



CTVISIT

Update from COT

November 2023

How Businesses and the Public are Engaging

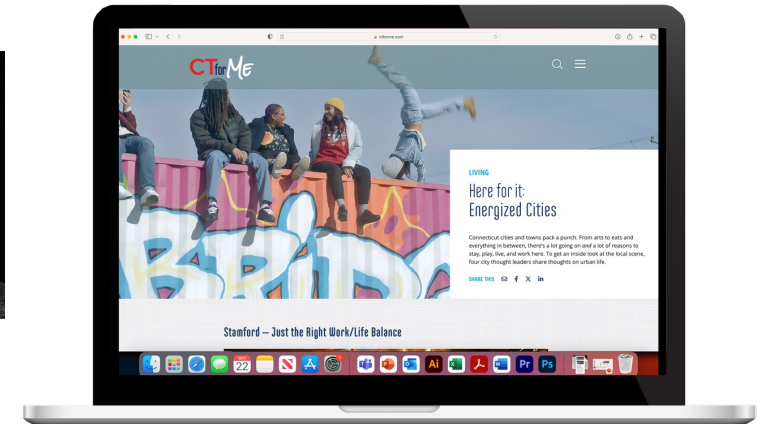
01 Logo



02 Co-Branded Advertising



03 CT for Me





SUMMER 2023 Highlights

OCCUPANCY
↑ 10% YoY

CT VISIT
↑ 44% YoY

VISITS
↑ 3% YoY

DID YOU KNOW

FIND YOUR VIBE is one of the longest running campaigns over the last decade.

FY' 24 Tourism Marketing Drivers



Strategic Marketing Plan



GOAL 1: IMPROVE BALANCE IN THE MIX

When we first launched the new CTVisit brand, we sought to positively shift Connecticut's reputation from stodgy and boring to vibrant, youthful, and energetic. With that goal at the forefront, there were a few categories that got less attention in the mix. We believe marketing efforts can now support the broader range of the Connecticut story.

STRATEGY:

Depict the full range of Connecticut's offering.

TACTIC:

Increase the presence in messaging of offerings that may be less edgy, but that are true to the identity of the state. Show them in a contemporary way. Areas that will become a greater part of the message include:

FAMILY FUN



HISTORY



CHARMING TOWNS AND ARCHITECTURE



ICONIC ATTRACTIONS



GOAL 2: BUILD ACCLAIM FOR SPECIFIC OFFERINGS THAT HAVE BURGEONING MOMENTUM

Multiple sectors of Connecticut tourism are earning acclaim on the worldwide stage. We want to accelerate that natural momentum by building brand position and broad awareness of Connecticut's excellence in these areas. This effort begins this year but will be reinforced and built over many years.

STRATEGY 1:

Become a mecca for oysters.

TACTICS:

- Create a catchy name/theme line around Connecticut's oyster excellence and reinforce it via all marketing communication touchpoints. Examples to explain the idea, but that may not be the actual line used.
 - In Connecticut, the oyster is our world.
 - This state is your oyster.
 - Oyster: State of Mind
- Round up oyster experts, oyster rating organizations, and Connecticut's oyster farmers and restaurants, and create stories to promote via paid, earned, and owned promotion. Initiatives will include a documentary, a press event, PR pitches, content pieces on CTVisit.com, and paid media.

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Connecticut Office of Tourism, FY24 Strategic Plan | 20

STRATEGY 2:

Promote Connecticut as an innovative, creative, and important fountainhead and hot spot for theater, supporting revenues for this sector that is experiencing a longer recovery after COVID.

TACTICS:

- Create a name/theme line that denotes the entire theater scene in Connecticut, from our producing to our presenting theaters, honoring our historic venues and innovative, excellent, and diverse offerings
- Promote the entire theater scene by using this theme line and supporting messages in all paid, earned, and owned media for years to come
- While promoting the entire theater scene by theme line across all paid, earned, and owned efforts, give many specific examples of currently offered experiences and quick links to the ticketing agents.

STRATEGY 3:

Amplify awareness of Connecticut being named the #1 state in the U.S. for hiking.

TACTIC:

- Use the phrase "ranked as the #1 state for hiking" or similar any time the subject of hiking or similar outdoor attraction is mentioned in all forms of paid, earned, and owned media.

Note: The entity that conducted the study and created an index rating the hiking of all 50 states, Why This Place, is not broadly known, but the news has been picked up and reported by many well-known outlets

STRATEGY 4:

Continue building the momentum of New Haven as the home of the best pizza in America.

TACTIC:

- Three different restaurants in New Haven have recently earned the "#1 pizza in America" accolade from three different reviewing sources. We will amplify the idea that they are all in New Haven and promote the whole state as a top pizza destination.

