



Summer '19 Results

October 8, 2019



Summer 2019 | Program Overview

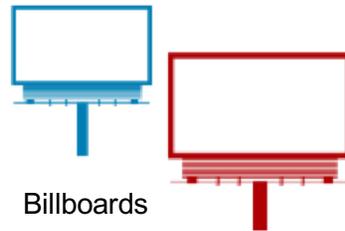
Total summer media budget: **\$1,103,146**

AWARENESS

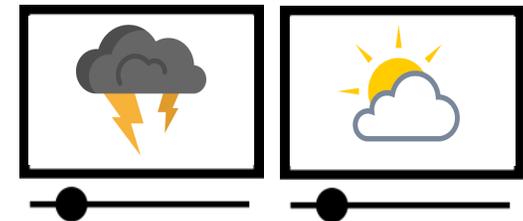
Build awareness with qualified reach in key locations & high time spent digital environments

\$110,528

Out of Home



Dynamic Digital Video



CONSIDERATION

Drive engagement & cost efficient traffic to CTvisit.com

\$603,000

SOCIAL MEDIA



NATIVE ADS/SEEDING



PLANNING

Intercept consumers in travel planning resources & direct to inspiring content

\$390,000

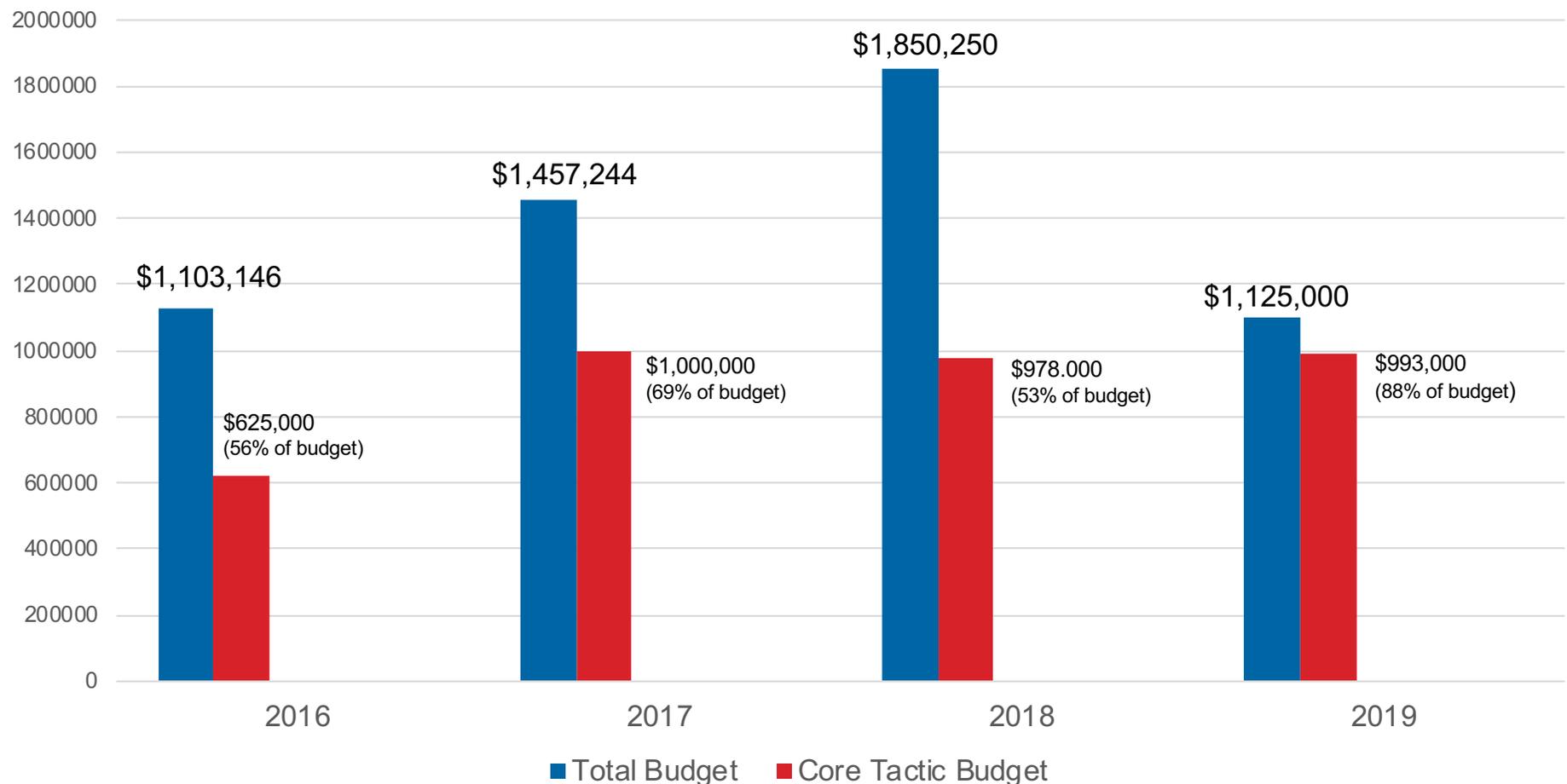
Paid Search



Summer 2019 | Paid Media Strategy

Keep steady on the core tactics.

As the summer paid media budget fluctuates and drops, our investment in the most efficient core tactics (search, social and content seeding) has been relatively even.



Summer 2019 | Optimizing Results

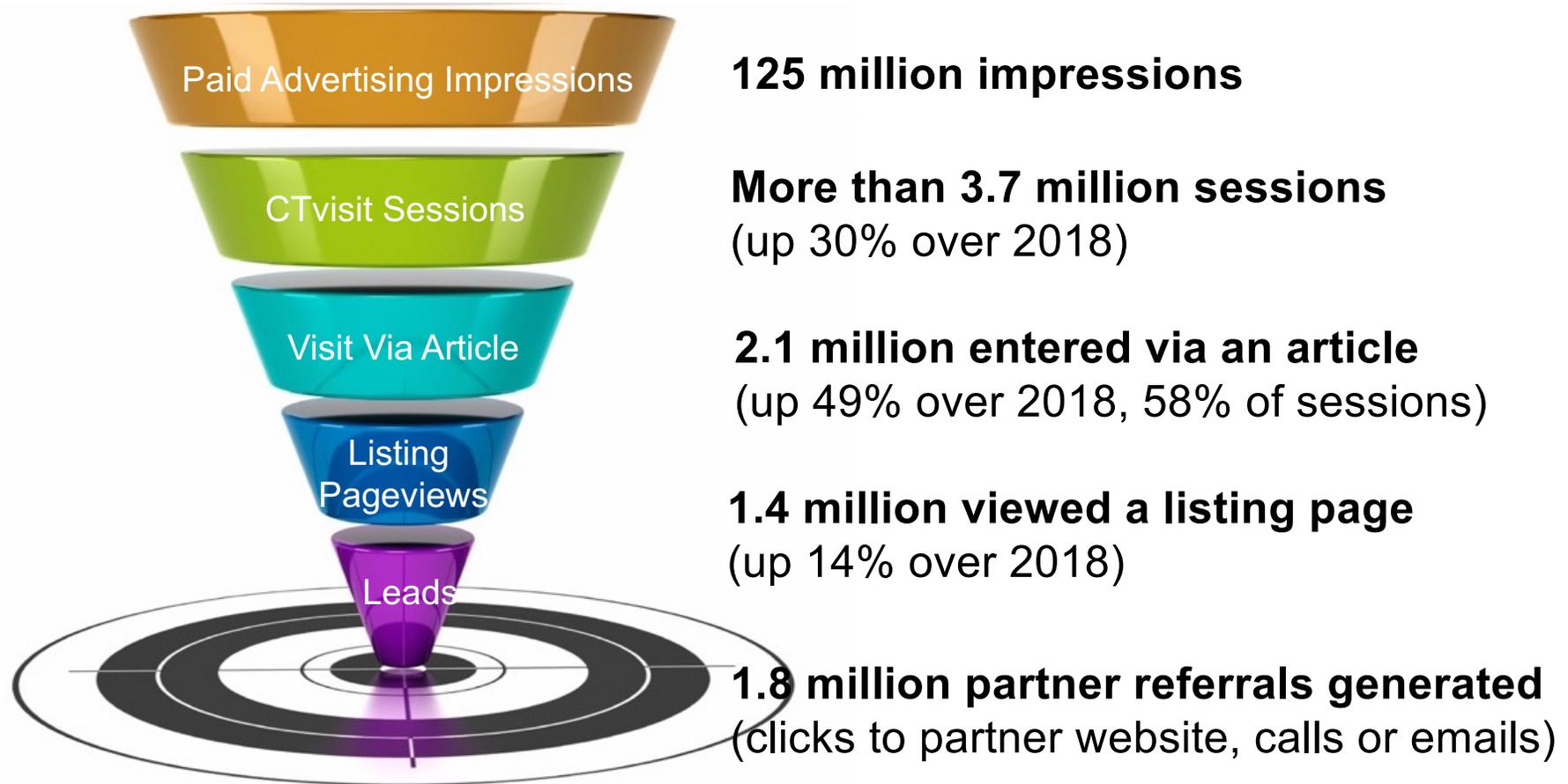
Improved our KPIs despite budget drop.



