

# TOURISM TRACKER

KEY RESULTS OF THE STATE'S TOURISM MARKETING INITIATIVES

## It was a banner summer for tourism in Connecticut!

Thanks to the state's ongoing tourism marketing efforts, we welcomed even more travelers this year, including a 12% increase in visits to some of our state's top attractions

The season began with record attendance at the 2015 Connecticut Governor's Conference on Tourism, thanks in large part to Platinum-level sponsors Mohegan Sun, Foxwoods, Connecticut Convention Center and the Waterford Hotel Group. The event brought together hundreds of industry partners from across the state to share best practices and hone new skills. The spring/summer campaign kicked off soon afterwards, fueling continued momentum after three years of the Connecticut *still revolutionary* campaign.

In addition to award-winning TV, out-of-home and digital marketing campaigns, several new tactics were integrated into the mix this year. Perhaps you saw the Station Domination at Grand Central Station, or the branded Revolutionary Express bus, bringing bloggers and media to the state for a visit. Or maybe you caught the Time Warner Center banners or taxi toppers in Manhattan.

All of these initiatives — combined with the terrific marketing efforts of our industry partners — brought nearly one-quarter of a million more people to Connecticut's key attractions this summer over last summer, significantly increasing overnight stays and hotel tax revenues.

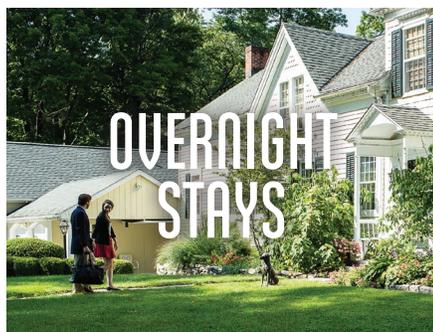
Which means that more and more people are discovering what truly makes Connecticut *still revolutionary*!

### Randy Fiveash

Director, Connecticut Office of Tourism

Department of Economic and Community Development

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**4% increase**

in occupancy over 2014, including casino lodging properties.

Comparing May-August STR reports for 2014 and 2015



**12% increase**

in visits to leading attractions.

Witan Intelligence, VISION Index of 23 attractions, June-August 2014 & 2015



**9% increase**

in lodging tax receipts.

CT Department of Revenue Services, May-July 2015 over same time 2014

## We're building more awareness...

With the summer 2015 campaign that ran May-August, the *still revolutionary* message is reaching more people.



Paid Advertising

**182 million** views of our TV, outdoor and digital advertising



Public Relations

**1,731** media outlets reaching 1 billion readers/viewers/listeners

**91%** increase over 2014



Our Tourism Website

**39%** increase in traffic from our email newsletter over 2014

**8%** increase in Web traffic



Our Social Media Channels

**265,998** followers on Facebook, Twitter, Pinterest and Instagram

**23%** growth over 2014

Connecticut Office of Tourism data for May-August 2014 and 2015

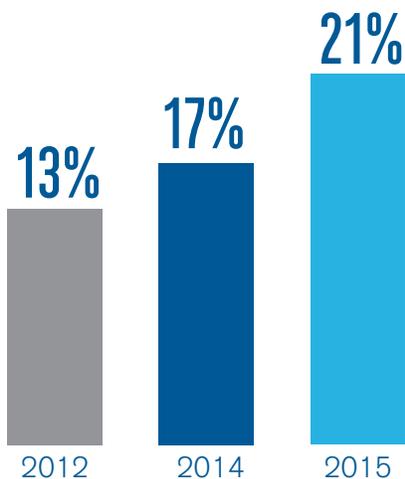
## We keep improving perceptions...

### Continued Positive Shifts in Consumer Attitudes\*

\*Over summer 2014

Connecticut Attributes	Increase in Positive Perceptions
Fun	<b>+7%</b>
Sophisticated	<b>+14%</b>
Diverse	<b>+13%</b>
Fresh	<b>+11%</b>
Inspiring	<b>+13%</b>
Trendy	<b>+14%</b>
Innovative	<b>+11%</b>
Unexpected	<b>+24%</b>
Bold	<b>+17%</b>

