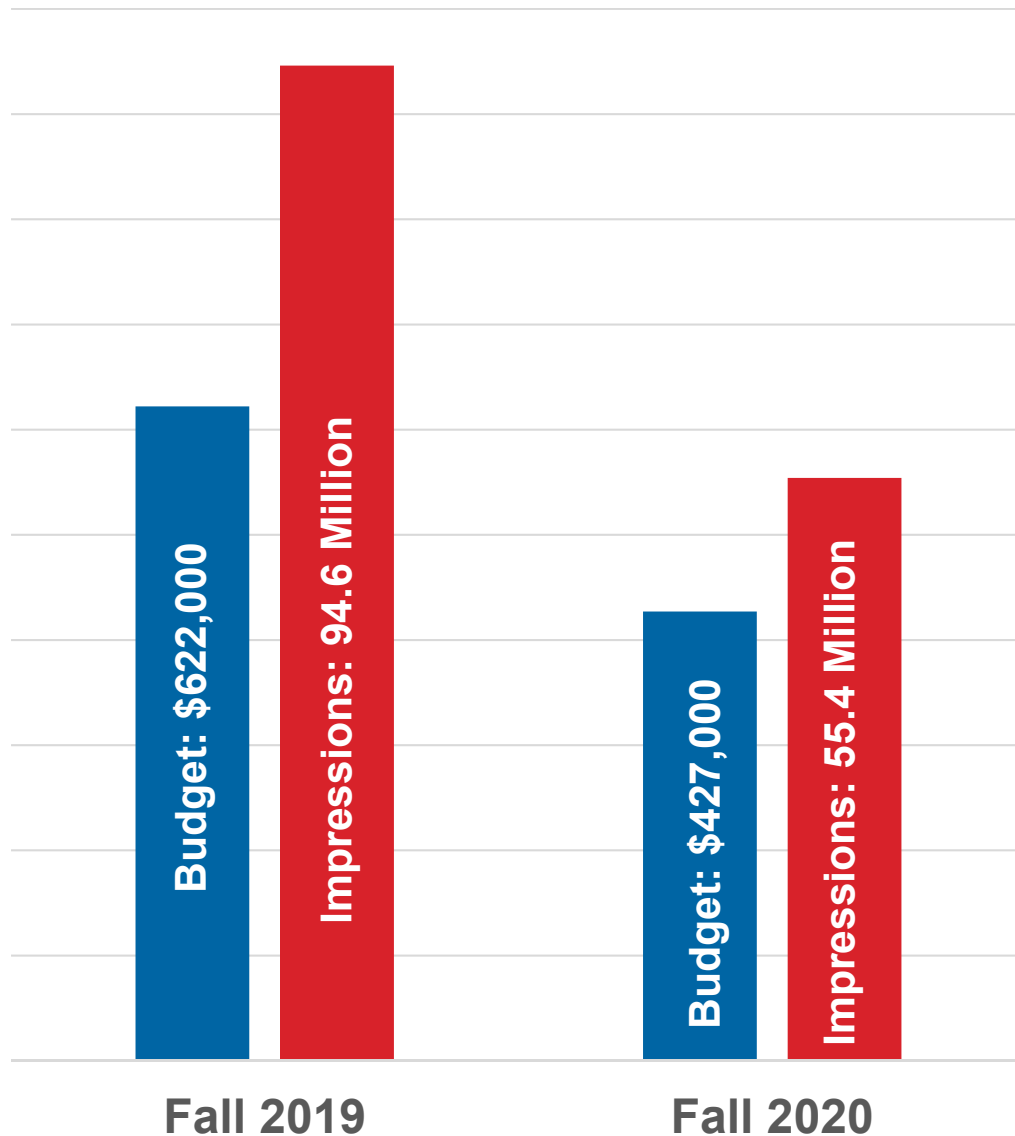
STRATEGY: continue the successful “*So Good To See You, Connecticut*” campaign from the summer, updated for fall:

- inspire state residents and nearby visitors to explore all there is to see/do in *CT safely*
- feature many hundreds of safe things to do
- pivot targeting and messaging as needed with changing market sentiments

KEY MESSAGES:

- Connecticut businesses are going to great lengths to offer compelling and safe experiences
- There is so much to see and do safely in Connecticut (more than you realized)
- Support Connecticut businesses (#SupportCTbusiness)

Budget Strategy and Impact



COT's fall media budget is typically between \$600,000 and \$750,000.