- **CTvisit.com:** traffic up 30%.
- **Facebook and Instagram:** cost per conversion down by 38%, increased paid traffic by over 47%.
- **Content seeding:** cost per conversion down by 46% due to new programmatic buying test.
- **Search:** increased organic traffic by 15% due to the higher volume of content aligned with common searches, better optimization of keywords and momentum improving rankings
- **Snapchat:** tested new platform which is now our most cost-efficient tactic.

Despite these successes, our reduced budget enabled us **to reach only 10%** of our primary target audience, leaving 90% unexposed to our marketing.

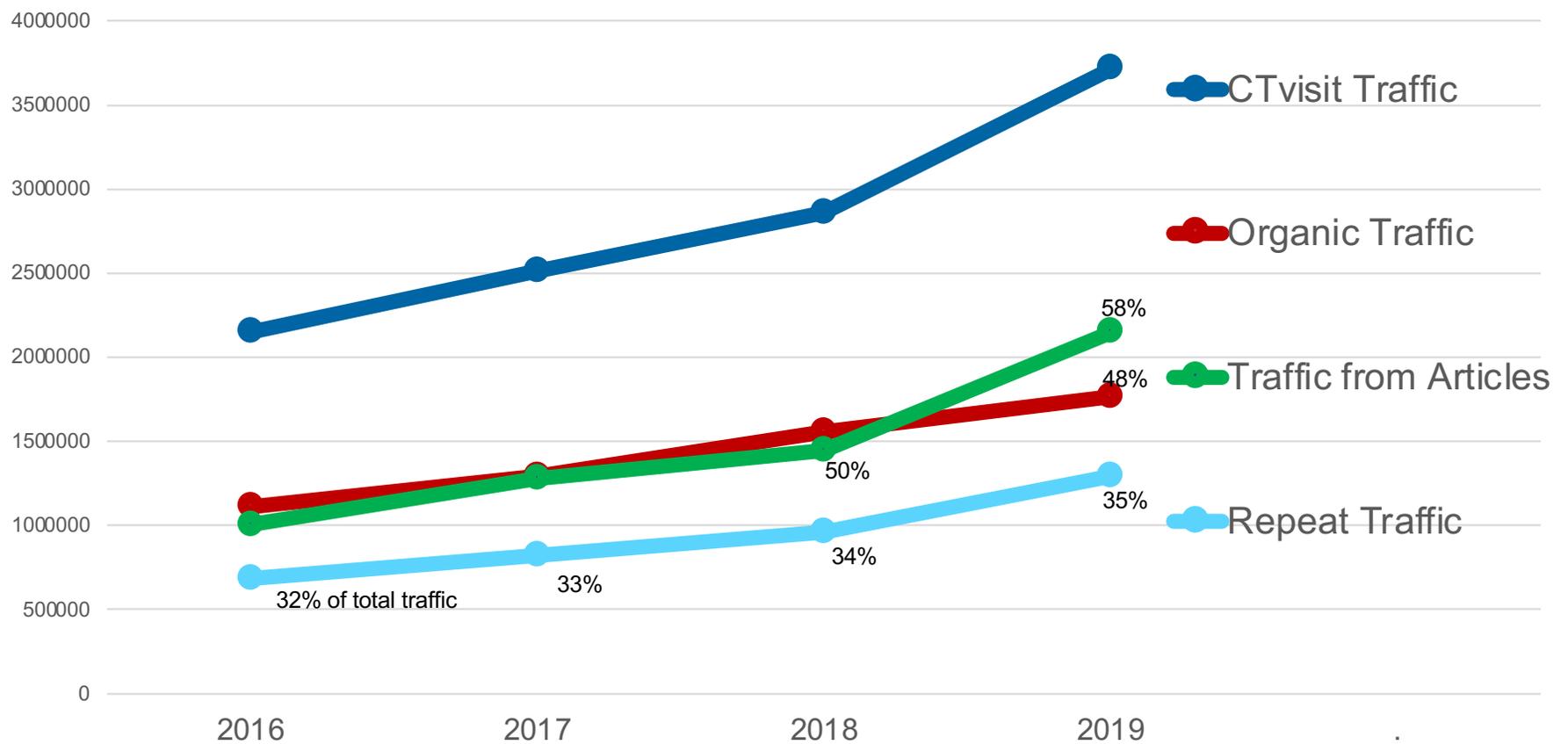
Summer 2019 | CTvisit Results (5/1/19-9/3/19)



