



Fall 2021 Tourism Marketing Results

Full Color Connecticut Campaign



Campaign Goals and Strategies

GOAL: to inspire more fall visitation and mitigate the impact of the pandemic on Connecticut's tourism industry

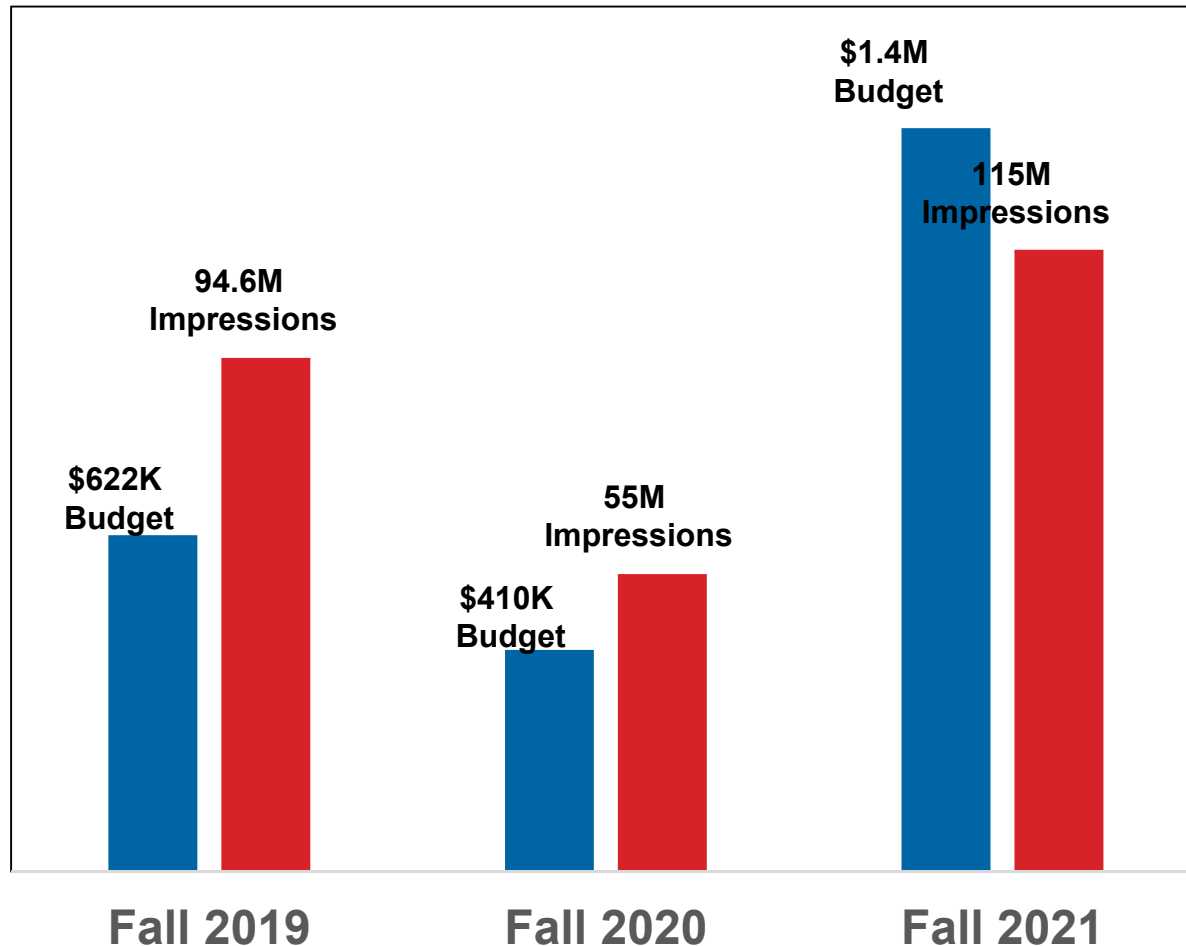
STRATEGY: capitalize on the target's wish to stay closer to home this year:

- Remind the audience that Connecticut has spectacular fall foliage, a fact they may not keep top of mind
- Inspire them to see and do many more-- and more colorful-- experiences than just viewing our leaves
- Feature many hundreds of safe fall things to do

KEY MESSAGE:

- Connecticut has so much more to offer in fall than just spectacular foliage.

