

## Thanks for all your support of Connecticut tourism in 2016!

Once again, Connecticut tourism has continued to be a strong contributor to our state's economy – as you can see by the key facts illustrated at the bottom of this page.

Inside you'll find highlights of what we collectively did this year to generate this impact. For example, we:

- **relaunched the all-new CTvisit.com**, our mobile-responsive statewide tourism website
- **doubled the number of industry partners** represented on CTvisit.com
- **doubled the traffic to our website** — a record-breaking 4.2 million visits
- **increased our PR coverage** by nearly 50%

And all that has been accomplished while optimizing the returns of a statewide tourism budget that has been cut by more than half since its reintroduction in 2012.

We've shown that we can turn an investment in tourism into business growth, tax revenues and statewide jobs. But the risks of continually operating on a reduced budget are also more apparent. Some of our forward-looking indicators, such as travelers' intent to visit Connecticut, are dropping. To reverse this trend, we need to re-introduce other broad-based, awareness-building media tactics into our mix, like TV and outdoor advertising.

In 2017, we look forward to working even more closely with you to ensure we continue to make — and to maximize — this results-producing investment in tourism.

### Randy Fiveash

*Director, Connecticut Office of Tourism*

Department of Economic and Community Development

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## \$14.7 billion

in business sales supported by traveler spending in Connecticut in 2015.



## \$1.7 billion

including \$910 million in state/local and \$778 million in federal tax revenue generated by visitor activity in 2015.

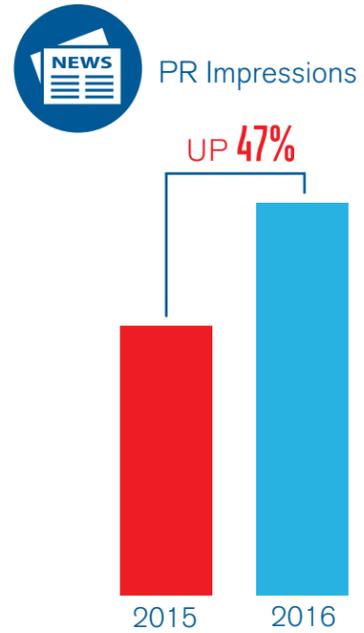


## 82,688 jobs

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

## We're maximizing our marketing efficiency...

### PR/Social Media Exposure Up



Total placements: **957**

Number of partners featured: **826**

### Social Media

Activity: Increase:

Facebook engagement (likes, shares, comments, clicks) **130%**

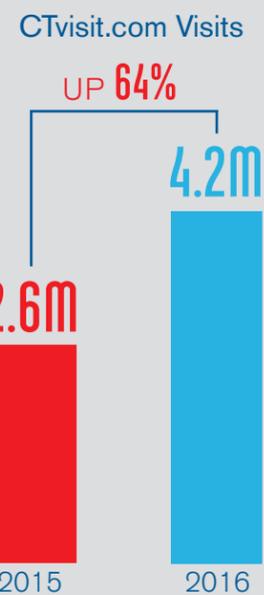
Instagram engagement (likes, comments) **1,893%**

Clicks to CTvisit.com from social channels **1,010%**

Source: Connecticut Office of Tourism

## We're driving more website traffic...

### Website Traffic Up



### Content Marketing Driving Interest

**49%** of traffic to CTvisit.com was driven by people clicking on a promotion they saw elsewhere for one of our web articles



Source: Google Analytics for CTvisit.com

## We're promoting more partners...

### Partner Marketing Expanded



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

### 2016 Industry Partner Stats

New tourism partners added to website **UP 1,966**

Percent increase in attractions/lodging/restaurants listed on CTvisit.com website **UP 99%**

Views of partner page listings **UP 168%**

Total partner page listing views **1,580,057**

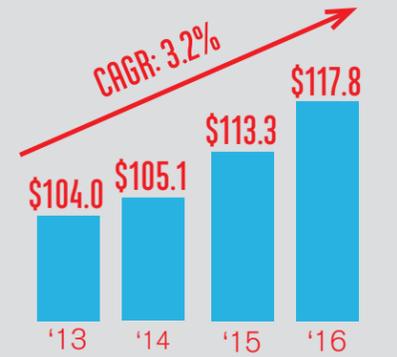
Clicks, calls, emails from listing page on CTvisit.com to partners **2,252,814**

