



## CT Summer at the Museum Promotion Results

September 20, 2021

Connecticut<sup>®</sup>

# Promoting the CT Summer at the Museum Program

As part of an industry recovery following the height of the pandemic, Connecticut created the CT Summer at the Museum, a program that allows Connecticut children to receive free admission at more than 90 museums across Connecticut during the 2021 summer months.

Under the program, from July 1 to September 6, 2021, Connecticut children aged 18 and under – plus one accompanying adult – received free admission to any of the participating museums, including historic house museums, historic sites, historical societies, art museums, children’s museums, science centers, special-interest museums, natural history museums, university museums, arboretums/botanical gardens and zoos.

The Connecticut Office of Tourism promoted this program to state residents via earned and paid media in English and Spanish.

This report summarizes the activities and results of this successful initiative.



# Promoting the CT Summer at the Museum Program

**A total of 87 museums participated in the program.**

- 54 museums received a grant to participate in the program.
- 33 museums participated as “non-funded” participants. They were not eligible to receive grant funds because they already offered free admission.



# Earned Media Efforts

Significant earned media efforts were executed in support of this program:

A landing page on CTvisit.com housed the list of all participating museums, serving as the hub of all promotional efforts

A PR campaign, kicked off by the Governor himself

An email campaign to residents

A social hashtag and a push to the industry and participating museums to share and tag to extend the reach of social media efforts.



## Connecticut Summer at the Museum - Free Admission for Kids LAST UPDATED: SEPTEMBER 2021

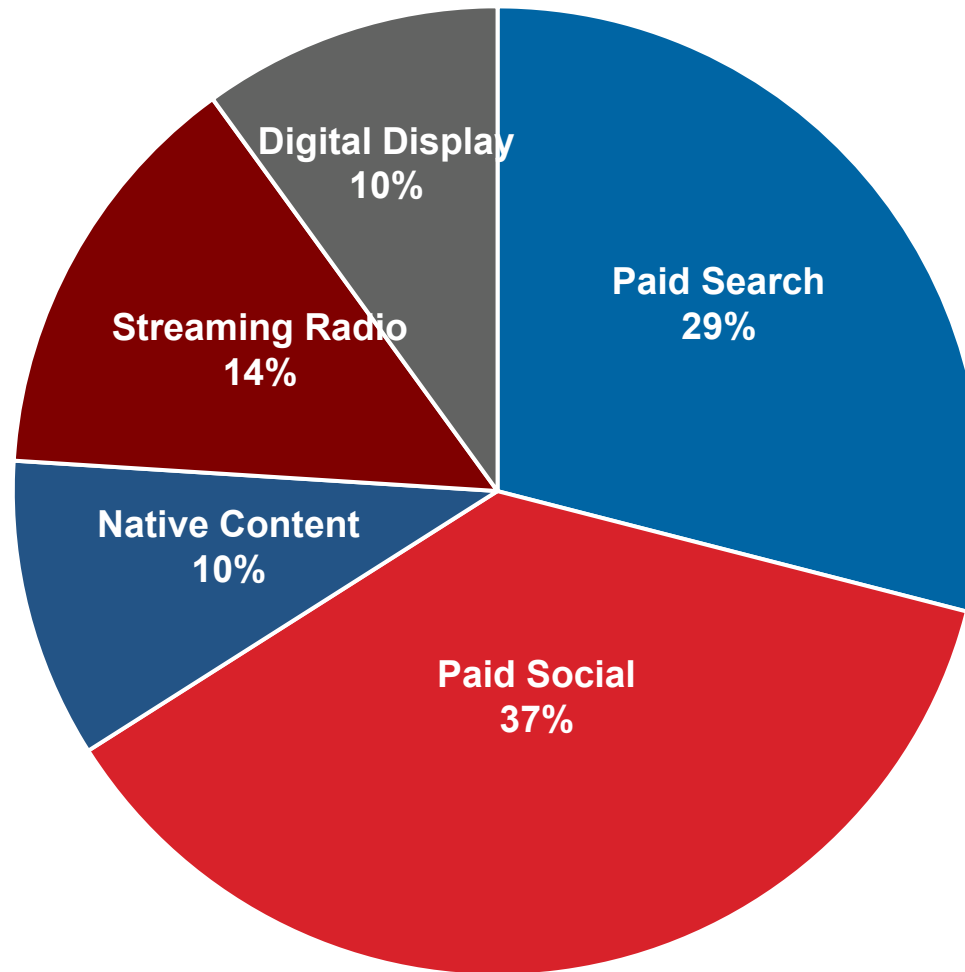
[EN ESPAÑOL](#)

It's time to explore! From July 1 to September 6, **Connecticut children age 18 and under plus one accompanying Connecticut resident adult can visit participating museums free of charge through the Connecticut Summer at the Museum program.** The program is part of Governor Lamont's larger plan to use recovery funds to provide students and families with engaging summer enrichment and learning experiences in the wake of the COVID-19 pandemic.

From art and children's museums and historical sites to zoos, aquariums, and science centers, here's a list of properties participating in #CTSummerMuseums.

