



CONNECTICUT **TOURISM** COALITION

HARNESSING THE POWER OF TOURISM: ***A PROVEN BUDGET SOLUTION***

 @CTTourismCoalition

 @CT_Tourism

 @TourismCT

<http://www.tourismct.com>

The Connecticut Tourism Economy:

An Overview



Traveler spending of **\$14.7 billion** generated an economic impact of **\$1.7 billion** in tax revenue in 2017 as traveler dollars flowed into Connecticut.

All business sectors of the Connecticut economy benefit from tourism actively, either directly or indirectly.

Tourism powers our state in many undeniable ways.



The Connecticut Tourism Coalition is comprised of various association and industry-supporting organizations whose main goal is to affect change in the Connecticut tourism industry by addressing key legislative, regulatory and budgeting issues through public education. Our intent is to use our collective strength to create one powerful, inclusive, and coordinated Tourism Advocacy Organization.



The following excerpt from the Connecticut Office of Tourism's TOURISM TRACKER reinforces efforts being promoted by the Tourism Coalition as an economic driver for CT.

7 Reasons to Enhance Funding for Statewide Tourism Marketing

1. Tourism is a \$14.7B contributor to Connecticut's economy.



\$14.7B

in sales supported by traveler spending



\$1.7B

in tax revenues, including \$910 million in state/local taxes



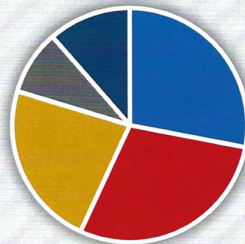
82,688

jobs directly supported by tourism (121,327 total direct and indirect jobs)

Sources: Tourism Economics Study, Economic Impact of Travel in Connecticut, 2016

2. Traveler spending benefits every single region of the state.

River Valley	28.1%
Mystic Country	28.9%
Fairfield County	22.9%
Greater New Haven	8.9%
Litchfield Hills	11.2%



Sources: Longwoods International, NITTO, Tourism Economics

3. Tourism marketing effectively drives more people to visit our state.

We need marketing to motivate people to visit our state. In fact, our analytics show that consumers in our primary target audience (NYC residents) who have been exposed to our marketing visited more—and stayed longer.

VISITED CONNECTICUT

6.4x

more than those not exposed to our advertising.

STAYED IN CONNECTICUT

3.5x

longer than those not exposed to our advertising.

Sources: Arrivalist, Spring/Summer 2018 data measuring actual travelers to state (control group compared to those exposed to our advertising)

4. It's expensive to reach the target markets for Connecticut tourism.

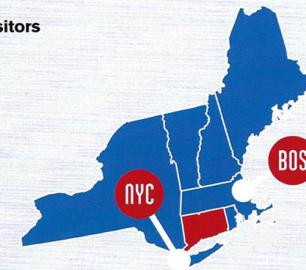
The majority of Connecticut visitors come from NYC and Boston.

New York

1 most expensive U.S. advertising market

Boston

9 9th most expensive U.S. advertising market

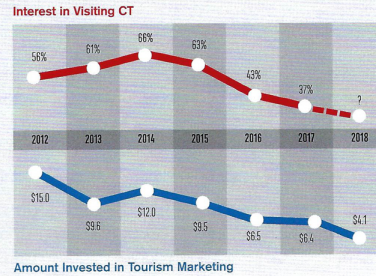


Sources: Media Storm, 2018

The following excerpt from the Connecticut Office of Tourism's TOURISM TRACKER reinforces efforts being promoted by the Tourism Coalition as an economic driver for CT.

5. The less we invest in marketing and support, the less likely people will visit in the future.

As the state's investment in tourism marketing has declined, so too has the consumer's interest in visiting Connecticut.



Source: H2R Attitudes and Awareness study, 2012-2017

6. The more we invest in marketing, the more tax revenues we'll generate.

Our statewide tourism marketing has delivered a strong ROI. In fact:

For every \$1 Connecticut invested in paid media for tourism marketing...

...the state received an estimated \$14 in state and local taxes from marketing-influenced travelers!

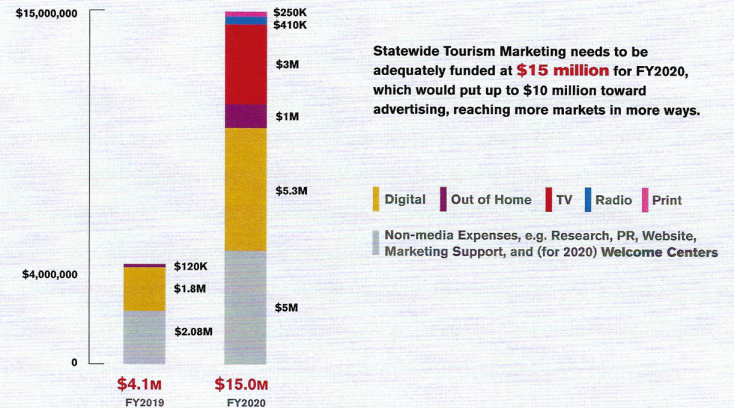


Without tourism tax revenues, each CT household would pay \$675 more in taxes!