Paid Media Budget and Impact



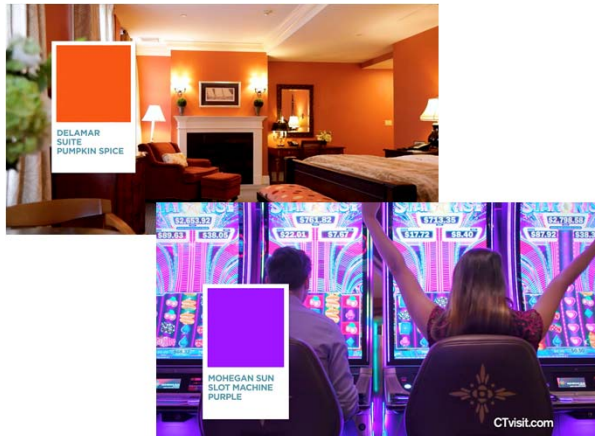
The increased budget for 2021 allowed the fall campaign to achieve:

- 110% more impressions than 2020
- 22% more impressions than 2019

568M Overall Campaign Impressions

From September 7th through November 30th, we leveraged an integrated media mix to reach millions of in-state residents and NY/MA/RI/PA visitors.

37M views of TV spots/videos/OOH



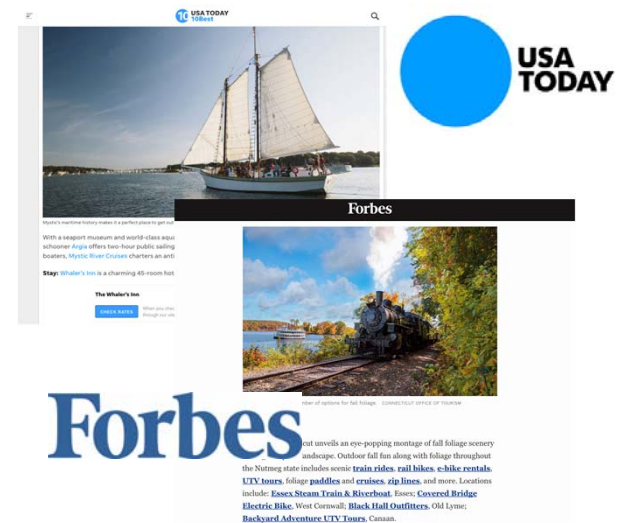
Linear TV, streaming TV; YouTube; social & native video

