

The homepage features a navigation bar with links for IDEAS, DO, STAY, EAT, EVENTS, REGIONS, and SEASONS. The main banner is titled "SHORTCUT TO SPRING" and shows a person with a dog on a rocky outcrop overlooking a forest. Below the banner is a section titled "Connecticut spans just 110 miles from east to west, and 70 miles from north to south. But across our diverse yet compact regions, you'll find everything you need to both unplug - and recharge!" followed by a horizontal menu with categories: HIGHLIGHTS, ACTIVE ADVENTURE, REST/RELAXATION, ARTS/CULTURE, FAMILY FUN, and HISTORY. A grid of featured articles includes "Take Me Out to the Ballgame in Connecticut", "Mystic Seaside", "What's New in Connecticut", "Two Roads Brewing Set to Open Experimental Brewing Facility", "New Hotels, Restaurants and More!", "Mystic Seaside Museum to Host Ice Festival", "Matawasett Blue Trail", "EMPOWER Leadership Sports Adventure Center", "Mystic Aquarium", "Foxwoods Resort Casino", and "The Spa at Norwich Inn". A "Deals & Packages" section highlights the Foxwoods Rewards Card Discount, Delamar Romance, and Spa Day Weekend. An "Upcoming Events" section lists events such as "Justin Willman: Magic in Real Life Tour", "Rock of Ages", "9th Annual Plunge at the Park", "American Lark Society", "64th Annual Cherry Blossom Festival", and "15 Annual Connecticut Statewide Locations and..."

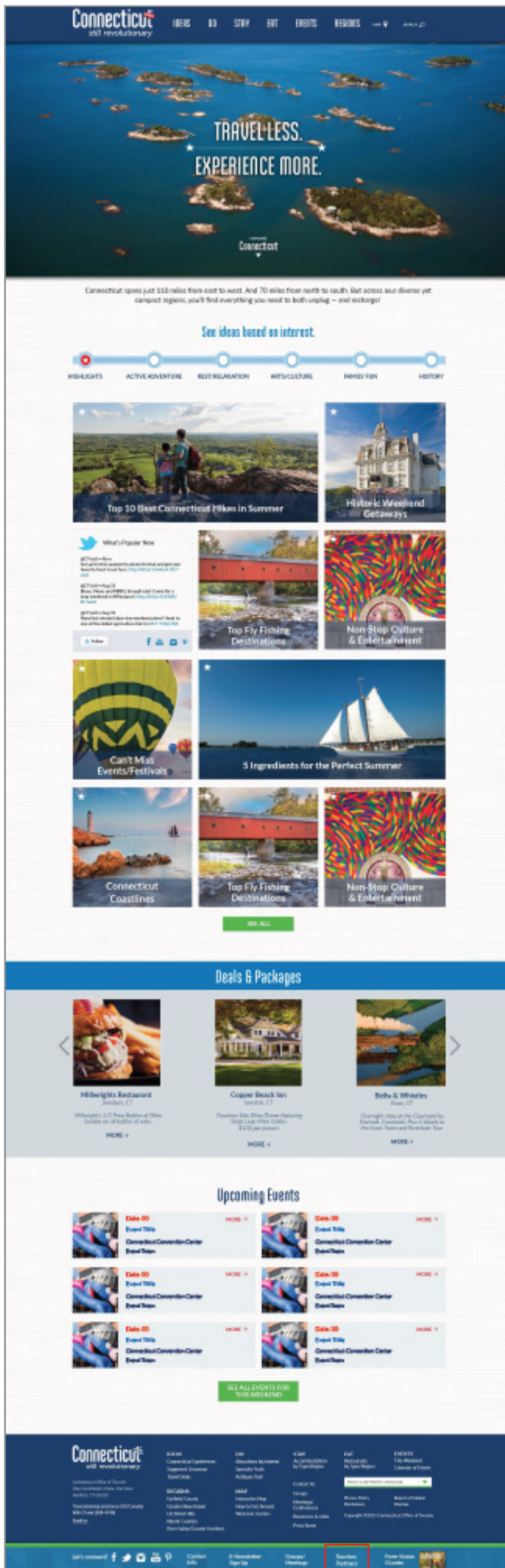
The event page for "Kick-off the Season at the Park" on May 18 at Lime Rock Park. The description reads: "Relax on the hillside while the club cars are on track. Enjoy the community marketplace with local food trucks, craft breweries, an ice cream sundae bar, local vendors and artists, kids' activities and much more. Bring a canned good or non-perishable food item for charities." The page includes a "VISIT WEBSITE" button and a "Book Family Event" button. Key details are listed in a grid: LOCATION (Lime Rock Park, 60 White Hollow Rd, Lakeville, CT 06039), TIMES (10 am - 3 pm), ADMISSION (Free), and CONTACT ((860) 435-5000, http://limerock.com/seasonkickoff2019).

