



# LET'S BRING TOURISM BACK IN 2017

It's no secret that the state's fiscal house is underwater. However, cutting the tourism budget is not our way to economic prosperity.

The Connecticut Tourism Coalition would like to work with the State Legislature and Governor's Office to help alleviate the economic burdens. We believe that with an investment in tourism we can return much-needed dividends to our state.

By establishing dedicated funding for tourism, we can make a significant difference in the state's economy. With such funding, we can challenge the spending levels of neighboring states like Massachusetts and New York, which are continuously courting and luring our visitors and revenue away.

We believe a well-funded tourism marketing campaign can be a tremendous benefit for both local and state economies. When we harness the power of tourism, it pays big dividends to everyone in Connecticut.

Tourism has been a measured bright spot in our state's economic recovery. This is not the time to cut it from the budget.



## IN THE NEWS



Legislators close CT Welcome Centers.

### MEMBER SPOTLIGHT: ESSEX STEAM TRAIN

Owned and operated by the Valley Railroad Company, the Essex Steam Train & Riverboat is a unique historic attraction in the Connecticut River Valley offering excursions and family-themed events throughout the year, including the North Pole Express. This locomotive-powered sleigh takes visitors on a magical nighttime journey to the North Pole. Every coach becomes a stage for a live, musical performance of The Night Before Christmas. Families are welcome to come and celebrate the spirit of the season with Santa and Mrs. Claus. The North Pole Express attracts thousands of visitors to Essex during the holiday season, producing a major economic boon for the area.



Essex Steam Train & Riverboat.

### RECENT HISTORY

\$14 billion in total traveler spending • \$1.6 billion in total tax revenues  
\$513 million in state taxes • \$345 million in local taxes  
\$1.8 billion in wages • 118,500 in jobs

### CHAMPION OF TOURISM: STATE SENATOR PAUL FORMICA

Representing the residents of the 20th Senatorial District, which includes Bozrah, East Lyme, a portion of Montville, New London, Old Lyme, a portion of Old Saybrook, Salem, and Waterford, State Senator Paul Formica is co-chairman of the State Legislature's Tourism Caucus, a bi-partisan alliance of legislators who meets regularly to promote the state's tourism industry.



A champion of tourism for more than three decades, Senator Formica has been the owner and operator of Flanders Fish Market & Restaurant for 31 years. He sees tourism as an economic driver in Connecticut, and his efforts through the Tourism Caucus are paving the way for that positive story to be told.

"The state's tourism industry is all about economic vitality and jobs. Having open and frank discussions with my fellow legislators will help us to craft thoughtful policies which will boost the state's tourism industry," said Formica.

Formica continues to look for ways to increase tourism in the state, and his experience as a town executive, legislator and small business owner bring a different and constructive perspective to the State Legislature.



### SAVE THE DATE:

**TOURISM ADVOCACY DAY**  
Wednesday, March 15, 2017 • 10am

Connecticut General Assembly  
Legislative Office Building • Hartford