# Paid Media Investment

The Connecticut Office of Tourism invested **\$250,000 in paid media specifically supporting the program**, targeting state residents and allocated as follows:



# Sample Creative



July 1 —  
September 6

CT Summer  
AT THE MUSEUM

**FREE**

Admission  
FOR  
Kids

Connecticut

Learn More >

July 1 — September 6

CT Summer  
AT THE MUSEUM

**FREE**

Admission FOR Kids  
Connecticut

Learn More >

Visit Connecticut  
3h · 🌐

Este verano, los niños y adolescentes menores de 18 años podrán explorar los museos de Connecticut de forma gratuita.  
#CTSummerMuseums #CTvisit 📍 Mystic Aquarium, Mystic

This summer, children and teens under 18 will be able to explore Connecticut museums for free. #CTSummerMuseums #CTvisit 📍 Mystic Aquarium, Mystic

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EL VERANO DE  
CT EN EL MUSEO  
**GRATIS**  
Para todos los niños  
Connecticut

CTVISIT.COM  
Verano en el museo | 1 de julio - 6 de septiembre

Learn More

July 1 — September 6

CT Summer  
AT THE MUSEUM

**FREE**

Admission  
FOR  
Kids

Connecticut

Learn More >

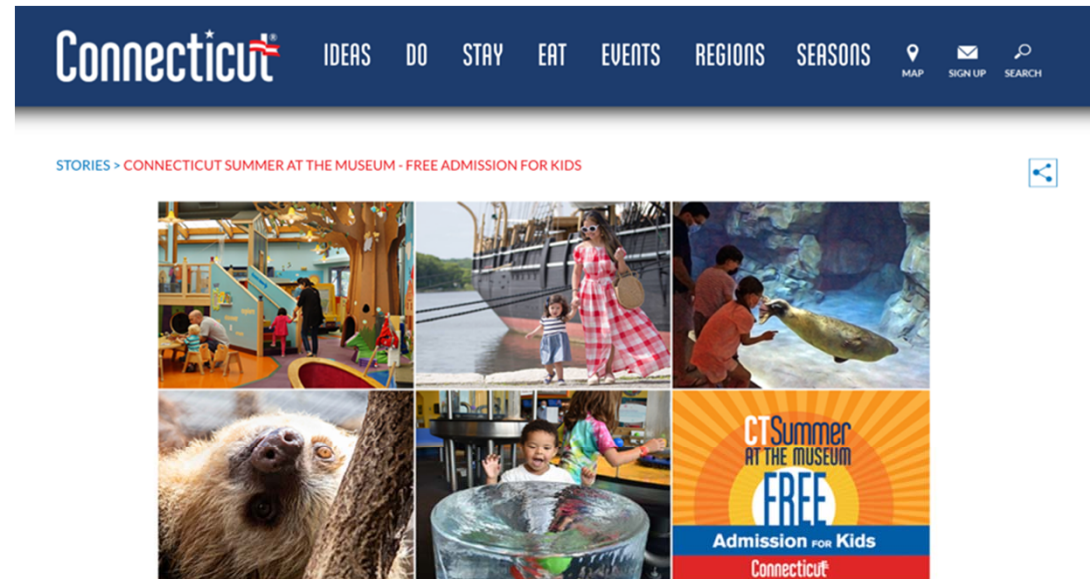


# Promotional Campaign Results

From June 23 through September 6th, 2021, through paid and earned media, we drove:

- **529 million earned media impressions**, specifically about this program, in English and Spanish
- **Over 16 million paid media impressions** across streaming radio, digital display, native ads, paid search and social
- **702,501 page views**
- **457,800 referring clicks** to a wide array of Connecticut Summer at the Museum partner websites

And the average time on the page has been almost 6 minutes!



## Connecticut Summer at the Museum - Free Admission for Kids

LAST UPDATED: AUGUST 2021

[EN ESPAÑOL](#)

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From art and children's museums and historical sites to zoos, aquariums, and science centers, here's a list of properties participating in #CTSummerMuseums.

# CT Summer at the Museum PR Highlights

## Between Program Period (June 30 – Sept. 7):

- Secured **89 earned media placements**
- Generated **529M earned media impressions** in local, regional and national print, online and broadcast media in English and Spanish
- Facilitated **successful launch event** at the Connecticut Science Center with Governor Lamont

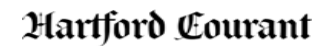


CT launches 'Summer at the Museum' program, free admission for kids under 18



Niños de Connecticut podrán recibir entradas gratuitas a más de 90 museos durante el verano

Según el programa, del 1 de julio al 6 de septiembre de 2021, todos los niños de Connecticut menores de 18 años, más un adulto acompañante, recibirán entrada gratuita a cualquiera de los museos participantes.



Connecticut children get free admission to dozens of museums this summer



Hartford Courant in Newark, which just reported its sale to a group of more than 100 investors in Connecticut, offering free admission for children across the summer. (Image courtesy of Hartford Courant)



CT Summer at the Museum program ends Labor Day

Jennifer Glaz: 9/3/2021

Like Comments

As kids head back to school, the summer program that allowed for free admission for children to participating Connecticut museums is ending.



State Launches Program For Free Admission to Museums For Kids This Summer

Published June 30, 2021 - Updated on June 30, 2021 at 3:11 pm





# Results Reported by the Museums

Results and anecdotes from participating museums indicate that the program was a success in driving increased business:

- **Dinosaur State Park** reported an 80% increase in attendance during the summer over the entire year of pre-pandemic 2019!
- **Lockwoods-Mathews Mansion** noted a new influx of children and minorities
- **Mark Twain House** reported that 27% of their summer visitation was due to the program. They also attribute a strong August, usually a slower month, to the program.
- **Webb-Deane-Stevens Museums** reported great interest. They were happy and amused to grant free admission, per request, to a guest who came in with a baby.