78M impressions on social /search/ content seeding



808.2K clicks to site;
32% higher click rate than fall 2020

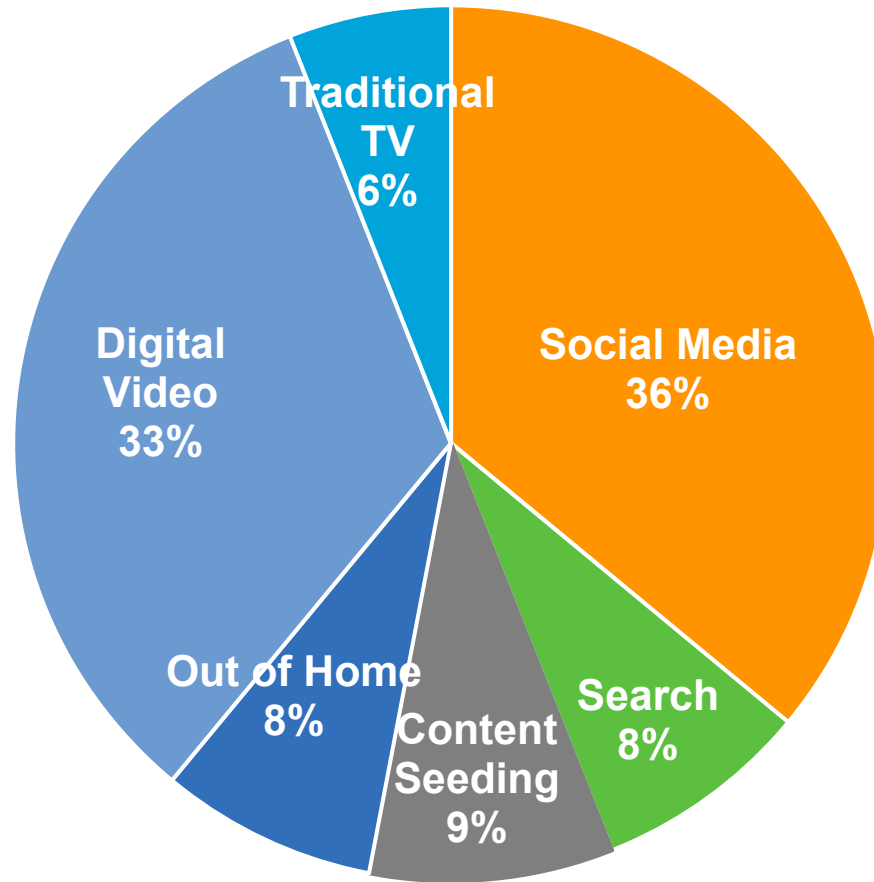
449M impressions through PR



59% more impressions YOY;
553 placements;
10+ media interviews

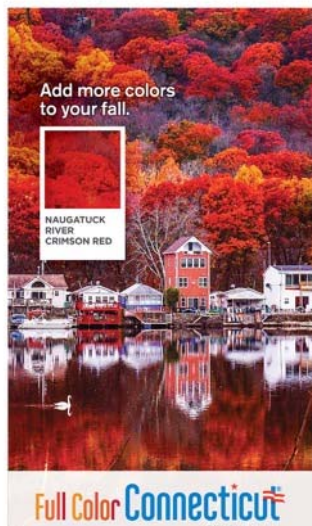
Paid Media Tactics

The \$1.4M *Full Color Connecticut* campaign included the following tactics:



Creative Examples

All executions featured a “color chip” that captured a unique color associated with an experience.



More Creative Examples



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.

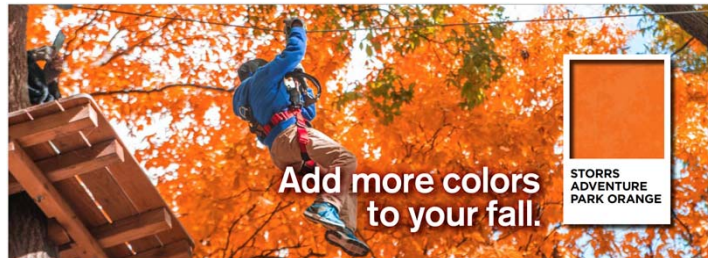
Full Color Connecticut
CTvisit.com



ESSEX STEAM TRAIN
PEWTER

Add more colors to your fall.

Full Color Connecticut
CTvisit.com



STORRS ADVENTURE
PARK ORANGE

Add more colors to your fall.

Full Color Connecticut
CTvisit.com



HARTFORD STREET ART
RED

Add more colors to your fall.

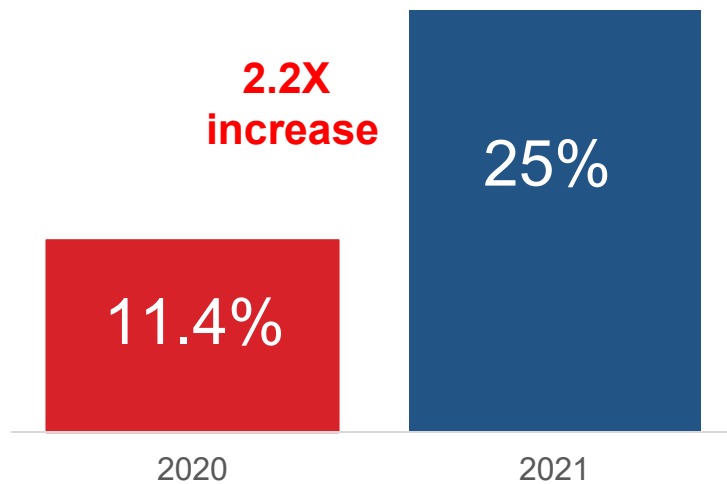
Full Color Connecticut
CTvisit.com

Increased Visitation

The campaign compelled significantly more visitation to specific Points of Interest than in 2020.

