



## Connecticut's Fall Tourism Campaign 2021

Connecticut<sup>®</sup>

# Enhanced Funding

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

**September 7 – November 20**

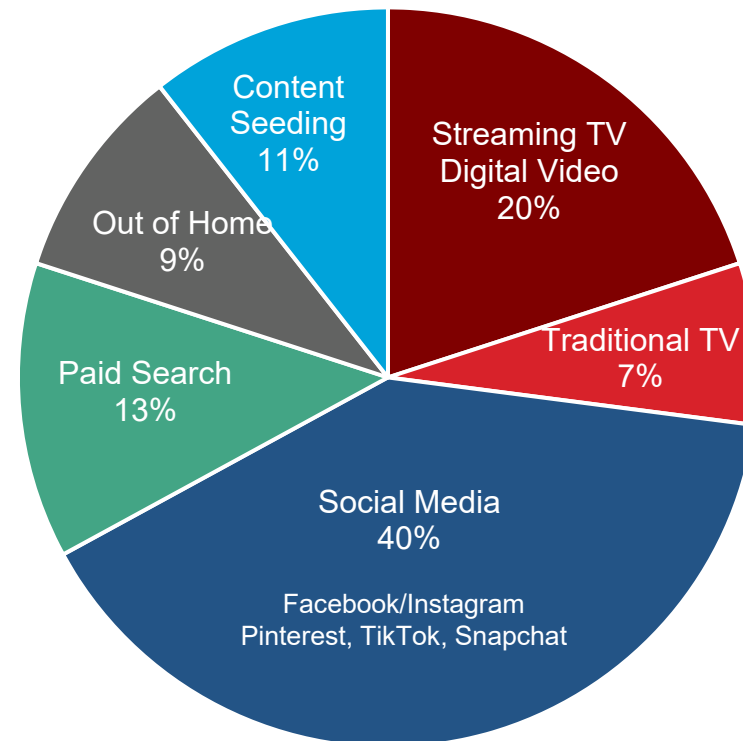
**\$1.4M MEDIA ALLOCATION**

**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



# Research-Driven Campaign Creative

Three different creative concepts for the campaign were tested with 700+ target consumers and industry partners. This direction was the favorite — particularly with Millennials.



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.

# TV Spots

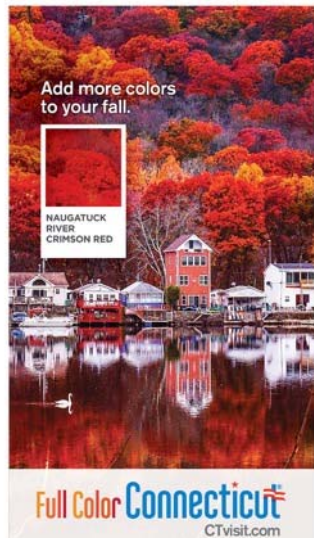
4 different TV spots are running on linear TV throughout Connecticut, and on streaming TV and digital video placements throughout the entire target footprint.



*When viewing this presentation in display mode, cursor over and click to play each video.*

# Digital Outdoor Posters in NYC

LinkNYC kiosks all over Manhattan are rotating 24 colorful posters.



# Digital Outdoor Posters in NYC



Add more colors to your fall.



FOXWOODS FAIRWAY GREEN

Full Color Connecticut  
CTvisit.com



Add more colors to your fall.



MAPLEWOOD FARM RAM GREY

Full Color Connecticut  
CTvisit.com



Add more colors to your fall.



TAO AT MOHEGAN SUN PATINA GREEN

Full Color Connecticut  
CTvisit.com




Add more colors to your fall.

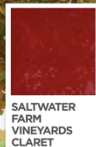


ESSEX STEAM TRAIN COPPER

Full Color Connecticut  
CTvisit.com

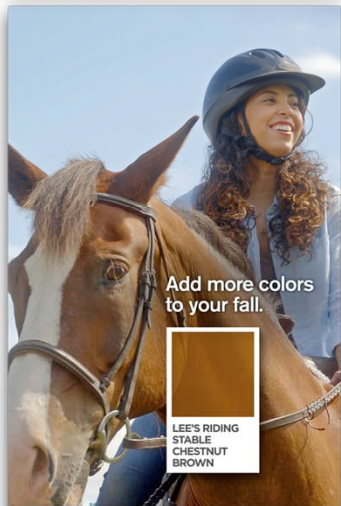


Add more colors to your fall.




