



Happy Holidays and Welcome 2025!

Happy Holidays Connecticut Tourism Coalition constituents! I wanted to take a moment to thank all of you for your support and continued efforts this past year, advocating for the increase in marketing dollars to adequately fund our important industry. I look forward to working with all of you as we quickly approach 2025.

It's hard to believe that this is the start of my 4th term as your President, and I am honored to serve and help lead this great organization. I am always humbled by your trust in me and continue to be inspired by the support and leadership of our board, staff and general membership as we all work to advocate for a sustainable source of funding to properly market and promote all of CT's arts, culture and tourism assets.

Connecticut's General Assembly Regular Session convenes January 8th and adjourns on June 4th, 2025. We look forward to educating new and old legislators this upcoming session by continuing to communicate our advocacy and mission to ensure that Tourism in our State is funded at an appropriate level and can continue to compete with the other New England States for visitation to help realize the full economic benefit of Tourism.

I ask all of you to help with this effort and insure our collective voice is heard.

As always, I am grateful to our Officers, Board and membership for their commitment and support as we move forward in 2025. I continue to be amazed by our exemplary support staff, Frank Burns and Christine Dagata, for their tireless efforts and ability to keep this organization focused and on track for success.

I look forward to working with all of you as we provide statewide leadership in tourism advocacy.

Here's to a happy and healthy 2025!

Paul Mayer



MEMBER SPOTLIGHT:



Witan Intelligence
Marketing Research ♦ Intel-based Strategy

John Bourget is President of Witan Intelligence, Inc., a Connecticut consulting firm he founded over 30 years ago. Expertise: Among its clientele are “Big Six” management consulting firms, Fortune 100 corporations and numerous Connecticut agencies including DECD, DEEP, DOT and others. The firm has particular expertise in social issue and political polling and was privileged to be engaged as the architect of and then to direct the Quinnipiac Poll in its founding years.

CT Tourism Industry Experience: Relevant to the Bill, the firm has enjoyed a decades-long relationship serving the State’s tourism industry including the Office of Tourism, its District and Regional Tourism Districts, regional and local towns and destination marketing organizations and a broad range of profit and not-for-profit tourism, arts, cultural and entertainment organizations.

Witan publishes two industry performance tracking studies: The VISION Intercept Study and the VISION Index.

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TOURISM CHAMPION:



STATE SENATOR
JOAN HARTLEY
CHIEF DEPUTY PRESIDENT
PRO TEMPORE

State Senator Joan Hartley (D-Waterbury) was elected by an overwhelming margin to represent the 15th State Senate District for a twelfth term in November 2022.

After serving for 16 years in the State House of Representatives from the 73rd District, which included serving as Speaker Pro Tempore—the third-highest ranking position in the House—Joan was elected to the State Senate in November 2000.

Joan has a proven record as an effective lawmaker and respected advocate who consistently stands up to represent the best interests of taxpayers and families.

Most recently, Joan received a perfect 100 score from the Connecticut League of Conservation Voters, won a humanitarian award for her work providing urban residents with better access to locally grown fruits and vegetables, welcomed state funding for renovations to Kaynor Technical High School, helped expand transportation options for residents of Greater Waterbury, and secured insurance coverage for women to obtain additional types of breast cancer screenings.

Joan was an author of the state spending cap legislation, voted against the income tax, voted to reduce the gas tax and sales tax, and voted to increase the property tax credit. She also fought HMOs by co-sponsoring legislation to ban “drive through deliveries” and 48-hour mastectomies, prohibiting physician gag orders, establishing an HMO rating system, and working on an inter-state consortium to reduce the cost of prescription drugs.

As a former educator, one of 10 children, and a mother, Joan has always been a strong advocate for education.



CONNECTICUT TOURISM COALITION | Harnessing the Power of Tourism

FOR MORE INFO ABOUT THE CT TOURISM COALITION OR TO BECOME A MEMBER, PLEASE VISIT TORISMCT.COM