*Calculated using 2017-2018 Arrivalist measure of traveler visitation lift from those who viewed summer campaign messaging on digital devices that subsequently arrived in the state, and OmniTrak's TravelTrakAmerica data on average spend per visitor.

7. The more we reinvest those revenues in tourism marketing, the more travelers we can reach.



Statewide Tourism Marketing needs to be adequately funded at \$15 million for FY2020, which would put up to \$10 million toward advertising, reaching more markets in more ways.

A cautionary case study...

Why we need a sustained investment in statewide tourism marketing...



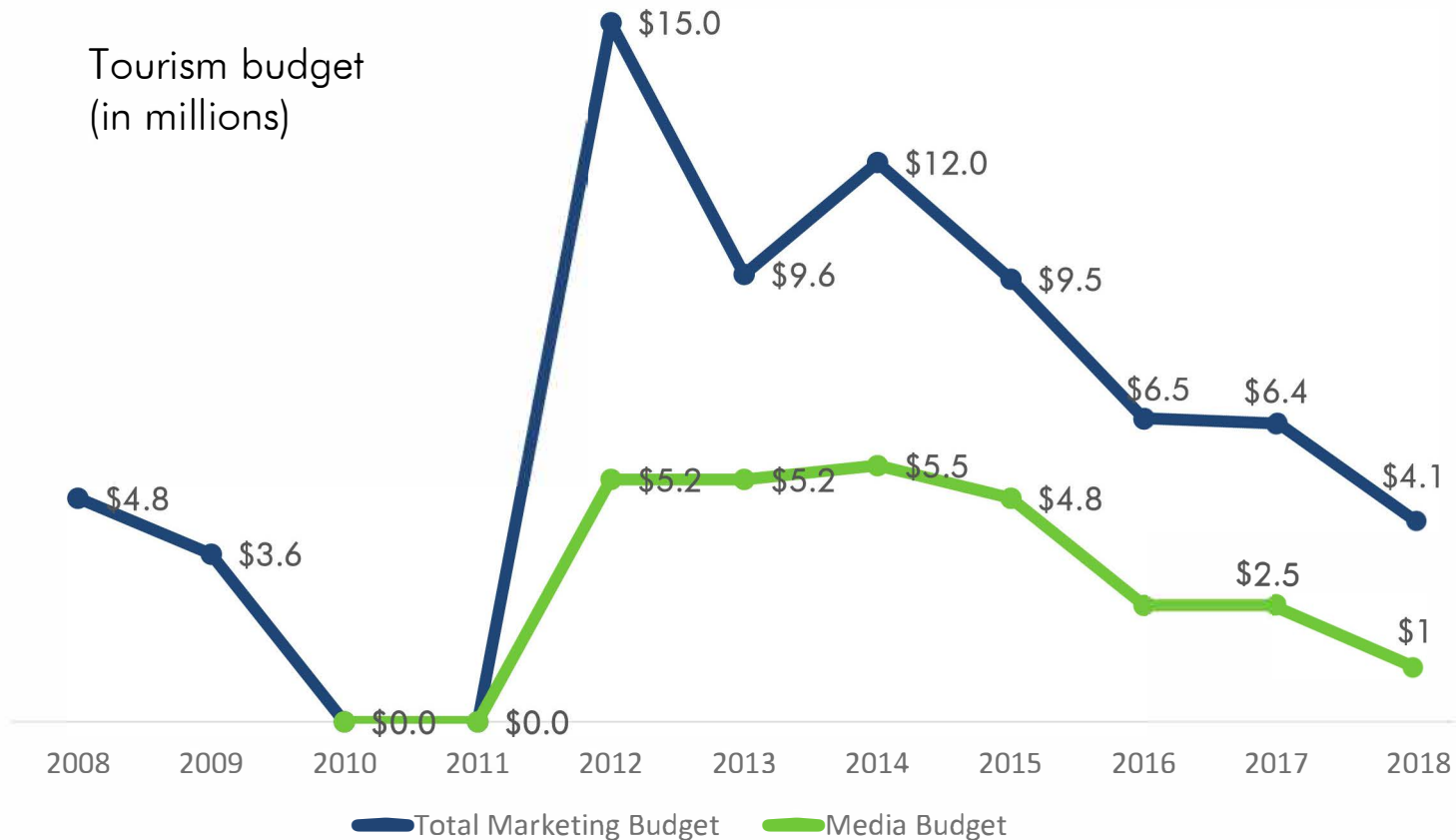
When Colorado cut its tourism marketing budget from \$12 million to zero in 1992, the state lost 30 percent of its market share within a two-year interval.



