



CONNECTICUT TOURISM COALITION

Harnessing the Power of Tourism

TOURISM IS AN IMPORTANT CONTRIBUTOR TO CONNECTICUT'S ECONOMY

In fact, Connecticut's tourism industry is larger than Maine's, also known as "Vacationland".



INCLUDING OVER \$10B IN DIRECT VISITOR SPENDING AND ALMOST \$7B IN INDIRECT IMPACTS



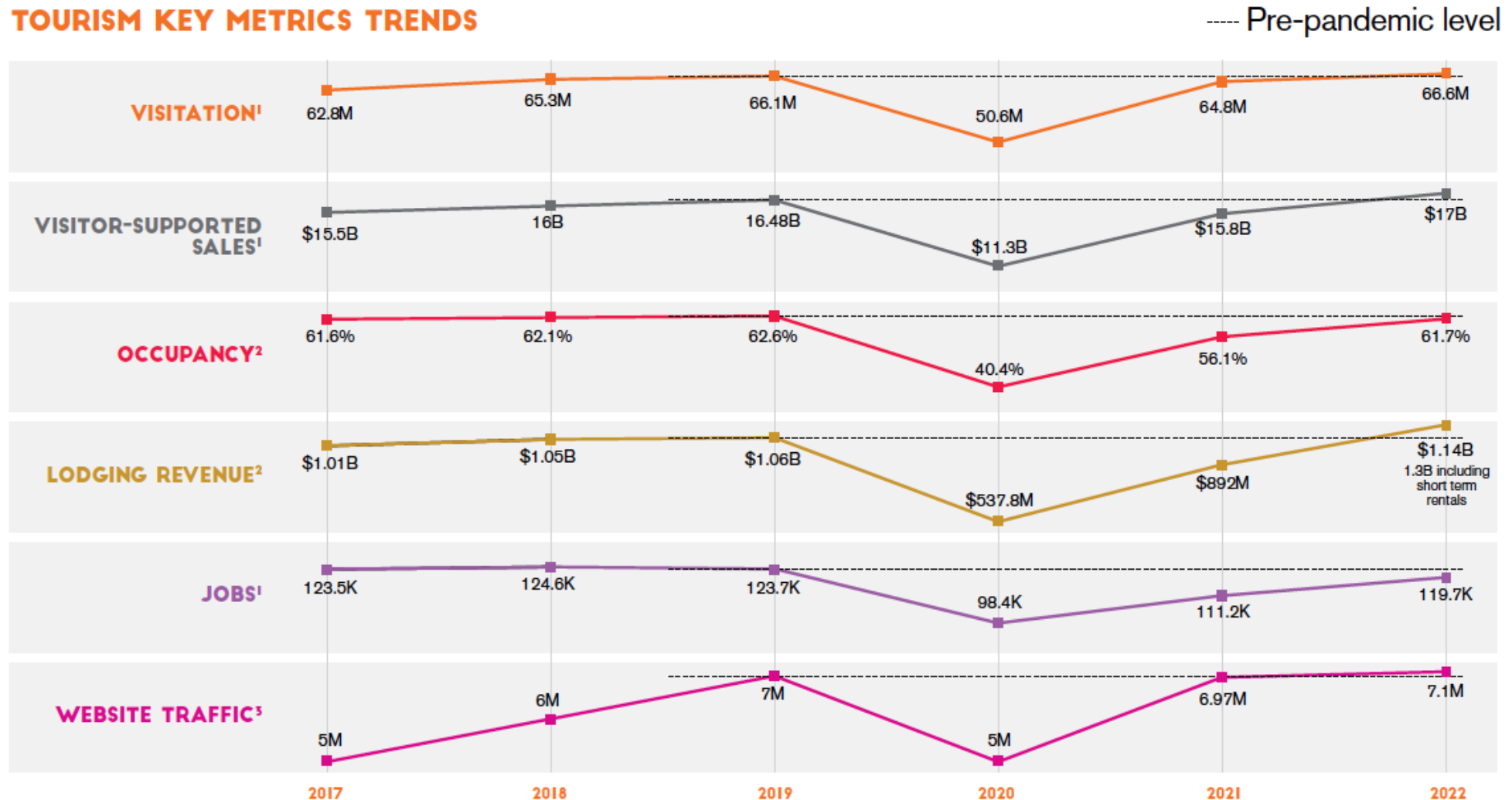
\$1.1B IN STATE AND LOCAL TAXES



SUSTAINED BY VISITOR ACTIVITY DIRECTLY AND INDIRECTLY

With the increased sales and marketing efforts enabled by relief funding, 2022 saw recovery, growth and momentum.