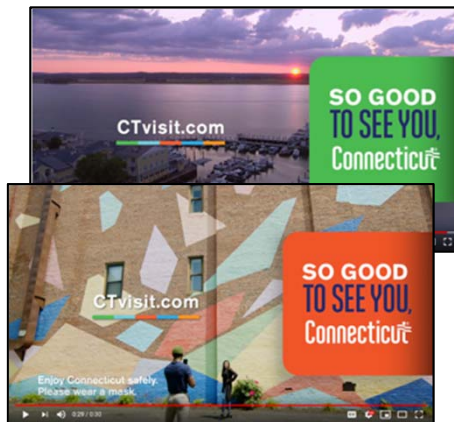
This year, however, we wanted to support the businesses that are open while also saving more budget for the spring/summer 2021 when we hope the target will be most receptive.

Budgets and paid media impressions are down between 30% and 40% this year.

Generated 326M Impressions

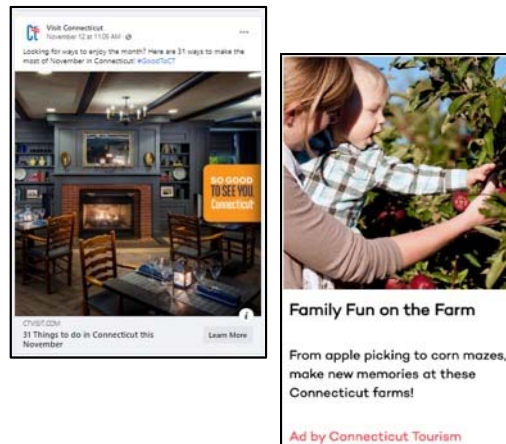
From September 8th through November 30th, we leveraged an integrated media mix to reach millions of in-state residents and NY/MA/RI visitors.

13.4M views of TV spots/videos



Streaming TV; web pre-roll; social & native video

42M impressions on social /search/ content seeding



351.6MM clicks to site;
Increased performance over summer: 41% higher click rate, 47% lower cost per click

271M impressions through PR

USA TODAY yahoo/news

Apple picking, hiking, cider drinking: Find a socially distanced escape in the Northeast

Morgan Hines USA TODAY
Published 7:03 a.m. ET Oct. 12, 2020 | Updated 4:13 p.m. ET Oct. 16, 2020