After Colorado reinstated its promotional spending, it took 11 years to regain the market share it lost.

Connecticut has made major investments in tourism

However, the state's tourism budget has been cut by 60%



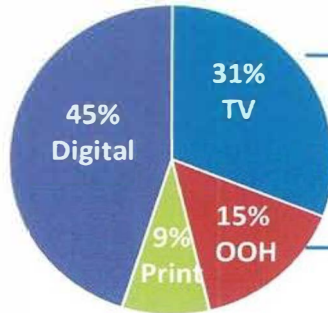
Courtesy CT Dept. of Economic and Community Development

Recent budget cuts have eliminated key tactics

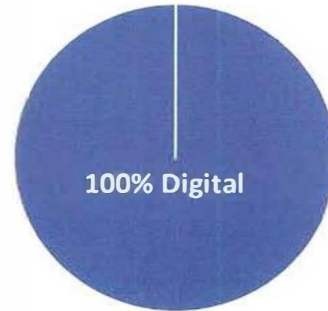
We've eliminated media that provides greater reach and exposure, Including TV and out-of-home.

Cuts included TV campaign in NY/NJ and station dominations in Stamford and Grand Central

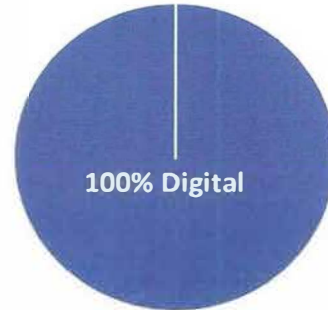
FY2015
Media Budget:
\$4,837,802



FY2017
Media Budget:
\$2,500,000

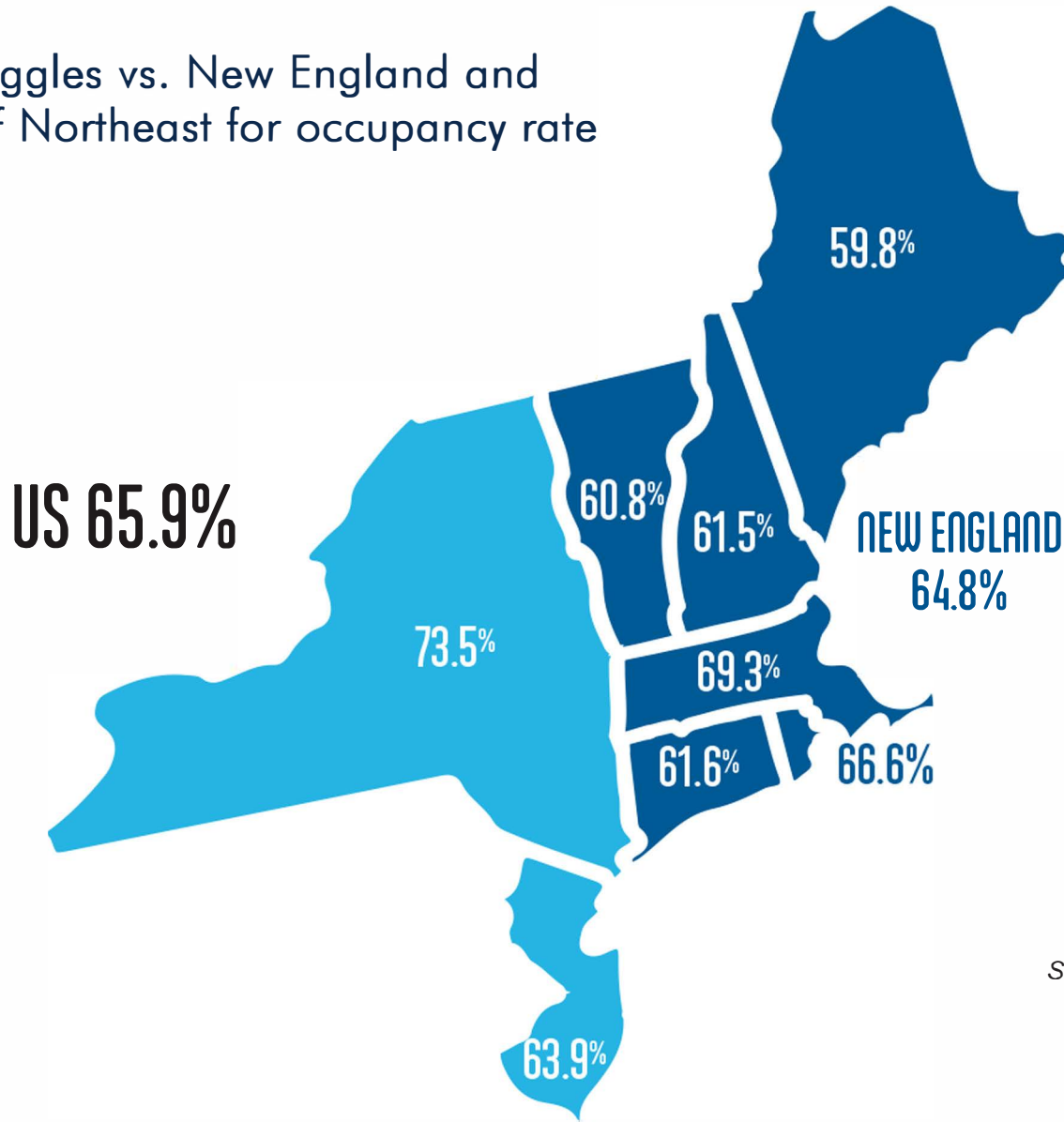


FY2018
Media Budget:
