



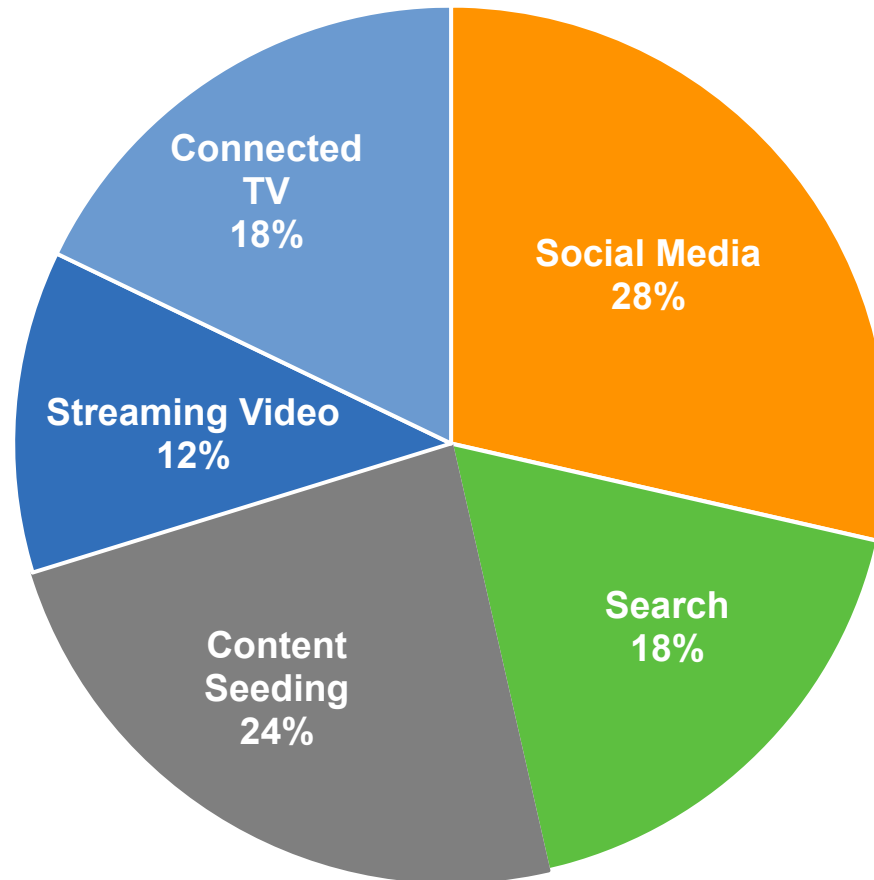
Fall Tourism Marketing Campaign 2020

October 20, 2020

Connecticut[®]

Continuing the *So Good To See You* campaign through fall.

\$427K budgeted for the fall effort invested in the following tactics:

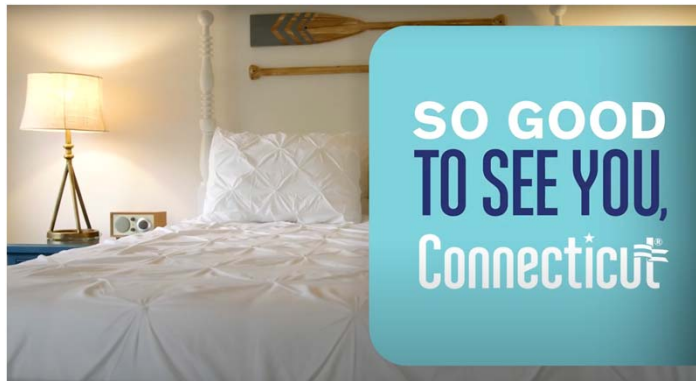


September 8th
through mid-
November.

Campaign Tactics: *Safety Videos*

One objective of the campaign is to reassure consumers that **Connecticut business are doing what it takes to keep them safe.**

Three safety videos promote online focus on safety enhancements of Connecticut's restaurants, hotels, and attractions.



Campaign Tactics: *TV/Video Campaign*

Refreshed the statewide spots to include more fall imagery.