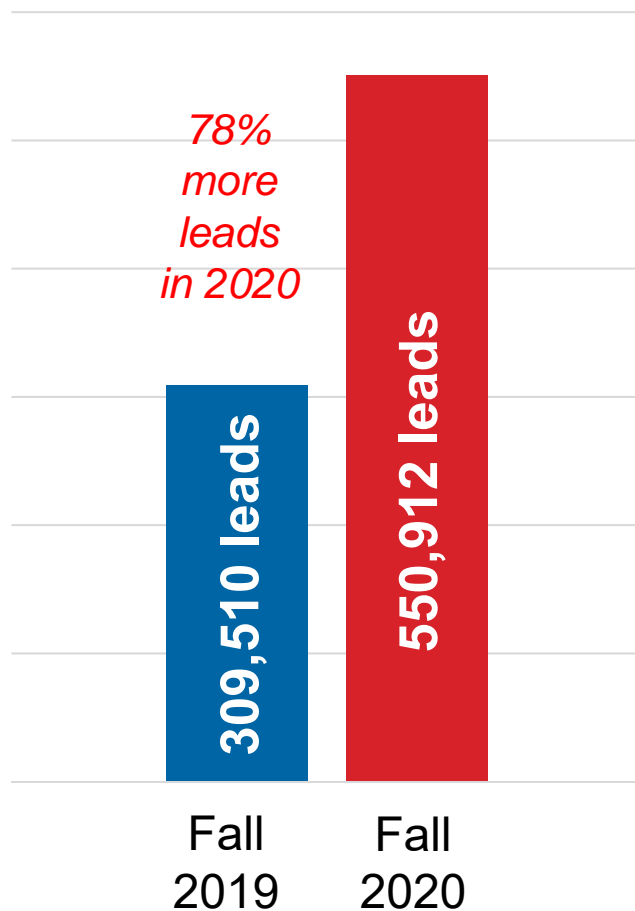


11% more impressions YOY;
214 placements;
10+ media interviews



Drove More Interest in Industry Businesses

Marketing-driven calls, clicks, and emails to industry businesses



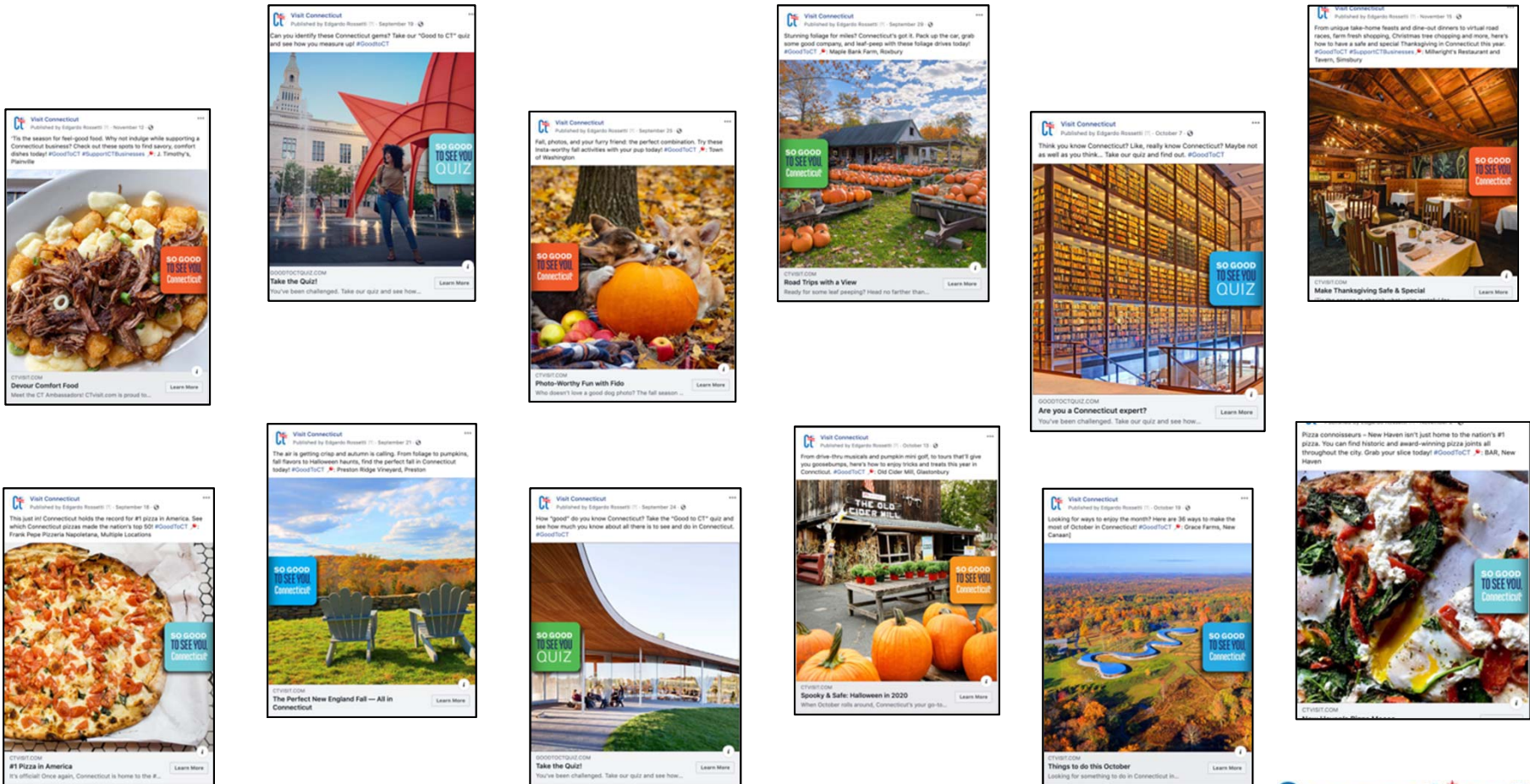
Even with one third less budget, COT's marketing efforts drove significantly more interest in industry businesses than 2019.

WEB VISITS: ~1.2M visits to *CTvisit.com*; as expected, traffic was down 38% over last year, however the average time spent on the site per visitor was up 50% YOY indicating those who visited were more engaged

BUSINESS LEADS: ~551K referrals to tourism *business partners* (clicks, calls, emails from CTvisit) were up 78% over 2019

Featured More Than 1,000 Tourism Businesses

Continuing the success of the summer campaign, the fall messaging included eye-catching images of fall, featuring more than 1,000 partners from across the state. Images were branded with the campaign “So Good To See You, CT” theme.