STRATEGY 5:

Highlight Connecticut's green/sustainable offerings, a theme that is trending significantly in tourism.

TACTIC:

- Gather examples of our green/sustainable tourism offerings and promote the concept and specifics using paid, earned, and owned media.

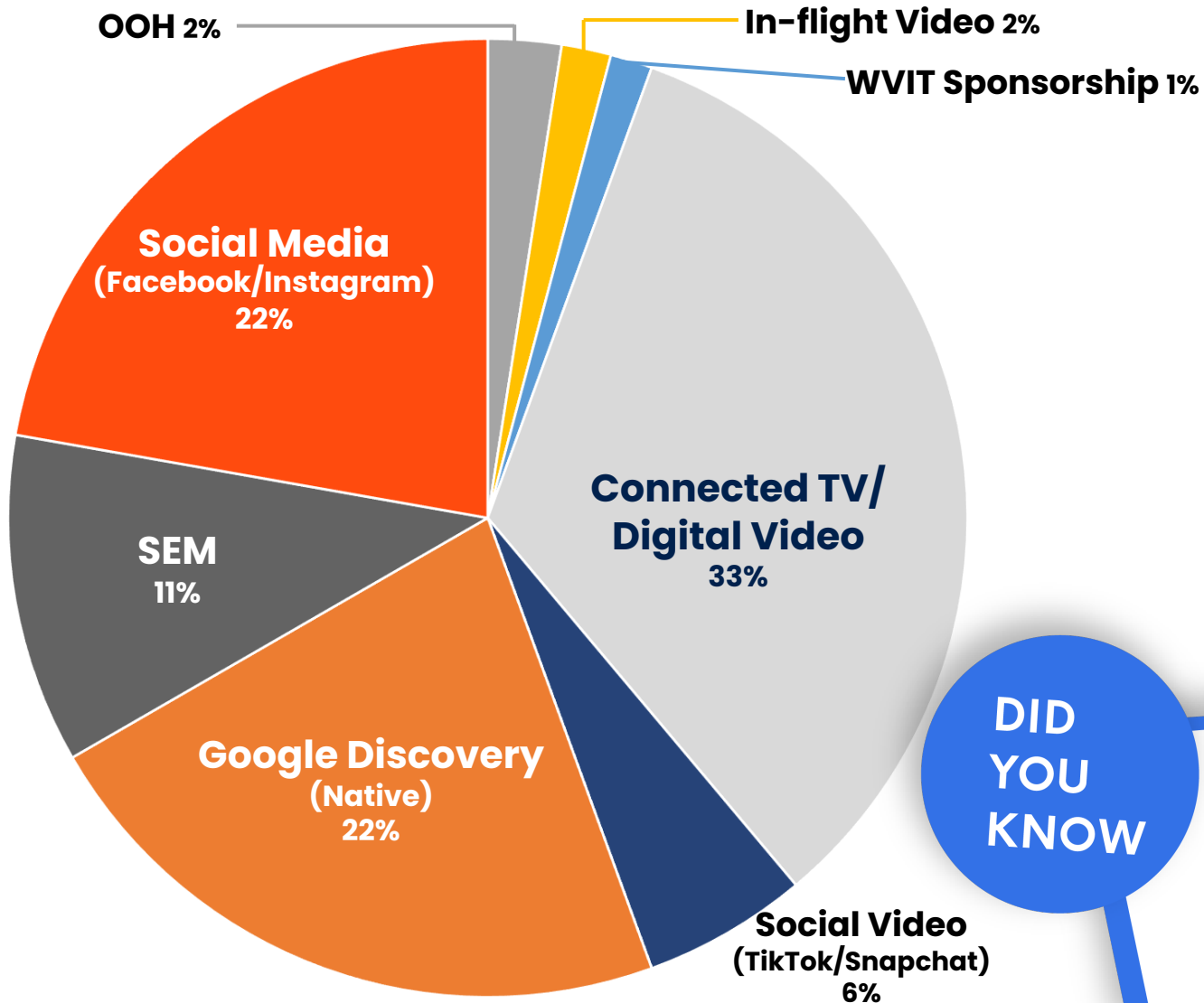
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Connecticut Office of Tourism, FY24 Strategic Plan | 30

