Thanks for all of your support in 2017!

With your continued partnership, Connecticut tourism has once again proven to be a strong contributor to our state’s economy. In fact, we’re excited to share just a few examples of the results our collaborative efforts have generated in 2017, including increases in:

- Tax revenues
- Industry partners promoted
- Leads generated for partners
- Overall impressions in website traffic and traditional and social media platforms

What's more impressive is that we accomplished much of this with a reduced budget. In fact, we've focused our efforts on our most efficient and effective marketing tactics—achieving great immediate results. However, the budget necessitated reducing some of our investments in our longer-term awareness-building plans.

We look forward to continuing to work with the legislature to ensure adequate future funding that will support more statewide tourism marketing, grow the tourism industry, and bolster the economic health of the state.

2018 looks to be a year of deepening collaboration for Connecticut tourism. Strengthening partnerships with businesses, attractions, and organizations will be essential as we seek new opportunities to make Connecticut not just an amazing place to live, work and play, but a first choice to visit and experience as well.

**Randy Fiveash**
Director, Connecticut Office of Tourism
Department of Economic and Community Development
randall.fiveash@ct.gov

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We’re promoting more partners…

By expanding partner marketing

2017 Industry Partner Stats

Leads generated by CTvisit.com (clicks to partner website, calls or emails)

<table>
<thead>
<tr>
<th>Year</th>
<th>Leads Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$97.6m</td>
</tr>
<tr>
<td>2014</td>
<td>$102.1m</td>
</tr>
<tr>
<td>2015</td>
<td>$109.3m</td>
</tr>
<tr>
<td>2016</td>
<td>$112.9m</td>
</tr>
<tr>
<td>2017</td>
<td>$116.0m</td>
</tr>
</tbody>
</table>

Source: CT Department of Revenue Services, Jan.-Nov.

Number of different partners featured in PR

1,008

Number of different partners promoted in Advertising & Content Marketing

600+ partners

More towns supported by marketing

Partners from towns across every region in Connecticut have been promoted, featured and mentioned in marketing efforts.

Source: Connecticut Office of Tourism

We’re affecting positive growth…

Lodging tax revenue is up

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$97.6m</td>
</tr>
<tr>
<td>2014</td>
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</tr>
</tbody>
</table>

Source: CT Department of Revenue Services, Jan.-Nov.

Conventions and sports events continue to draw visitors and revenue

Sales Revenue: $73,753,847
Jobs: 24,552
CT Tax: $4,222,538
Room Nights: 272,066

Source: CT Convention and Sports Bureau, 2017

We’re maximizing our marketing efficiency…

With over 48 Million paid media impressions

Activity 2017

- PR impressions: UP 6%
- PR placements: UP 25%
- Social Media impressions: UP 243%
- Engagement, including Pinterest: UP 53%
- Clicks to CTvisit.com: UP 52%

Source: Google Analytics

Website Visits

Nearly 5 million sessions on CTvisit.com (up 15% over 2016)
1,937,194 listing page views.
23% of sessions included a listing page

Content Marketing Success

3.5 million page-views of articles
52% of sessions originated with an article

Source: Connecticut Office of Tourism

*Partners include the 4,000+ attractions, hotels, restaurants, events and towns/cities on CTvisit.com.
But growth in some important measures has been slow…

Demand for rooms has been flat

<table>
<thead>
<tr>
<th>Year</th>
<th>Occupancy</th>
<th>Average Rate</th>
<th>Revenue per Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>59%</td>
<td>$108.92</td>
<td>$65.08</td>
</tr>
<tr>
<td>2015</td>
<td>61%</td>
<td>$112.30</td>
<td>$69.32</td>
</tr>
<tr>
<td>2016</td>
<td>61%</td>
<td>$115.28</td>
<td>$70.25</td>
</tr>
<tr>
<td>2017</td>
<td>62%</td>
<td>$115.75</td>
<td>$71.68</td>
</tr>
</tbody>
</table>

Source: Smith Travel Report

Hotel occupancy up less than 1% since 2016

And declining budgets could negatively affect tourism.

Statewide Tourism Marketing Budget

Future Travel Indicators Declining

Travelers’ perceptions of Connecticut are already slipping

Brand Asset Ratings are down

The number of people who would describe Connecticut as “a place to visit” is declining.

Source: H2R Attitudes/Awareness Study, 2012-2017

Source: Smith Travel Report, 2017
What can partnering with Connecticut Tourism do for you?

Here are just a few of the many ways we promote Connecticut Tourism partners. Get in touch to find out how you can take advantage of these or other opportunities to promote your business.

- **Strategic input meetings**
  Share your ideas with the Office of Tourism.

- **Fam tours**
  Host visitors who’ll share their experience with readers and viewers.

- **Free town listing**
  Every town in CT can have their own free listing page on CTvisit.

- **Participate in the industry’s largest informational and networking event.**

- **Public Relations**
  Be featured in stories or mentioned in the news.

- **Join the CT delegation to New England’s largest regional fair.**

- **Free partner listing on CTvisit.com**
  Make sure you can be found where visitors are looking.

- **E-Newsletters**
  Provide news, events or unique stories to share with subscribers.

- **Content Marketing**
  Let us share your story in articles, social posts or video.

For more information, contact the Connecticut Office of Tourism,
Department of Economic and Community Development,
450 Columbus Blvd., South Tower, Hartford, CT 06103 | (860) 500-2300 | www.CTvisit.com