

TOURISM TRACKER

KEY RESULTS OF THE STATE'S TOURISM MARKETING INITIATIVES

Thanks for all of your support in 2017!

With your continued partnership, Connecticut tourism has once again proven to be a strong contributor to our state's economy. In fact, we're excited to share just a few examples of the results our collaborative efforts have generated in 2017, including **increases in:**

- **Tax revenues**
- **Industry partners promoted**
- **Leads generated for partners**
- **Overall impressions in website traffic and traditional and social media platforms**

What's more impressive is that we accomplished much of this with a reduced budget. In fact, we've focused our efforts on our most efficient and effective marketing tactics—achieving great immediate results. However, the budget necessitated reducing some of our investments in our longer-term awareness-building plans.

We look forward to continuing to work with the legislature to ensure adequate future funding that will support more statewide tourism marketing, grow the tourism industry, and bolster the economic health of the state.

2018 looks to be a year of deepening collaboration for Connecticut tourism. Strengthening partnerships with businesses, attractions, and organizations will be essential as we seek new opportunities to make Connecticut not just an amazing place to live, work and play, but a first choice to visit and experience as well.

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\$14.7 billion

in sales supported by traveler spending.



\$1.7 billion

in tax revenues including \$910 million in state/local and \$778 million in federal tax generated by visitor activity.



82,688 jobs

directly related to tourism, and 121,527 jobs supported by tourism activities.

We're maximizing our marketing efficiency...

With over **48 Million** paid media impressions



Activity	2017
PR impressions	UP 6%
PR placements	UP 25%
Social Media impressions	UP 243%
Engagement, including Pinterest	UP 53%
Clicks to CTvisit.com	UP 52%

Source: Google Analytics

Website Visits



Nearly **5 million** sessions on CTvisit.com (up 15% over 2016)

1,937,194 listing page views.

23% of sessions included a listing page

Content Marketing Success



3.5 million page-views of articles

52% of sessions originated with an article

Source: Connecticut Office of Tourism

We're promoting more partners...

By expanding partner marketing



*Partners include the 4,000+ attractions, hotels, restaurants, events and towns/cities on CTvisit.com.

2017 Industry Partner Stats

Leads generated by CTvisit.com (clicks to partner website, calls or emails)

3,226,102

Source: Google Analytics

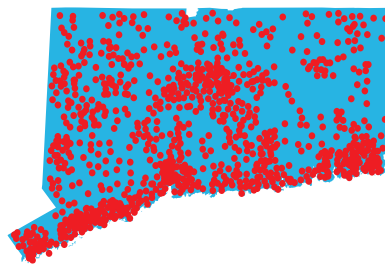
Number of different partners featured in **PR**

1,008

Number of different partners promoted in **Advertising & Content Marketing**

600+ partners

More towns supported by marketing



Partners from towns across every region in Connecticut have been promoted, featured and mentioned in marketing efforts.

Source: Connecticut Office of Tourism

We're affecting positive growth...

Lodging tax revenue is up



2013	\$97.6m
2014	\$102.1m
2015	\$109.3m
2016	\$112.9m
2017	\$116.0m

Source: CT Department of Revenue Services, Jan.-Nov.

Conventions and sports events continue to draw visitors and revenue

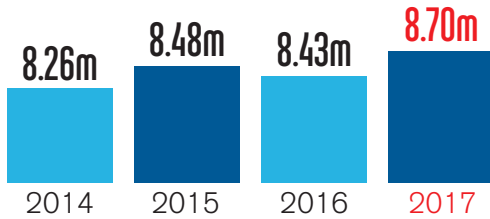


Sales Revenue:	\$73,753,847
Jobs:	24,552
CT Tax:	\$4,222,538
Room Nights:	272,066

Source: CT Convention and Sports Bureau, 2017

But growth in some important measures has been slow...

Demand for rooms has been flat



Source: Smith Travel Report for full calendar year

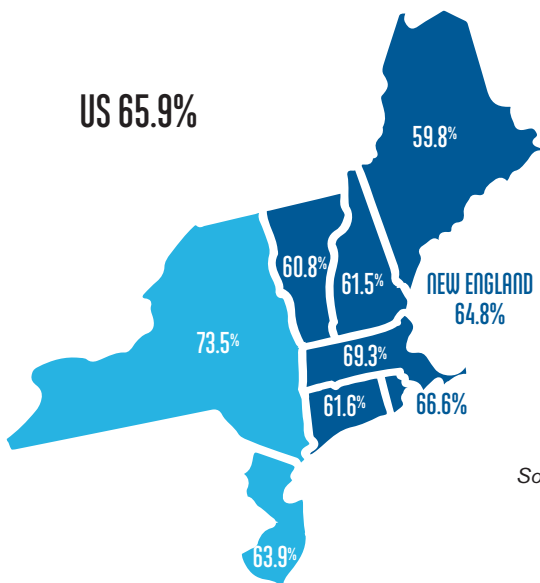
Hotel occupancy up less than 1% since 2016