CT Oysters Documentary

From Seed to Shuck



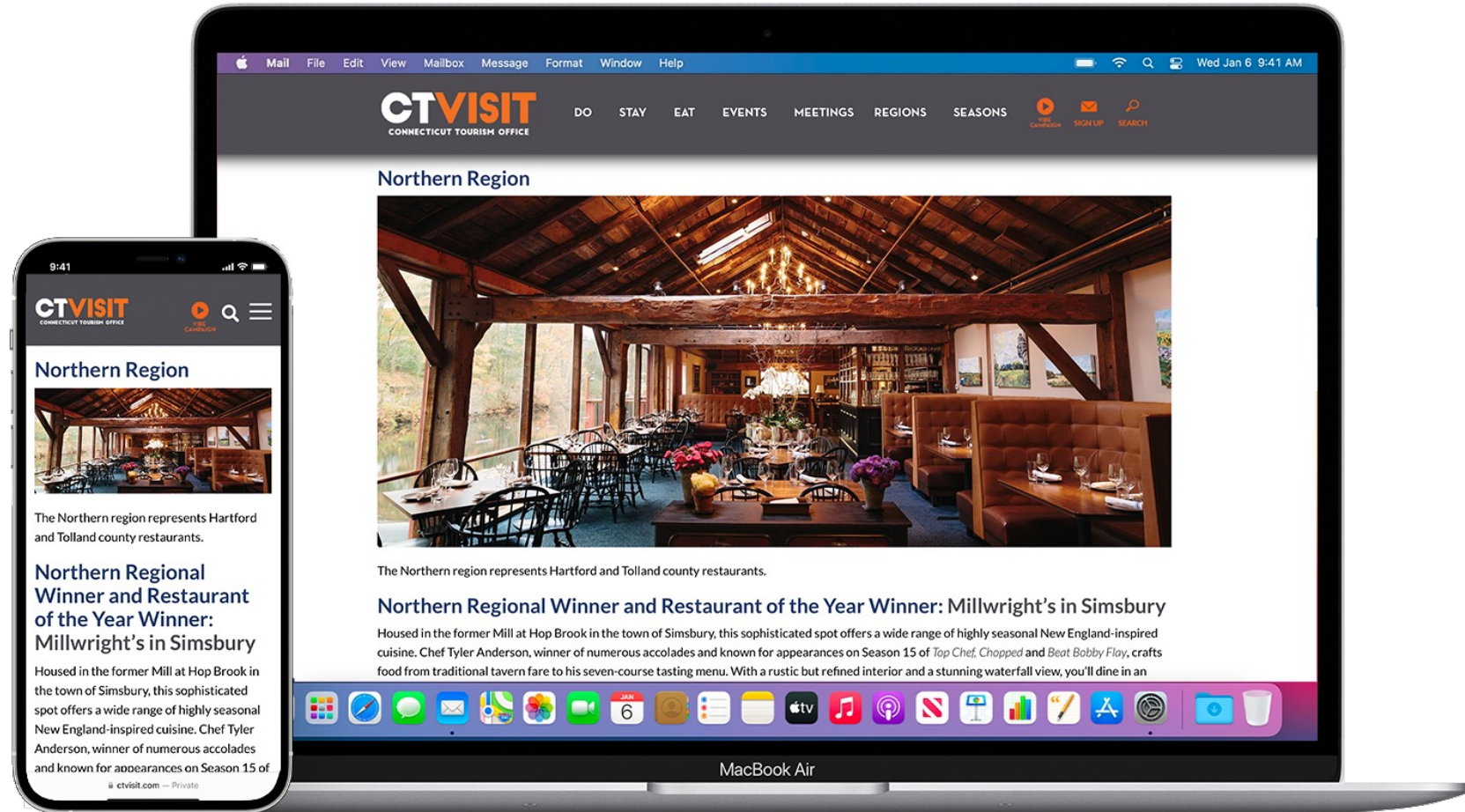


Fall & Winter Ad Spend on Digital Audiences

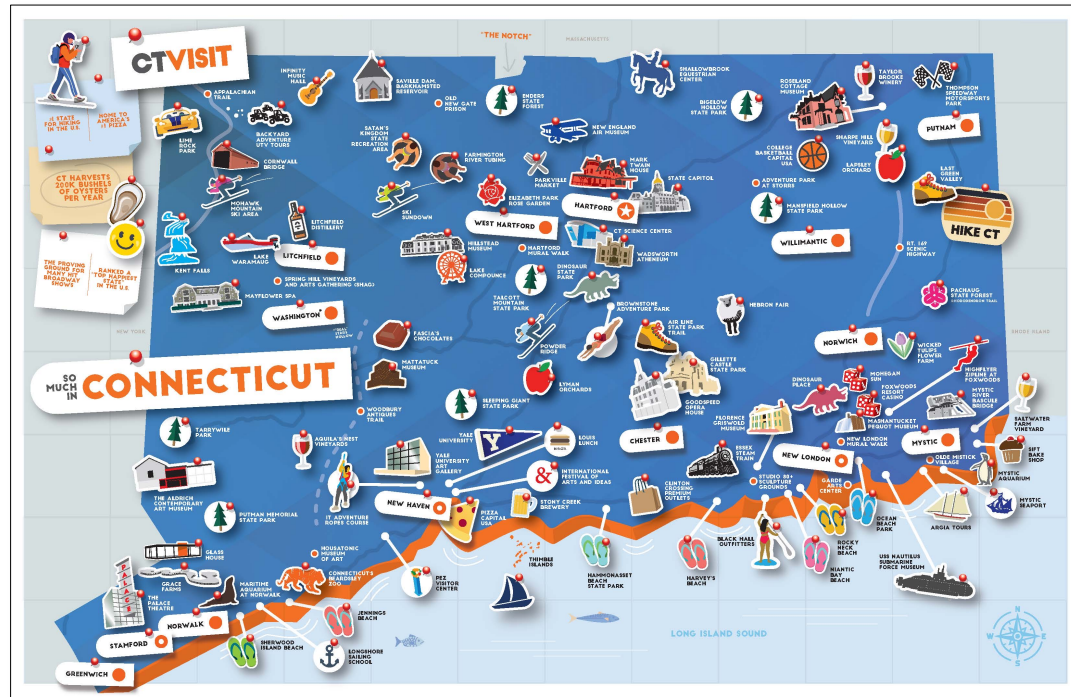
DID YOU KNOW

Fall and Winter tourism ad spend is \$1,200,000 combined.

CT Visit Updates...COMING SOON!



CT Tourism Map...COMING SOON!



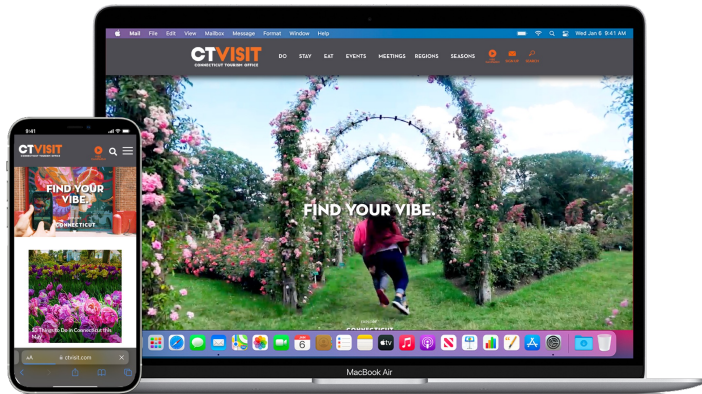