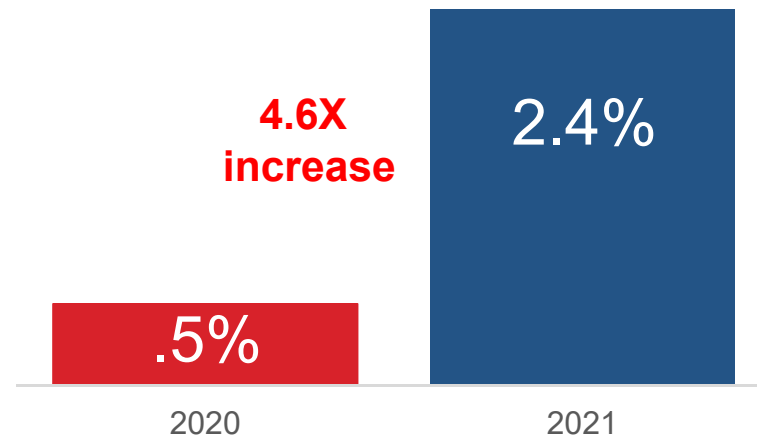
In-State Audiences

Percent of those who saw the marketing and then visited a specific Point of Interest within the season:



Out-of-State Audiences

Percent of those who saw marketing and Then visited a specific a Point of Interest within the season:



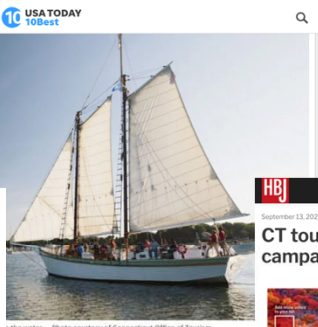
448M PR Impressions

Between September 7th and November 30th:

- Generated **448+M impressions**, in local, regional and national press (59% more than Fall 2020)
- Featured in **553 earned media stories** across **183 unique media outlets**.
- Facilitated **10+ media interviews**



USA TODAY



On the water — Photo courtesy of Connecticut Office of Tourism

Staying by the water is a charming 45-room hotel in downtown Mystic near popular attractions.

The Whaler's Inn

CHECK RATES

When you check rates and book independently reviewed hotels through our site, we may earn a small commission.



CT tourism office launches \$1.4M fall marketing campaign

PHOTO COURTESY OF CONNECTICUT OFFICE OF TOURISM

By Zachary Vavala

The state's tourism office will be spending more money than usual this fall in an effort to market Connecticut's autumn draws.

"Full Color Connecticut" — a tribute to the state's vibrant foliage — will promote seasonal attractions such as county fairs, corn mazes, scenic drives, orchards and breweries, alongside tourism mainstays like casinos, theaters and shops. The campaign, expected to run through Nov. 20, will cost \$1.4 million, nearly triple what the tourism office usually invests in its fall marketing operations, according to a statement from the governor's office.

The added funds will help "Full Color Connecticut" advertisements reach about 33% of its target audience in Connecticut, New York,



Garlic Lovers' Shangri-La

Mark your calendar for the 16th Annual Connecticut Garlic & Harvest Festival taking place at the Bethelton Fairgrounds on Route 66 in Connecticut (Oct. 9-10). Enjoy garlic cooking demonstrations, learn garlic grow tips, taste free garlic specialty foods offered for sale, including dips, spreads, cheeses and oils. Hungry? The event will serve all things garlic (and more) including deep-fried garlic, garlic wood-fired pizzas and garlic-wish garlic, and other fall offerings from local produce stands to craft your own creations with plenty to enjoy including live music performances, high quality crafts from pottery, handmade soaps, bird houses and more; and, for kids, carnival rides, free pumpkin decorating.



