



Connecticut<sup>®</sup>

**Say Yes  
Summer Tourism  
Marketing Campaign  
Results-to-Date**

*May 1-July 25, 2021*

**Connecticut<sup>®</sup>**

# Top Line Integrated Marketing Campaign Results



## EARNED MEDIA

- **814M earned media impressions**
- 65+ media hits including:
  - all local broadcast stations
  - NBC New York
  - CBS New York
  - MSN, Yahoo! News and more



## PAID MEDIA

- **75M paid media impressions** across TV, streaming video, search, social, digital and native content
- Outperformed industry benchmarks across all types of media from 17% to 124%



## CTVISIT.COM WEBSITE

- **2.5 Million visits to CTvisit.com**
- 113% increase over the same time last year
- 2:12 minutes average time on site
- Over 900K referral links to partner websites, a 30% increase over last year

# Sample Creative

## 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."



## 'Say Yes To Connecticut': State Launches New Summer Marketing Campaign On Road To Reopening

