



CONTINUING THE FIGHT TO INCREASE

As you are all aware, we were unable to see an increase in the office of Tourism budget as a result of the last Legislative Session despite the efforts of many of you and our partners at the Conn. Art Alliance and Conn. Humanities, thus the budget remains at \$4.5 million dollars.

Shortly after the conclusion of the session, we met with our partners at the Art Alliance and Conn. Humanities to strategize about how we move forward. We arranged for a meeting with Representative Maria Horn, the Co-Chair of the Finance Committee and was pleased to hear from Representative Horn that she and other Legislatures had a plan to obtain additional funding in the next session. It was nice that legislators came to us with a plan vs us going to them with a suggestive plan and I will share those details with you once the plan is finalized.

In addition, I reached out to Commissioner Dan O'Keefe from DECD and Anthony Anthony about the possibility of taking monies from the manufacturing budget and transferring them for Hospitality related matching grants. The Commissioner seemed interested in the plan and a small Committee representing the Hospitality Industry has been established to determine the criteria and how the monies would be distributed. This plan will not add monies to the Tourism Budget but may help some of you with Infrastructure projects and better utilization of the [CTVisit](#) website.

We continue to meet with Legislators and Legislative Leaders and hope that you will make the time to attend our next Board & general membership Meeting on Tuesday November 25, 2025, at the Gard Theater in New London Conn. from 9 to 11am. You will receive the agenda shortly and we plan on having some of the Gubernatorial candidates address the Group.

I am also including for your review a copy of the Tourism Economic Report, which you will find helpful and informative about the state of Tourism in CT.

[CT TOURISM REPORT](#)

Again, I appreciate all your help and support and hope that I can count on each of you again as we start the next session in February.

Stay Healthy.

Frank Burns

Executive Director

[TRAIN YOUR TEAM WITH CHAT](#)



MEMBER SPOTLIGHT:



The **Connecticut Conference of Municipalities (CCM)** is the state's largest nonpartisan organization representing municipal leaders from 169 towns and cities, representing towns and cities of all sizes from all corners of the state, with 168 member municipalities.

They come together for one common mission — to improve everyday life for every resident of Connecticut. They share best practices and objective research to help our local leaders govern wisely. They advocate at the state level for issues affecting local taxpayers. And they pool their buying power to negotiate more cost-effective services for the communities.

Each fall, CCM hosts an **annual convention** where over 1,000 attendees, including local government leaders and service providers, gather for workshops, discussions and networking opportunities. This event aims to address various challenges and opportunities facing municipalities across CT.

CHAMPION SPOTLIGHT:



67th Mayor of Hartford

LUKE BRONIN

Luke Aaron Bronin is an American politician and lawyer who was the mayor of Hartford,

serving from January 1, 2016, to January 1, 2024, where he tackled the city's biggest challenges with honesty and urgency. Luke led the effort to save Hartford from bankruptcy and stabilize its finances. He drove record investments in housing, with thousands of new or rehabilitated affordable and market-rate units. He also created the nationally-recognized Hartford Youth Service Corps, led the city through the pandemic, and made public safety a priority.

He previously served as general counsel for the Connecticut Governor Dannel Malloy. Before that, he served in two senior posts at the United States Department of the Treasury during President Barack Obama's first term: as Senior Advisor to the Deputy Secretary of the Treasury and then as Deputy Assistant Secretary of the Treasury for Terrorist Financing and Financial Crimes.

Bronin has served as an officer in the U.S. Navy Reserve, and was deployed to Afghanistan and assigned to the Anti-Corruption Task Force. He also worked in the private sector, at The Hartford Financial Services Group, as chief of staff to the President of the Hartford's Property and Casualty Division. In December 2014, the law firm Hinckley Allen & Snyder LLP announced Bronin would become a partner. He is a member of the [Democratic Party](#).

LUKE BRONIN

FOR CONGRESS

Train Your Team with CHAT

Connecticut Hospitality Awareness Training, or CHAT for short, is an innovative, educational program developed by the Connecticut Tourism Coalition to train frontline personnel who work at attractions, hotels, restaurants, and other businesses that make up the Connecticut tourism industry.