	Percent occupied	Average daily rate	Revenue per room
2014	59%	\$108.92	\$65.08
2015	61%	\$112.30	\$69.32
2016	61%	\$115.28	\$70.25
2017	62%	\$115.75	\$71.68

Source: Smith Travel Report

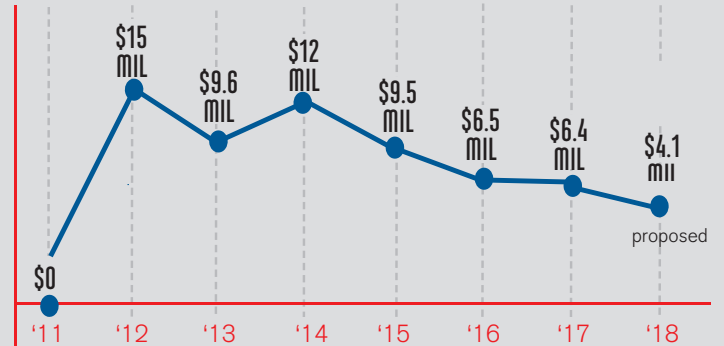
CT struggles vs. New England and most of Northeast for occupancy rate



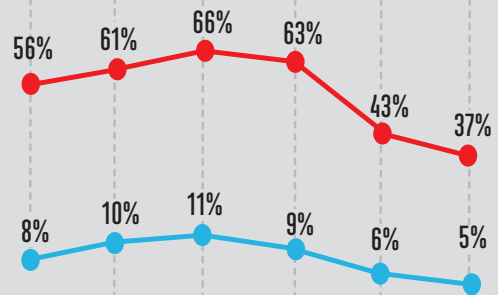
Source: Smith Travel Report, 2017

And declining budgets could negatively affect tourism.

Statewide Tourism Marketing Budget



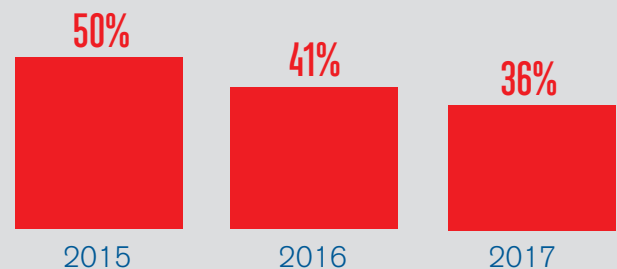
Future Travel Indicators Declining



● Unaided awareness of CT as a place to visit ● Interest in visiting CT

Travelers' perceptions of Connecticut are already slipping

Brand Asset Ratings are down



The number of people who would describe Connecticut as "a place to visit" is declining.

Source: H2R Attitudes/Awareness Study, 2012-2017

What can partnering with Connecticut Tourism do for you?

Here are just a few of the many ways we promote Connecticut Tourism partners. Get in touch to find out how you can take advantage of these or other opportunities to promote your business.

Strategic input meetings



Share your ideas with the Office of Tourism.



Join the CT delegation to New England's largest regional fair.

Free town listing



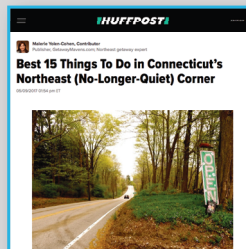
Every town in CT can have their own free listing page on CTvisit.

Public Relations



Be featured in stories or mentioned in the news.

Fam tours



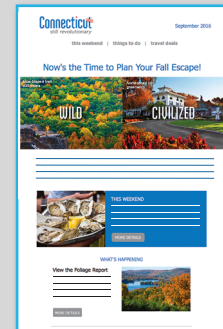
Host visitors who'll share their experience with readers and viewers.

Free partner listing on CTvisit.com



Make sure you can be found where visitors are looking.

E-Newsletters



Provide news, events or unique stories to share with subscribers.



Participate by welcoming visitors or hosting special events.

Content Marketing



Let us share your story in articles, social posts or video.



Participate in the industry's largest informational and networking event.

For more information, contact the Connecticut Office of Tourism,
 Department of Economic and Community Development,
 450 Columbus Blvd., South Tower, Hartford, CT 06103 | (860) 500-2300 | www.CTvisit.com