Running in:

- connected TV
- streaming video
- video social posts

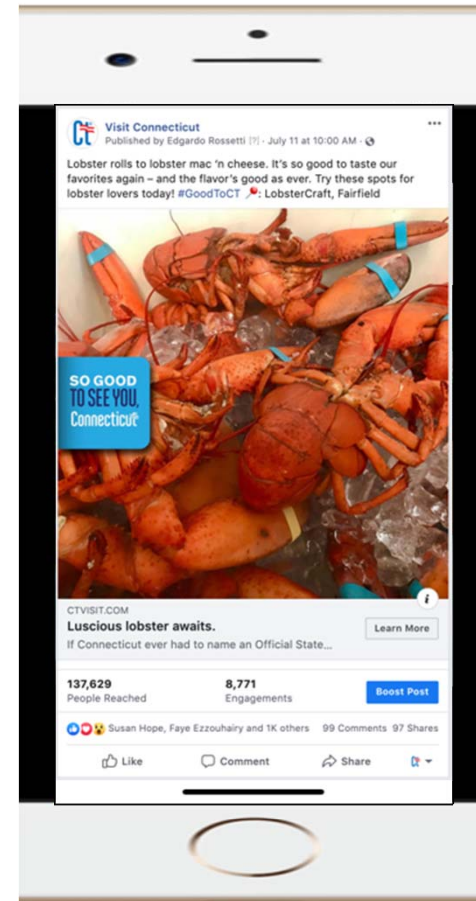
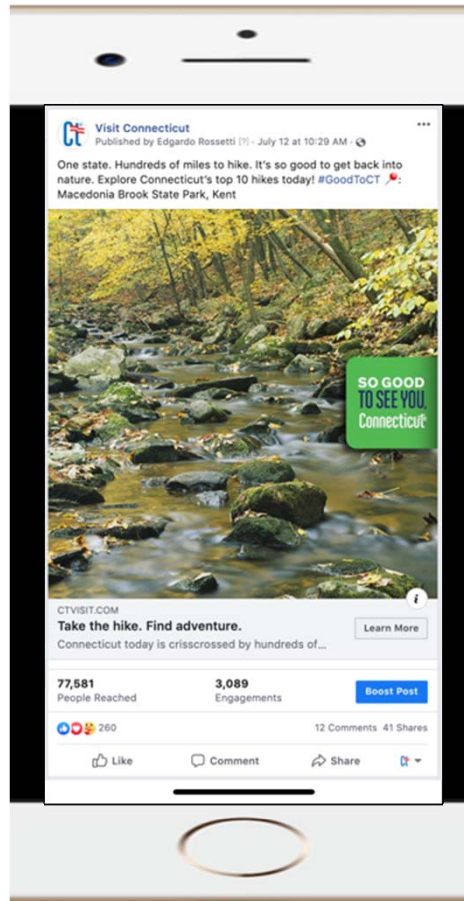
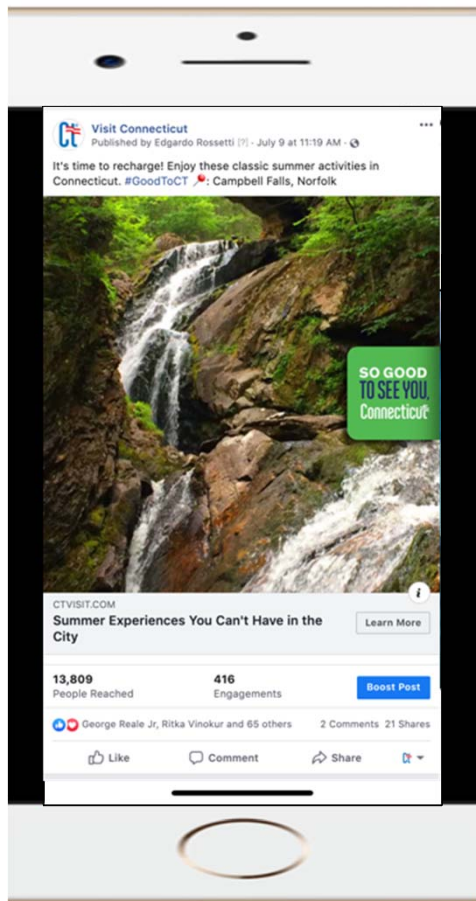
Continuing a focus on Content marketing

We create a wide array of articles and videos and then distribute them via many different tactics:



Campaign Tactics: *Social Media Campaign*

Ongoing social media campaign allows us to **feature hundreds of attractions** and link to refreshed/new content on CTvisit.com.



Our PR efforts have resulted in great hits

Recent fall-related press hits have included:

USA Today

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

New York Post

The best spots for apple picking and fall foliage outside NYC

Reader's Digest

The Best Places to See New England Fall Foliage

Boston.com

What experts are saying about the 2020 fall foliage season in New England

Connecticut Post

Things to do: CT foliage forecast, seasonal destinations

FOX61

'Fall Steam Ahead' for tourism season in state

Top level results so far...

As of October 18th, the fall campaign has generated:

- **31.6 million paid media impressions**
- **15 million social media impressions**
- **2.5 million social post engagements**
- **700,000 visits to CTvisit.com**
- **328,000 calls, clicks and emails to CT tourism businesses**



Thank You!