Summer 2019 | CTvisit Momentum Continues

CTvisit.com traffic up significantly.

Organic traffic, traffic coming from articles, and repeat website traffic all up.

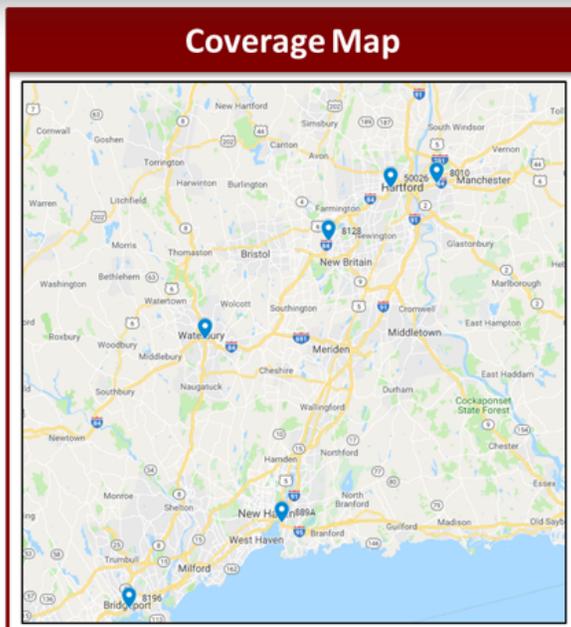


Summer 2019 | Out of Home Results

22.3M
Impressions
Delivered

2.6M
Bonus Impressions

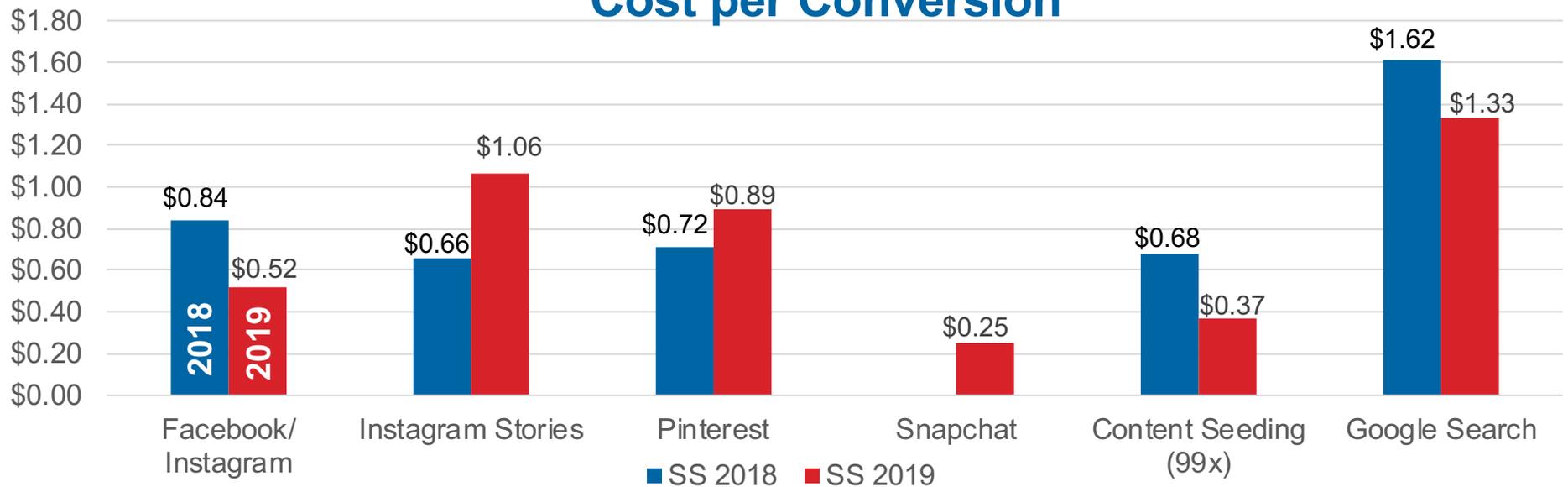
\$6.2K (13%)
In Added Value



Billboard Location	Rain Creative %	Non Rain Creative %
I84 West East Hartford	7.2%	92.8%
I84 between Bristol & New Britain	6.5%	93.5%
I95 North Bridgeport	7.3%	92.7%
I84 West to West Hartford	7.1%	92.9%
I84 East Waterbury	9.1%	90.9%
I95 South New Haven	7.4%	92.6%

Summer 2019 Digital Results

Cost per Conversion



- Campaign optimized based on cost per unique site conversions rather than on clicks. This change caused significant improvement.
- Content Seeding and Facebook remain in the top most efficient performers.
- New media buying strategies on Facebook/Instagram and on Content Seeding enabled far more efficient performance this year.
- New this year, Snapchat is most efficient.

Summer 2019 | PR Results

750 million impressions YTD through August...on track for 1 billion impressions in 2019.

This summer we earned **417 million impressions**. Here are just a few examples from our 533 hits. (View the full list on the partner portal.)

NEW YORK POST



Spend the summer at these secret East Coast beach towns
Featuring: Town of Branford, Branford River Paddlesports, Sea Mist, Stony Creek Brewery, Kelsey House Bed & Breakfast

The Boston Globe



Looking for a New England getaway before summer ends? Here are some suggestions
Featuring: Mystic Seaport Museum, Mystic Marriott Hotel & Spa, Red 36, Mystic Aquarium


Smithsonian Magazine



The 15 Best Small Towns to Visit in 2019
Featuring: Town of New Canaan, Glass House, Grace Farms/River Building, Summer Theater of New Canaan, Elm Street Books, Elm Restaurant