SALTWATER FARM VINEYARDS CLARET

Full Color Connecticut  
CTvisit.com



Add more colors to your fall.



LEE'S RIDING STABLE CHESTNUT BROWN

Full Color Connecticut  
CTvisit.com



Add more colors to your fall.



WADSWORTH GALLERY BLUE

Full Color Connecticut  
CTvisit.com



Add more colors to your fall.



FARMINGTON RIVER FLAME ORANGE

Full Color Connecticut  
CTvisit.com



Add more colors to your fall.



ROWANWOOD LLAMA BROWN

Full Color Connecticut  
CTvisit.com



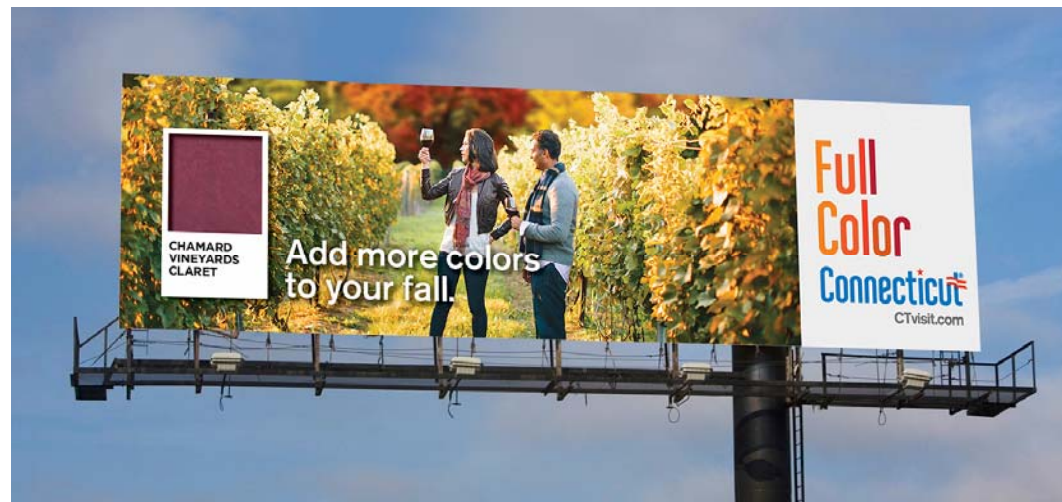
Add more colors to your fall.



CONNECTICUT SCIENCE CENTER OPAL

Full Color Connecticut  
CTvisit.com

# Billboards in Connecticut and Western Massachusetts



Roadside billboards are rotating 14 different versions all over Connecticut and Western Massachusetts.

# Billboards in Connecticut and Western Massachusetts



LOVERS LEAP BRIDGE  
BURGUNDY

Add more colors to your fall.

Full Color Connecticut  
CTvisit.com



SILVERMAN'S FARM  
APPLE RED

Add more colors to your fall.

Full Color Connecticut  
CTvisit.com



MYSTIC AQUARIUM  
BELUGA WHITE

Add more colors to your fall.

Full Color Connecticut  
CTvisit.com



ESSEX STEAM TRAIN  
PEWTER

Add more colors to your fall.

Full Color Connecticut  
CTvisit.com



STORRS ADVENTURE PARK  
PARK ORANGE

Add more colors to your fall.

Full Color Connecticut  
CTvisit.com



HARTFORD STREET ART  
RED

Add more colors to your fall.