The CHAT program features an **introductory video** and **seven interactive, online modules**. The program takes under 90 minutes to complete, although participants can learn the material at their own pace. Once a participant receives a score of 70% or better, they have successfully completed the CHAT program. A **Certificate of Achievement** will be awarded from the Connecticut Tourism Coalition at a future tourism event.

CHAT's core curriculum features training on guest service and insight on why tourism matters. Module topics are outlined on the back side of this flyer. With greater knowledge, employees will understand how to best serve our valued guests. It is essential that Connecticut personnel are educated in their field to best represent our tourism industry.

Companies can sign up their employees to take the CHAT program for a package price of \$10 per participant. Contact Frank Burns at the Connecticut Tourism Coalition at flburnsjr@yahoo.com. You will then be assigned a promo code to enroll your team in CHAT at chatcertificate.com.

CHAT will **educate frontline service workers** on how to ensure that Connecticut's tourists will enjoy a **positive visitor experience**.

CHAT is Connecticut's first online training program to educate workers on the **fundamentals of hospitality service** and the **significance of tourism** in our economy.



Become a Connecticut Tourism Champion

The Connecticut Tourism Coalition is proud to announce the creation of an award for Hospitality Awareness Training program for Connecticut. This educational program benefits everyone who works directly with visitors.

Earn your industry-recognized visitor service excellence and become a Connecticut Tourism Champion. Earn your certification by completing the program and passing the final exam. You will receive a certificate of achievement and a plaque.

Having a great public appearance is a key to success in the tourism industry. This program is designed to help you become a better representative of Connecticut and its tourism industry.

LEARN MORE



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Thank you to our sponsors who underwrote the development cost for CHAT



For more information, contact Frank Burns, Executive Director • flburnsjr@yahoo.com • 518-573-0103

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

The Connecticut Hospitality Awareness Training (CHAT) program will help your staff create positive visitor experiences for your guests. CHAT will help instill your employees with the skills and passion to do their jobs well. Lessons learned will help reinforce important concepts needed to help your team develop and grow their hospitality skillset.

There are seven modules in the CHAT program. Each covers a different aspect of working in the hospitality industry:



Module 1 is a basic framework of tourism and the impact it has on the Connecticut economy. This module also covers why those in the tourism industry make a difference in their interactions with customers and visitors to Connecticut.



Module 2 encompasses what tourists are looking for when they visit CT and approaches all the different ways that a tourism professional could help the visitor have a memorable experience.



Module 3 is all about getting your visitors where they want to go. This section goes over communications with guests and how to provide appropriate resources and directions to visitors.



Earn Your Certification

Sign up for the official Connecticut Hospitality Awareness Training program today! We'll email you the program sign-up information and a link to the program. Each module contains information, activities and exercises to help you learn the fundamentals of hospitality and your role in helping our visitors. Once you start the program, you will receive a link to the program and a link to the program.

Take pride in fostering Connecticut Tourism!

Name

Email

Company

Office Phone

Cell Phone



Online Training

Welcome to the official Connecticut Hospitality Awareness Training program! CHAT's successful completion of this online and classroom program will help the student gain the skills and knowledge needed to be a successful hospitality professional.

Please note: This is a self-paced program. The entire program takes approximately 30 minutes to complete, but you can work on this over time. If you wish to stop at any time please click on the video to pause. To continue, simply click on the video to resume. Please enjoy!



Module 1
Why is this important?



Module 2
What Visitors Want & How to Help It



Module 3
Find Out What Interests Them



Module 4
Get Them Where They Want To Go



Module 5
Get them more than what they expect



Module 6
Engage Them Every Chance You Get



Module 7
We do a Difference To Them



Conclusion
Congratulations & Good Day!



Module 4 is a guide on showing interest in visitors and creating a relationship that shows you care about them enjoying themselves. This includes targeting questions that may help you better understand their goals for their visit to CT and providing recommendations.



Module 5 is about going above and beyond customer service. This includes knowing your area and other things in the area that your customers may be interested in taking part in. It's about staying in the know in your area and community.



Module 6 includes tips on how to diffuse an upset visitor, how to go over and above for optimal customer service and providing empathy.



Module 7 How to create a positive visitor experience. How to respond to inquiries and keep them coming back!

Sign your team up today!
CHATCertificate.com

For more information, contact Frank Burns, Executive Director • flburnsjr@yahoo.com • 518-573-0103