PR Efforts Earned 271M Impressions

Between Sept. 8 – Nov. 30:

- Secured **214 earned media placements**
- Generated **271M impressions**, in local, regional and national press (11% more than fall 2019)
- Facilitated **10+ media interviews**

Focus Areas:

- Sept: Fall Foliage, Virtual Big E
- Oct: Fall Foliage & Fun, Halloween
- Nov: Thanksgiving, Holidays
- Ongoing: State of Tourism Industry

Major Impression Drivers:

- Fall Fun (USA Today, Yahoo!, NYPost)
- Halloween (Forbes, Courant)
- Thanksgiving/Holidays (Boston.com)
- Travel News/Hotels (Boston Globe)



Apple picking, hiking, cider drinking:
Find a socially distanced escape in
the Northeast

Morgan Hines USA TODAY
Published 7:05 a.m. ET Oct. 18, 2020 | Updated 8:12 a.m. ET Oct. 18, 2020



View of Mt. Mansfield in Vermont Park, Vermont, on Oct. 17, 2020.

Forbes

Where To Find The Spookiest
Socially-Distanced
Halloween Activities

Roger Sande Contributor ID
Halloween
2 months ahead ahead, offers sports-related.



There are plenty of safe Halloween attractions throughout Connecticut.



The best spots for apple picking
and fall foliage outside NYC

By Zachary Korman
October 9, 2020 | 2:19pm



Pumpkin Season at Jones Park

The Boston Globe

The Connecticut Art Trail is turning 25!
(And we need things to celebrate.)

The anniversary is as good an excuse as any to check out the Nutmeg State's art scene. Here are some of the highlights.

By Diane Bar and Pamela Wright
Diane Bar is a Staff Correspondent.
Pamela Wright is a Staff Writer.



"2020's NYC Women's Cabinet" by artist Mira Horowitz, is part of the "Same Day to New Women, Art & Social Change" exhibit at the New Britain Museum of American Art. Photo by AP/Wide World for The Boston Globe.



You can now visit the Big E
Connecticut building virtually



Residents encouraged to support
local businesses when preparing
holiday meal



DEPARTURES

Where to Find the Best Holiday
Displays Just a Day Trip From
New York City



CTvisit Dominates New England Tourism Websites

Despite being second to last in terms of budget, Connecticut's tourism website metrics continue to outrank those of the other New England states.







#1 in site traffic volume (overall visitors to the site from all sources)

#1 in organic search traffic (number who find relevant content in the search results, then click to go to the state's tourism site; does not count traffic from paid search ads)

#1 in pages per visit (how many pages an individual sees per visit)

#1 in low bounce rate (those who click to the site and then immediately leave)(#2 in July)

#2 in time on site (average time of individual's visit)(#1 in July)

| |  www.ctvisit.com/ |  www.visitnh.gov |  www.visitma.com |  www.vermontvacation.com |  www.visitmaine.com |  www.visitrhodeisland.com |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Estimated Overall Traffic* | 379,200 | 236,500 | 21,600 | 112,300 | 303,000 | 83,900 |
| Estimated Organic Search Traffic* | 206,700 | 106,800 | 16,100 | 50,100 | 61,600 | 29,600 |
| % of Total Traffic Stemming from Search | 55% | 45% | 75% | 45% | 20% | 35% |
| Time on Site* | 0:07:09 | 0:04:34 | 0:07:27 | 0:04:51 | 0:04:17 | 0:02:59 |
| Pages Per Visit* | 2.8 | 1.68 | 2.18 | 2.2 | 1.55 | 1.83 |
| Bounce Rate* | 58% | 71% | 67% | 64% | 74% | 62% |

*Based on the October 2020 reports from SEMRush

The Message Pivoted with the 2nd COVID Spike

In mid-November as the second wave of COVID-19 caused increased consumer concern and additional restrictions, we shifted our message from “*So Good To See You, Connecticut*” to “*Support Connecticut Businesses.*”

We began the **#SupportCTBusinesses** campaign to urge Connecticut residents to help all our industry partners – whether in person or virtually.

The effort was promoted via PR, social media and email by both the Connecticut Office of Tourism and the Department of Economic & Community Development.

In just the last 2 weeks of November, the social promotion alone generated:

| Impressions | Clicks | Engagements | Video Views |
|-------------|--------|-------------|-------------|
| 1,987,778 | 12,796 | 51,333 | 36,849 |



New Message for Winter: #SupportCTBusinesses

DECD

Industry Email



Social Posts



COT

Social Posts



Roll over screen and click to play video

Partner Social Posts

