

TOURISM TRACKER

KEY RESULTS OF THE STATE'S TOURISM MARKETING INITIATIVES

Thanks to your support, the tourism industry is having a positive economic impact on our state.

What a long way we've come since the days when the tourism marketing budget was just \$1.00. We've been able to make a significant investment in tourism marketing since the budget was re-established in fiscal year 2012. Over that same time period, we've also seen an increase in both traveler spending and tax revenues.

We will continue to invest that money wisely in the kind of award-winning marketing initiatives that have already proven effective at enhancing awareness of all Connecticut has to offer, driving more visits and overnight stays, generating more tax revenues and creating thousands of jobs.

In this latest results report, we've compiled a few facts and figures to illustrate just how far we've come since the launch of the Connecticut *still revolutionary* branding campaign. As you'll see, together we are driving proven results, both across the Northeast as well as throughout our state.

We truly appreciate your continued support for Connecticut tourism. And we look forward to continuing to work closely with you to achieve even more *still revolutionary* goals!

Randy Fiveash

Director, Connecticut Office of Tourism

Department of Economic and Community Development

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\$14 billion

in total traveler spending across Connecticut in 2013, a 3% growth over 2012.



\$1.6 billion

in tax revenues, including \$523 million in state taxes and \$345 million in local taxes.



118,500 jobs

supported by the tourism industry, including 80,000 direct jobs in the tourism sector.

We're building more awareness...

Since the launch of the Connecticut *still revolutionary* brand in 2012, we've reached significantly more people through more vehicles.



Paid Advertising

1.1 billion views of our TV, outdoor and digital advertising



Public Relations

6,400 media outlets reaching 1.8 billion readers/viewers/listeners



Our Tourism Website

6.3 million visitors to CTvisit.com



Our Social Media Channels

241,786 followers on Facebook, Twitter, Pinterest and Instagram



Our Connecticut Welcome Centers

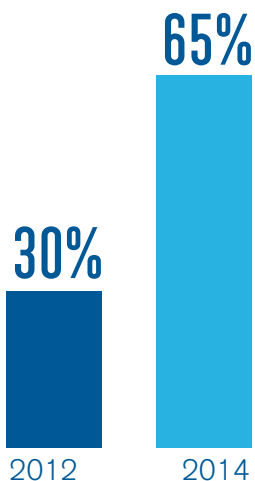
853,195 visitors assisted

We're improving more perceptions...

Shift in Consumer Attitudes, Pre/Post Advertising Studies

Statement about CT	Increase in positive survey responses
has lots of things to see and do	+100%
offers a good value for the money	+75%
is a great place to rest and relax	+56%
is a great place to spend time with children	+54%
offers a sense of history	+41%

Since 2012, the number of people who say Connecticut has lots of things to see and do has doubled.



MMGY/Harrison Six-Wave Pre/Post Survey, April 2012–September 2014

We're getting travelers to visit...



63% of people

who saw our Connecticut *still revolutionary* tourism advertising took action as a result of seeing an ad.

28% researched more information

26% made plans to visit

22% went to CTvisit.com

19% called at least one attraction

14% actually visited CT as a direct result of seeing an ad

MMGY Post Campaign Survey, September 2014

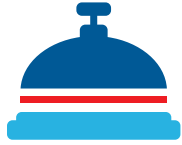
Summer Overnight Stays

	Percent occupied	Average daily rate	Revenue per room
2012	63%	\$106	\$67
2013	66%	\$110	\$72
2014	67%	\$112	\$75
Increase over 2012	6%	6%	12%

Smith Travel Report, 2014 (stats for May through August for each year)

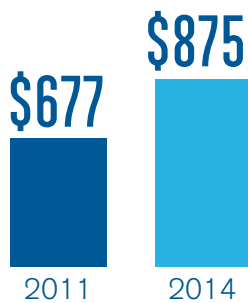
Connecticut Office of Tourism data for FY12, FY13 and FY14

We're seeing travelers spend more...



When people do visit, they are spending more per trip.

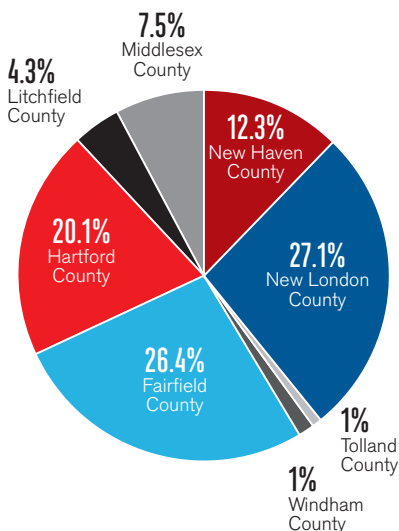
Traveler Spending per Trip



Vision Intercept Study, Witan Intelligence, 2011 and 2014

Traveler Spending by County

This increased tourism spending benefits the entire state. Of the total spent by travelers in CT, here's what percentage was spent in each county.



Tourism Economics Study, Economic Impact of Travel in Connecticut, 2013

We're generating more tax revenues...



Lodging Tax Receipts

FY12	\$102 million
FY13	\$104 million
FY14	\$105 million

CT Department of Revenue Services

Economic Impact from Connecticut Conventions

Fiscal Year 2014

Attendees	338,266
Room Nights	71,572
Attendee Spending	\$68M
Sales Tax Receipts	\$5.4M

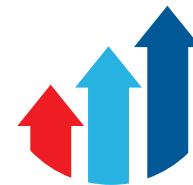
Connecticut Convention & Sports Bureau, DMAI Event Impact Calculator

We're creating more new jobs.



Since the 2009 recession, tourism has generated **5,000 new jobs.**

Since 2012 alone, jobs in the tourism industry have increased 2.5%.



2.5% growth

Currently, the tourism industry impacts 118,586 total CT jobs, including **80,645** direct jobs in tourism.

In fact, **1** out of every **18.8** jobs in Connecticut is now supported by tourism.

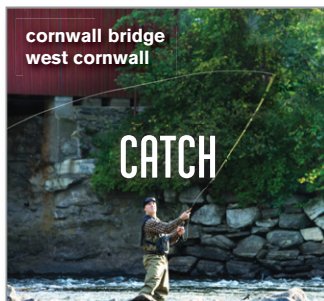
Tourism Economics Study, 2013

More than 1,000 tourism partners across ALL Connecticut counties were featured in our 2014 advertising and public relations efforts!

Our key marketing message: Connecticut offers a dynamic blend of experiences — historic *and* contemporary attractions, relaxing *and* active opportunities, natural *and* cultural activities — all so close to each other and all so close to you. To help us tell that story, our 2014 advertising campaign featured **110 specific attractions** and our public relations efforts promoted **more than 900 additional attractions** from ALL Connecticut counties, representing:

- adventure parks
- amusement parks
- beaches
- breweries
- campgrounds
- casinos
- events
- farms/markets
- historic sites
- hotels/B&Bs/inns
- museums
- parks/nature preserves
- resorts/spas
- restaurants
- shopping destinations
- wineries

Here's just a very small sampling of our many different ads.



For more information, contact the Connecticut Office of Tourism,
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One Constitution Plaza, Hartford, CT 06103, (860) 256-2800, www.CTvisit.com.