DAILY NEWS
NYDAILYNEWS.COM



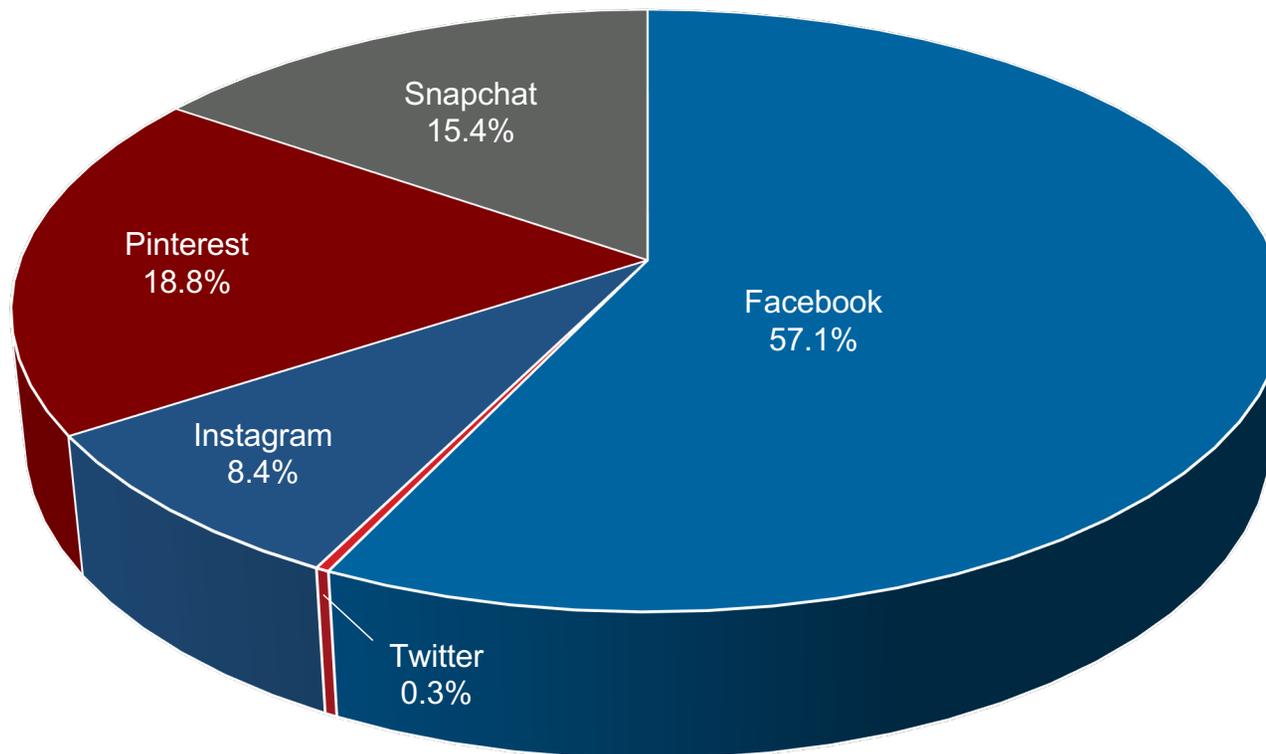
Hit the road: Best day trip treasures
Featuring: Town of Madison, Creations, The Audubon Shop, R.J. Julia Booksellers, Madison Green Historic District, Lobster Landing, The Homestead Inn

Summer 2019 | Social Results

Gained 103 million social media impressions May-August 2019.

3.7 million engaging via clicks, likes, swipes, or comments.

% of Impressions by Social Media Channel



**Total website traffic
from social:
1.2 million**

up 48% from last year

Summer 2019 | Social Results

Top-performing posts on each platform.

facebook



Snapchat



Instagram

Visit Connecticut
Published by Media Storm [?] · August 6 ·

Elevate your dining view at any of these rooftop restaurants, patios and decks in Connecticut.

CTVISIT.COM
Up Top - Connecticut Restaurants With a View
Whether you go out for lunch in the sun or dinner an...
Learn More

202,598 People Reached	15,926 Engagements	Boost Post
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Jane Hayes, Nasima Ahsan and 959 others · 46 Comments 277 Shares

Like Comment Share

Visit Connecticut
Travel Less. Experience More.

28 FARM-TO-FORK
Dining Spots
in Connecticut

SWIPE UP

MORE Ad

Connecticut

30 THINGS
To Do in
Small Towns

Visit Connecticut is at Lavender Pond Farm.
Published by Caci Cosenzi [?] · May 28 · Killingworth ·

As we gear up for this summer's #CTBucketList check out a few of the destinations that residents crossed of their list last year!

CTVISIT.COM
Instagram-Worthy Connecticut: Connecticut Bucket List
We've teamed up with Fox61News this summer to find out what's on...

166,247 People Reached	12,582 Engagements	Boost Post
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👍❤️👍 868 · 137 Comments 382 Shares

Like Comment Share

An aerial photograph of a city, likely Hartford, Connecticut, during the peak of autumn. The foreground and middle ground are filled with a dense canopy of trees in various shades of yellow, orange, and red. A river winds through the lower part of the scene, reflecting the sky and the surrounding foliage. In the background, the city skyline is visible, featuring several tall buildings under a bright blue sky with scattered white clouds.

Thank you for all you do to support Connecticut tourism.