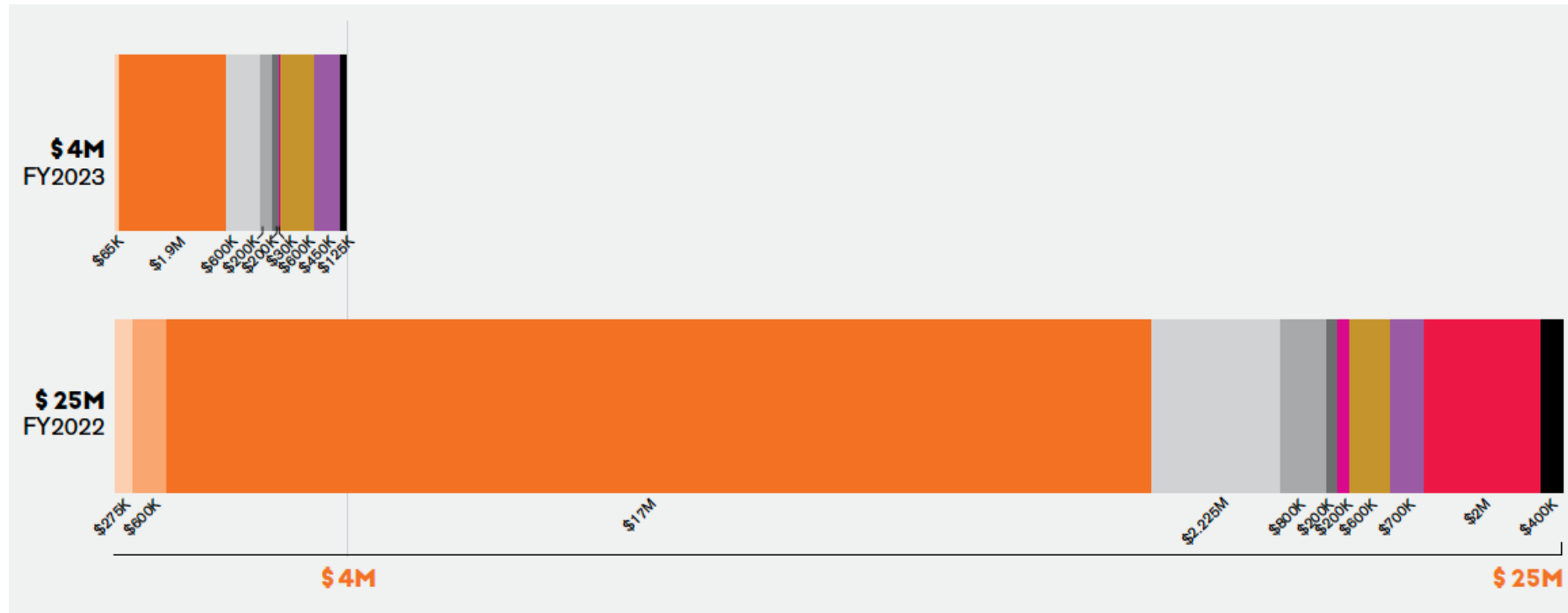
TOURISM KEY METRICS TRENDS



Sources: ¹Tourism Economics; ²STR, 2017-2022; ³Google Analytics



A competitive budget (\$25mil annually) for Connecticut Tourism Marketing would enable important investments that drive greater visitation -- resulting in positive returns in both the immediate and long term.



- Research and Analytics
- Global Sales, Sports, Meetings Efforts
- Paid Tourism Media
- Creative Assets
- PR
- Memberships
- Industry Engagement
- Website
- CTCSB Funding
- Incentives for Luring Attractions
- Other



Here is more description of the opportunities enabled by this investment:

- **Initiatives focusing on:**

- Global Travel Industry Sales
- Groups & Meetings
- Sports Tourism
- Drive Market Sales
- Cultural Tourism
- Heritage Tourism
- LGBTQ+ Tourism
- Multicultural Tourism

- **Paid Tourism Marketing:**

- Advertising, Media-Buy, Promotions and Campaigns
- Increase reach and expand current markets nationally and internationally
- Expand fly-in market support
- More high-profile tactics, i.e. OOH, in-flight, TV, digital, social, influencer
- Support of Groups & Meetings and Sports Tourism initiatives
- Dedicated paid media campaign for Groups & Meetings and Sports