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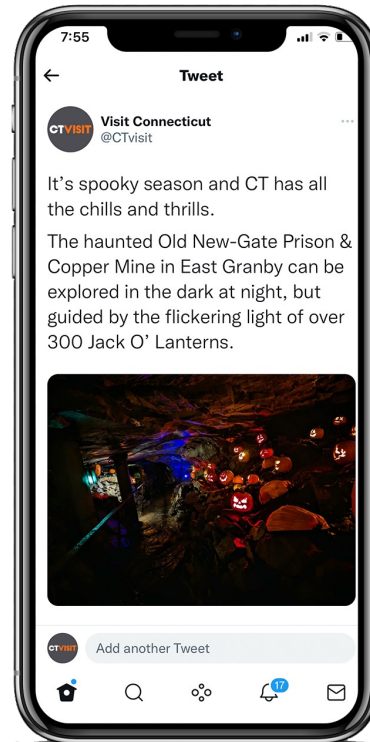
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How You Can Engage With Us

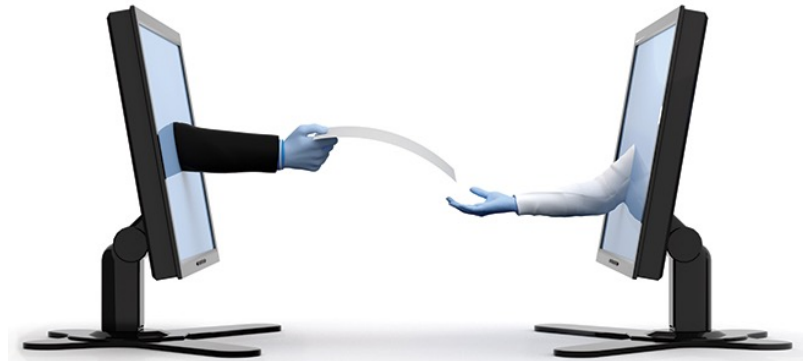
01 CT Visit Listing & Events



02 Social Media Posts



03 Info Sharing





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