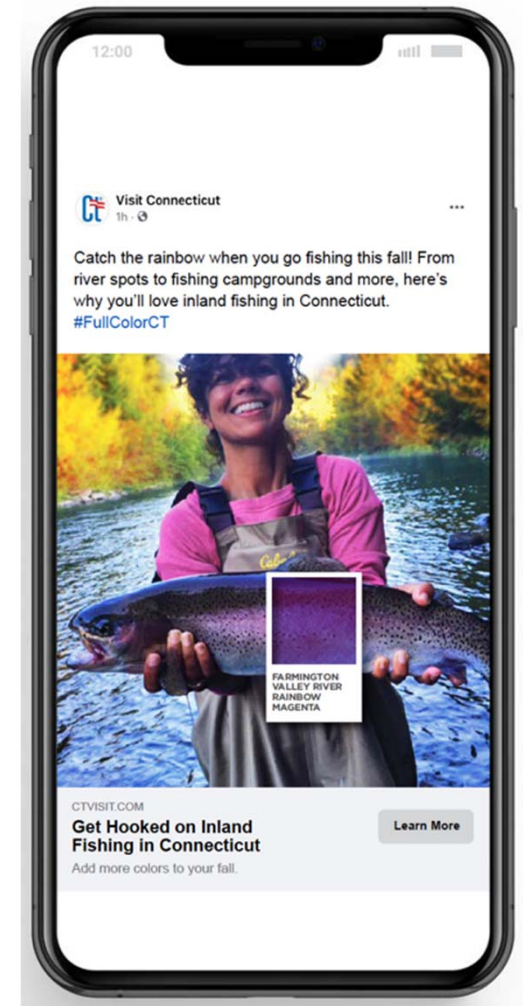
Full Color Connecticut  
CTvisit.com



# Social Media

Social posts on Facebook/Instagram, TikTok, SnapChat and Pinterest will support the theme of the campaign.

They invite readers to view hundreds of different articles on CTvisit.com touting thousands of things to do in Connecticut this fall.



# More Than 200 New/Updated Articles

The “content marketing” of hundreds of fall articles on CTvisit– promoted through social media, search engines, native content ads and email — continues to be our most efficient draw for website traffic and one of our most effective tactics for inspiring physical visitation.

**Connecticut** IDEAS DO STAY EAT EVENTS REGIONS SEASONS MAP SIGN UP SEARCH

**Mid-Week Magic** LAST UPDATED: AUGUST 2021  
Looking to get out without more of them to yourself. In active adventure and fun

**Connecticut** IDEAS DO STAY EAT EVENTS REGIONS SEASONS MAP SIGN UP SEARCH

**Great Places for Workcations in Connecticut** LAST UPDATED: AUGUST 2021  
These days, we're merging work and play more than ever before. If you're looking to get away without using all vacation days, Connecticut is a great place for a "workcation." At these hotels, you can work remotely from you designated lounge spaces, or even your own private study – all while knowing the family has plenty to see and The best part? When the workday ends, you can join in the fun!

**Connecticut** IDEAS DO STAY EAT EVENTS REGIONS SEASONS MAP SIGN UP SEARCH

**Plant-Based Connecticut** LAST UPDATED: SEPTEMBER 2021  
It's no secret that plant-based meals, desserts, and even lifestyles are rapidly growing in popularity. Luckily, Connecticut's plant-based scene is flourishing – and whether you're eating for health, animals, the environment, or simply for the reasons at omnivore spots and

**Connecticut** IDEAS DO STAY EAT EVENTS REGIONS SEASONS MAP SIGN UP SEARCH

**Touring Connecticut Universities** LAST UPDATED: AUGUST 2021  
Students, scholars and beyond – Connecticut is home to some of New England's -- and the world's -- top universities. So, it's no secret that people travel from far and wide to visit these spectacular schools. Whether you're touring to attend, visiting a student, or simply interested in the university's history, we've gathered ideas to get the most out of your visit to just a few of the state's most popular schools. From nearby restaurants and hotels to can't-miss attractions, these spots may even become your go-to spots once you're accepted!

**Connecticut** IDEAS DO STAY EAT EVENTS REGIONS SEASONS MAP SIGN UP SEARCH

**10 Knockout Views for Fall** LAST UPDATED: AUGUST 2021  
Actually, it's hard NOT to find a good foliage view in Connecticut when autumn rolls around. But there are some standouts that you might want to seek out.

PREVIOUS 1/10 NEXT

# Off to a Strong Start!

## Full Color Connecticut®

**The campaign launched publicly  
on September 10<sup>th</sup>.**

As of September 14<sup>th</sup>, the press announcement garnered:

- over 145 earned media placements
- over 207 million earned media

And consumer reaction, as evidenced by so many social comments, has been very positive:

*“Clever! Excited to explore my home state this season!”*

*“Very creative. Intrigued by CT”*

*“I already love this campaign”*

*“That was a fun display. Good work.”*

*“Beautiful campaign love it”*