\$1,044,000



Courtesy of CT Dept. of Economic and Community Development

CT struggles vs. New England and most of Northeast for occupancy rate

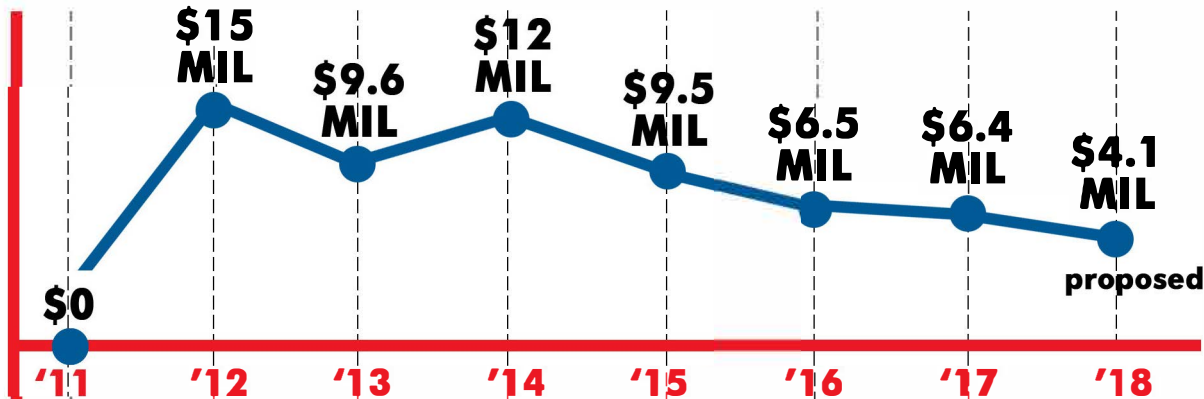


Source: Smith Travel Report, 2017

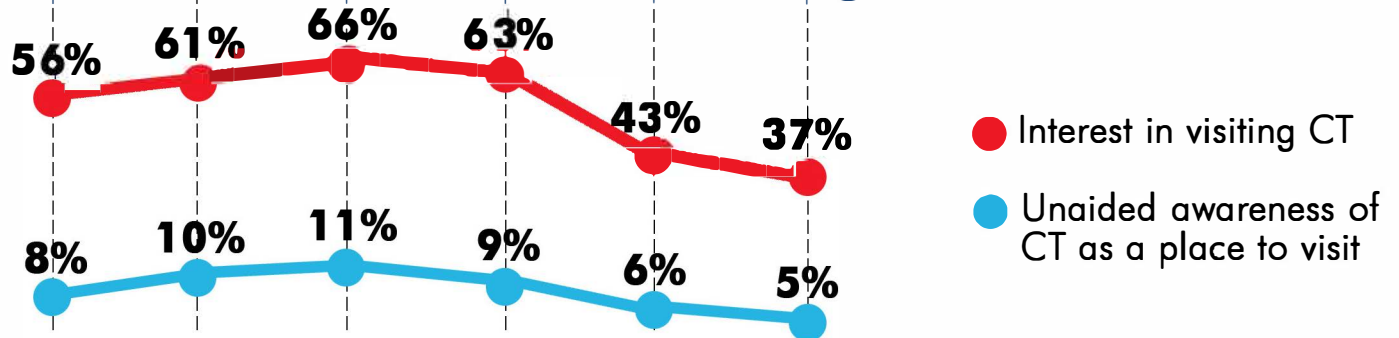
Cuts are affecting longer-term indicators

Lack of broader media affecting awareness/intent to visit

Statewide Tourism Marketing Budget



Future Travel Indicators Declining



Courtesy CT Dept. of Economic and Community Development

The Competitive Landscape Is Heating Up

Recent tourism budgets in neighboring states:

\$69.5 Million



\$12 Million



\$10 Million



\$5.5 Million



\$7.2 Million



\$3.1 Million



\$9 Million



\$4.1 Million

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