Number of partners featured in articles on CTvisit.com and PR media hits **1,781**

Source: Google Analytics

## We're generating more tax revenues...

### Hotel Tax Revenues Up



Source: CT Department of Revenue Services

### Hotel Occupancy Up 4% Over 2013; 2016 Flat



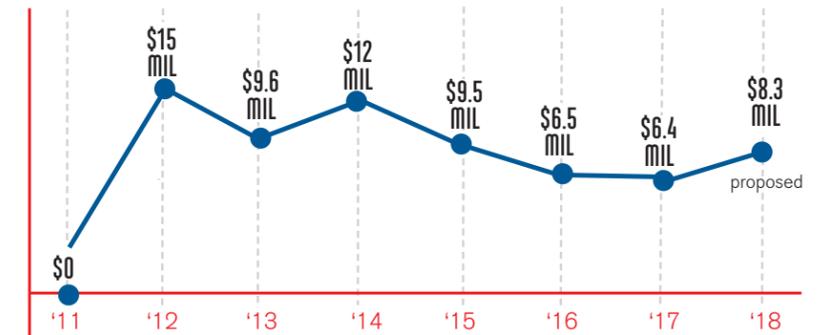
Percent occupied    Average daily rate    Revenue per room

2013	59%	\$107	\$63
2014	59%	\$110	\$65
2015	61%	\$113	\$69
<b>2016</b>	<b>61%</b>	<b>\$116</b>	<b>\$70</b>
Increase over 2013	<b>4%</b>	<b>8%</b>	<b>11%</b>
Increase over 2015	<b>0%</b>	<b>3%</b>	<b>1%</b>

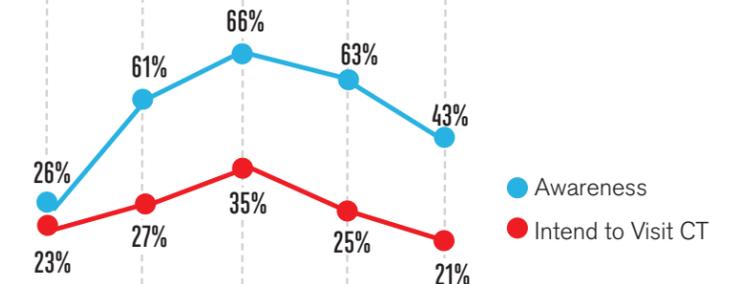
Source: Smith Travel Report for full calendar year

## But reduced budget could affect future results.

### Statewide Tourism Marketing Budget



### Future Travel Indicators Declining



Source: H2R Attitudes/Awareness Study, 2012-2016

## We Have Rebalanced Media Mix To Optimize Resources

Percent of media budget allocated to each tactic	television	outdoor	print	digital
	<b>31%</b>	<b>15%</b>	<b>9%</b>	<b>45%</b>
FY 2015				
FY 2017	-	-	-	<b>100%</b>

Source: Connecticut Office of Tourism

To effectively market Connecticut tourism, research shows that we need a consistent, integrated marketing mix that includes:

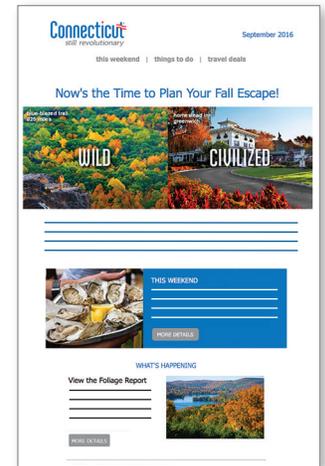
**Television**



**Social Media**



**E-Newsletters**



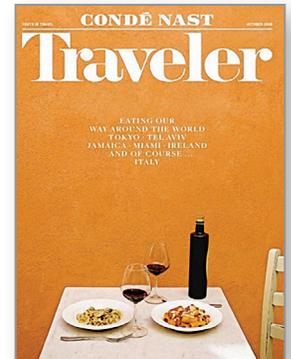
**Out Of Home**



**CTvisit.com**



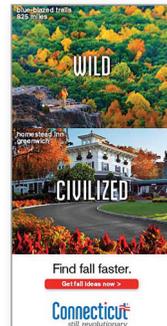
**Public Relations**



**Print**



**Digital Marketing**



**Content Marketing**



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