- **Tourism PR:** Focused themed pitches for specific target audiences expanding drive market, national and international markets

- Increased access to key tourism **research and analytics.**

- Expanded tourism **industry memberships**

- Optimized support of **CTvisit website** content and functionality

- Dedicated tourism **programs, collateral, and promotional materials**

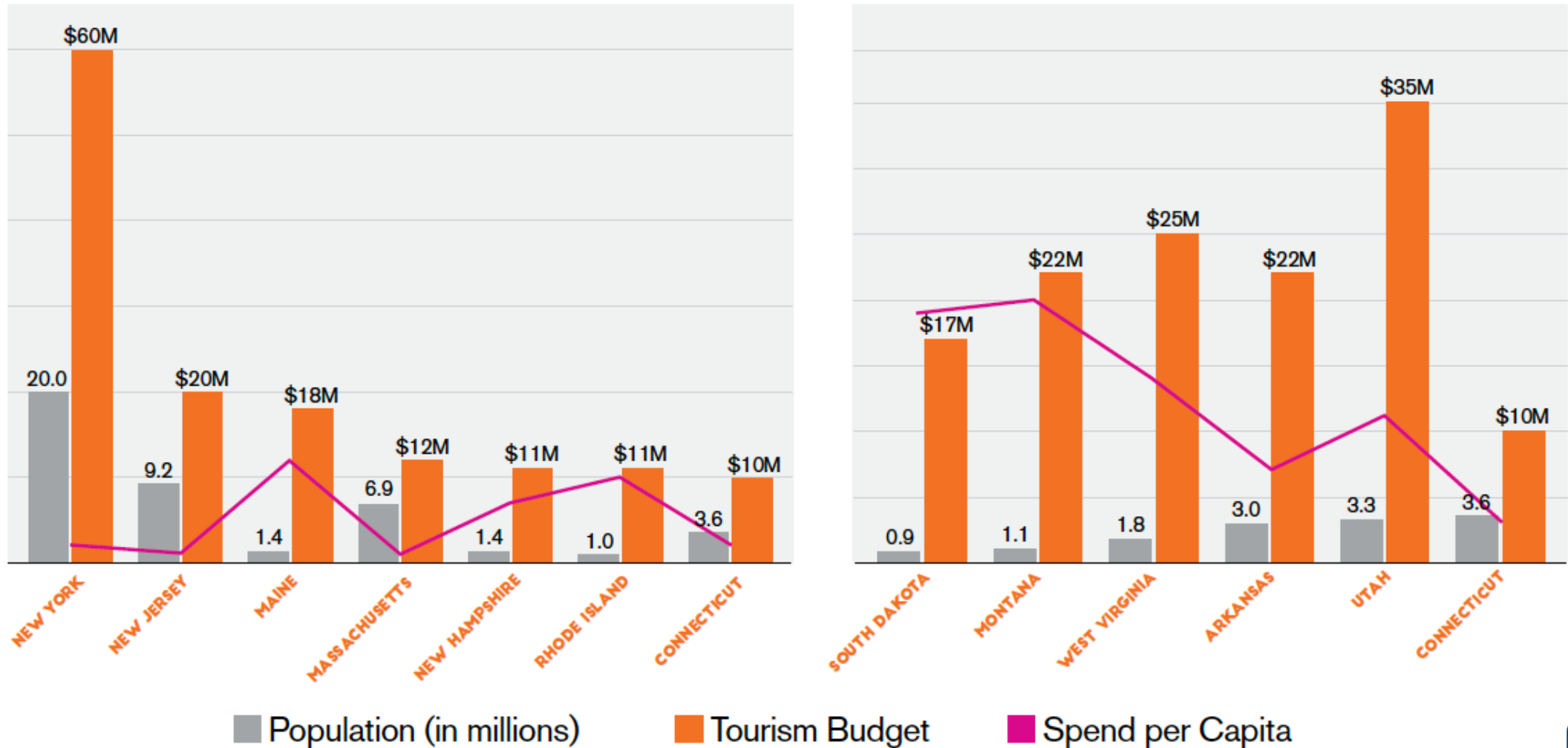
- **Luring large annual events and festivals** to CT to increase visitations and overnight stays in the state, such as:

- Cultural (Music Festivals, Projection and Immersive Events, among others)
- Groups
- Large Spectator Sports

- **Building the Tourism Office** with contracted/ dedicated staff to support these initiatives



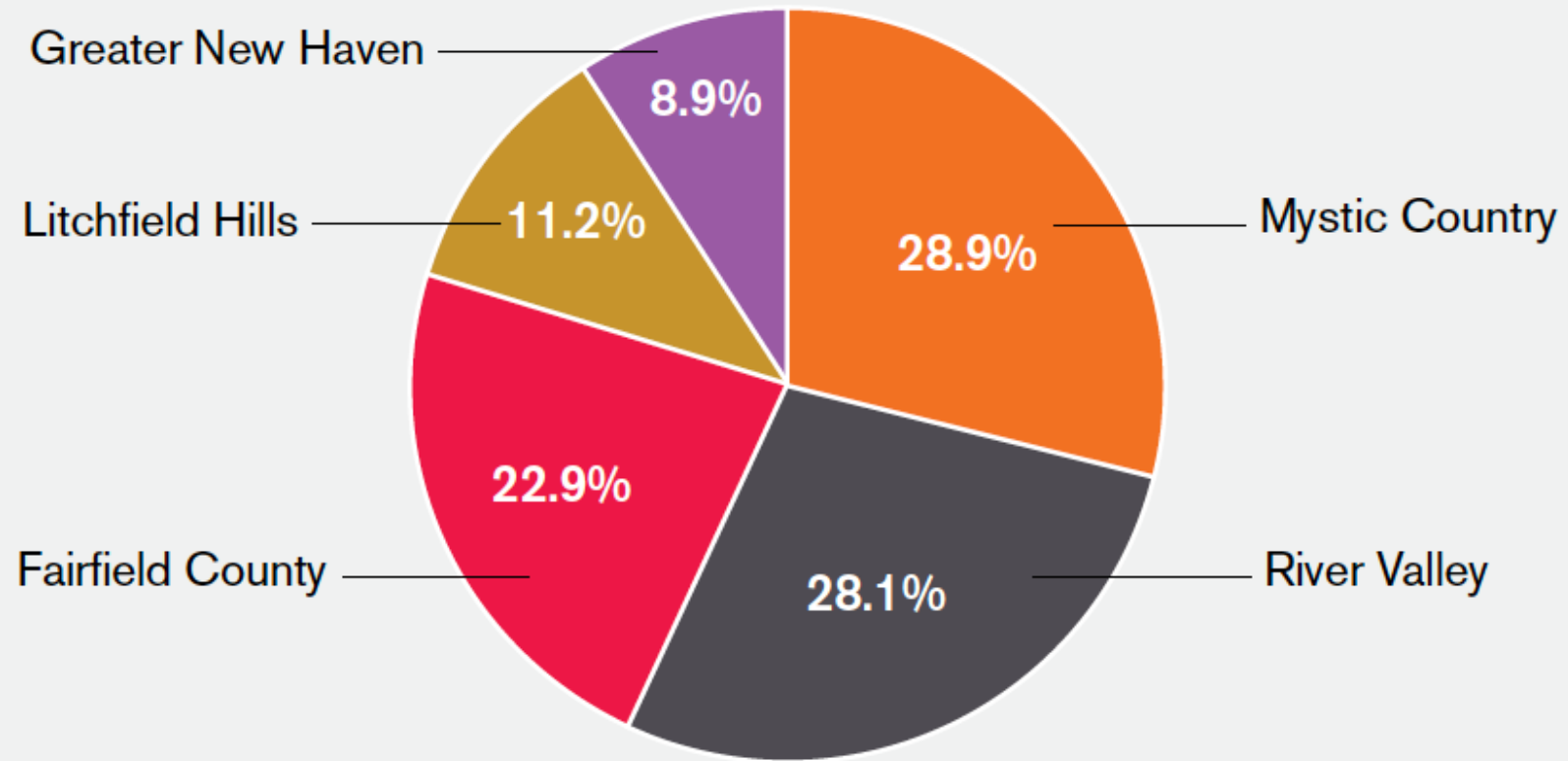
Connecticut is being outspent by our neighbors AND by other states with smaller populations that do not count tourism as a leading industry:



Sources: Destination International, US. Travel Association, and DNE



Tourism in Connecticut is not focused on one region.



Sources: Longwoods International, NTTO, Tourism Economics