Check out The Village in Litchfield, Connecticut Office of Tourism

Southwest corner of Connecticut is filled with small towns, charming inns, antique shops, farmland, and rolling hills. There are picturesque country roads that twist through thick woods ablaze with fall color. Surprisingly kid-friendly, especially for those who love to play

Sign up for Enews

go across with plenty of rooms for the kids to roam and plenty of kayaks and canoes for paddling on Lake Wussessopome, a heated and a game room. Accommodations include guest rooms and suites, (make sure).



Connecticut offers a number of options for fall foliage. CONNECTICUT OFFICE OF TOURISM

Each fall Connecticut unveils an eye-popping montage of fall foliage scenery that lights up the landscape. Outdoor fall fun along with foliage throughout the Nutmeg state includes scenic [train rides](#), [rail bikes](#), [e-bike rentals](#), [UTV tours](#), foliage [paddles](#) and [e-bike rentals](#). [Essex Steam Train & Electric Bike](#), West Cornwall; [Bl](#)

[Backyard Adventure UTV Tour](#)

Forbes

ctpost

ENTERTAINMENT // THINGS TO DO

10 picturesque inns for a fall getaway in Connecticut

Sarjane Sullivan
Sep. 16, 2021

Fall is upon us. As the nights grow longer, the mornings grow colder and patches of red, orange and yellow start to make an appearance in the trees, inns around Connecticut will welcome guests eager to get a glimpse of fall color.

Most of central and western Connecticut should see peak color in mid-to-late October, while Fairfield County area leaves should reach their peak around the beginning of November. And Gov. Ned Lamont recently helped in "Full Color Connecticut" marketing campaign, which in officials are hoping will help the industry rebound

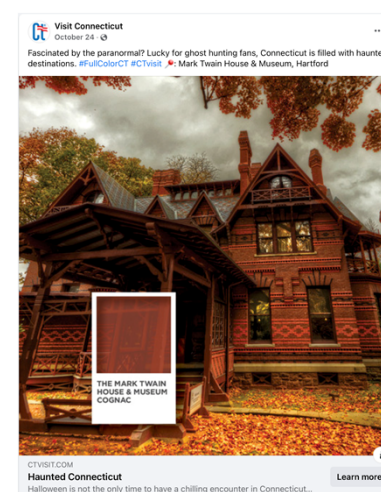
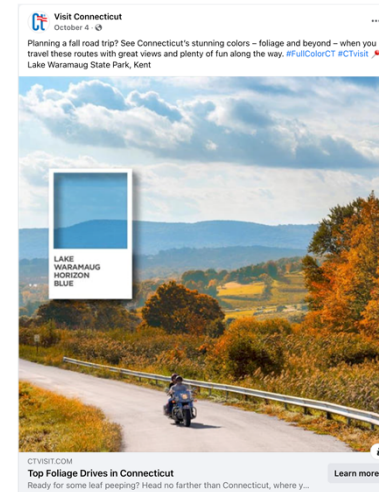


Top Performing Content

The campaign included over 250 new and updated content pieces, distributed via SEM/SEO, Email, Social and Native Content.

Top performing topics included:

- Things to Do in Sept/Oct/Nov
- Fireside Dining
- Rooms with a View
- Halloween
- Fall Experiences Not in the City
- Top Foliage Drives



Consumer Praise for the Campaign

**Consumers were particularly effusive in praising this campaign.
Here are just a few examples:**

- *Love the #FullColorCT SO much ... they inspire me so much.*
- *I love this tourism campaign! Keep 'em coming! 🎨❤️🌸🌸🌸*
- *Seriously love this ad campaign!!! More CT color swatches please! 😊*
- *This Full Color campaign managed to hit all the right notes. Well done, CT.*
- *Great campaign. Simple, smart and beautiful.*
- *Very creative. Intrigued by CT ❤️*
- *That was a fun display. Good work.*
- *Clever! Excited to explore my home state this season, always something new to discover!*

CTvisit Leads New England Websites

Despite our lean budgets and small geography, Connecticut's tourism website, CTvisit.com, enjoys way more traffic, both overall and organically, than any other New England State!