### They Are Thinking of Connecticut for Longer Trips



% of trips 4 nights or longer

MMGY/Harrison Eight-Wave Pre/Post Survey, September 2012-September 2015

## We're getting more travelers to visit...

### 73% of people

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

**27%** researched more information

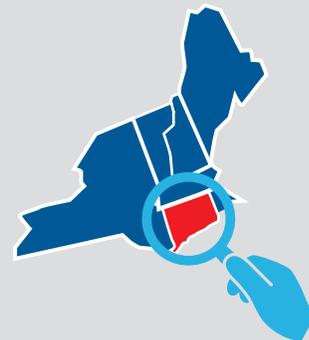
**31%** made plans to visit

**23%** went to CTvisit.com

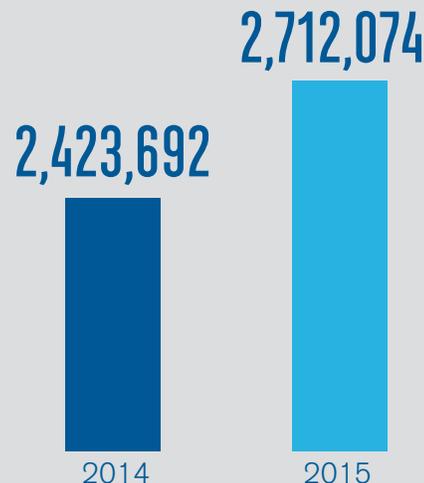
**22%** contacted at least one attraction

**25%** actually visited CT as a direct result of seeing an ad, a **78%** increase over 2014

MMGY Post Campaign Survey, September 2015



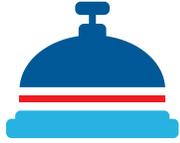
### Attendance at Leading Attractions



Increase over 2014 **12%**

Witan Intelligence, VISION Index of 23 attractions, June-August 2014 & 2015

## We're seeing travelers spend more...



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

### Traveler Spending per Trip



Traveler spending per trip is up nearly 4% over 2014

*Witan Intelligence Strategies, Vision Intercept Study, 2014 and 2015*

### Summer Overnight Stays

	Percent occupied	Average daily rate	Revenue per room
2012	63%	\$106	\$67
2013	66%	\$110	\$72
2014	67%	\$112	\$75
<b>2015</b>	<b>69%</b>	<b>\$116</b>	<b>\$81</b>

Increase over 2012 **10%** **9%** **20%**

Increase over 2014 **4%** **3%** **7%**

*Smith Travel Report for May-August for each year*

## We're generating more revenues...



### Receipts Subject to Room Occupancy Tax

2014 **\$238** million

2015 **\$260** million

Increase over 2014 **9%**

*CT Department of Revenue Services, May-July 2014 and 2015*

### Economic Impact from Connecticut Conventions

	FY 2014	FY 2015
Leads Issued	290	344
Lead Room Nights	231,922	269,721
Definite Room Nights	71,672	73,015

**Total sales** **\$62.7M**

**Total jobs** **20,816**

**Total CT sales tax** **\$4.8M**

*Connecticut Convention and Sports Bureau*

## We're growing the economy.



**\$14 billion** in total traveler spending across Connecticut.

**\$1.6 billion** in tax revenues, including \$513 million in state taxes and \$345 million in local taxes.



**118,500 jobs** supported by the tourism industry, including 80,000 direct jobs in tourism.

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

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

# More than 1,000 tourism partners across ALL Connecticut counties were featured in the 2015 campaign!

In 2015, we continued to tell the story of Connecticut's rich blend of experiences via dynamic outdoor advertising and memorable television commercials, digital and print ads. The story expanded even further, adding the ROAR dinosaur tour, an updated homepage for CTvisit.com and "Revolutionary Express" media tours from NYC and Boston. The campaign has featured **130 specific attractions**, while our public relations efforts promoted more than **900 additional attractions**.

Here's just a sample of what was new in 2015:



*Time Warner Center: Window banners and interior signage*



*Time Warner Center: Exterior wall mural*



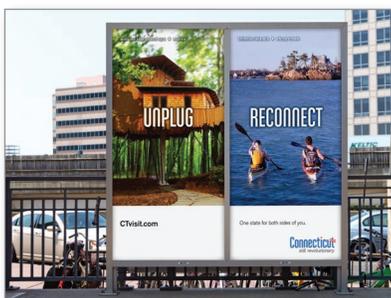
*Revolutionary Express: Bus used to transport media influencers from NYC and Boston to attractions in Connecticut*



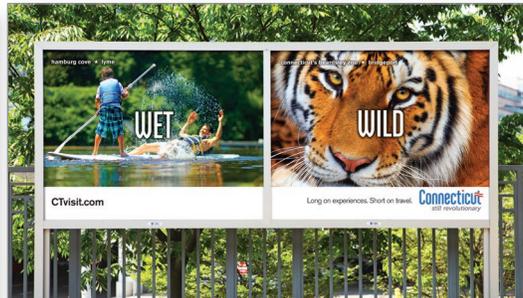
*Grand Central Terminal: Signage located at all tracks from May-July*



*Taxi toppers: Around New York City*



*Stamford Station: Signage throughout station platforms from May-July*



*CTvisit.com: Revamped home page on CTvisit.com to better integrate with the campaign*

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](http://www.CTvisit.com).