Two social media posts are shown. The first is a Twitter post from Lime Rock Park (@limerockpark) about the "Auto Racing Challenge" sponsored by Lime Rock Park. The second is a Facebook post from Lime Rock Park (@limerockpark) about the "Auto Racing Challenge" and a contest to win tickets to Lime Rock Park. The Facebook post includes a photo of a race car and text: "Play the WTNH News 8 Auto Racing Challenge and win tickets to Lime Rock Park. Pick the 10 drivers you think will finish 1st through 10th for each week's race and your top 10 races count as your overall score. https://wtnhautoracing.upickem.net".

The website for the Madison Beach Hotel. The main banner shows a large, modern hotel building at dusk. Below the banner is a "Deals & Packages" section with a "Madison Beach Hotel" card. The card includes a "VIEW OUR ROOMS" button, a "MAKE A RESERVATION" button, and a "REVIEWS" section. The "REVIEWS" section features a 4.5-star rating and a quote: "One of the best resorts in the region...". Below the card is a "Deals & Packages" section with several offers: "Memberships, Our Best Deal!", "Aquarium Library Fan Discount", "United Station Military Discount", "AARP Members", "Big Y Cardholder Discount", and "Foxwoods Rewards Card Discount". A "SEE ALL" button is located at the bottom of the deals section.

Two social media posts are shown. The first is a Twitter post from Madison Beach Hotel (@madisonbeachct) about a "Memberships, Our Best Deal!" offer. The second is a Facebook post from Madison Beach Hotel (@madisonbeachct) about a "Memberships, Our Best Deal!" offer. The Facebook post includes a photo of a sunset over the ocean and text: "Happy Friday morning from the West Wharf. Thank you Amy!! For capturing this beautiful moment!"

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A whole new look...completely re-engineered.

The first thing you'll notice when you land on CTvisit.com is that the entire experience has been completely re-invented, with a prime focus on you — our tourism partners. The site launches with an inspirational background video focusing the core tenants of our brand — so many diverse things to do, all so close to you (and each other).

As you scroll down the page, you're met with a variety of ideas of things you can do, see and experience — all organized by area of interest (whether you're looking for an active adventure, family fun, arts and culture, or something different), by navigating through these main tabs, you'll get a series of travel ideas all curated to drive more activity to your destinations.

Further down the page you'll see a variety of different deals and packages that are being featured right from the homepage, as well as upcoming events not-to-be-missed throughout the state.

Regional flavor.

In addition to the State's main site experience, we've also completely overhauled all of the regional experiences as well. By simply going to the regions tab in the main navigation, visitors could also experience the site if they know exactly where they are looking to go.



While the regional sites will provide a very distinctive and unique experience to the visitor, make no mistake, the new CTvisit.com will act as a "best-of" for all regions, creating a more unified view of our state PLUS providing the distinct regional views.

And remember, to make things as easy on you as possible, we've even added a link pinned to the footer for your access. Use this link often to login to the CMS tool to keep your listings, events and deals as updated as possible!

Login at: <http://www.ctvisit.com/user>

The screenshot shows the 'User account' page on CTvisit.com. At the top, there is a navigation bar with the Connecticut logo and menu items: IDEAS, DO, STAY, EAT, EVENTS, REGIONS, SEASONS, MAP, SIGN UP, and SEARCH. Below the navigation bar, the page title is 'User account'. There are two tabs: 'Log in' (selected) and 'Request new password'. The 'Log in' section contains two input fields: 'Username *' with the instruction 'Enter your Visit CT username.' and 'Password *' with the instruction 'Enter the password that accompanies your username.' Below these fields is a 'Log in' button. A grey box contains links for users who don't have a username, want to download a CMS guide, or check listing qualifications. At the bottom of this box is a 'CTvisit.com' button with the text 'Download a digital CTvisit.com button for your website or order a sticker here.'

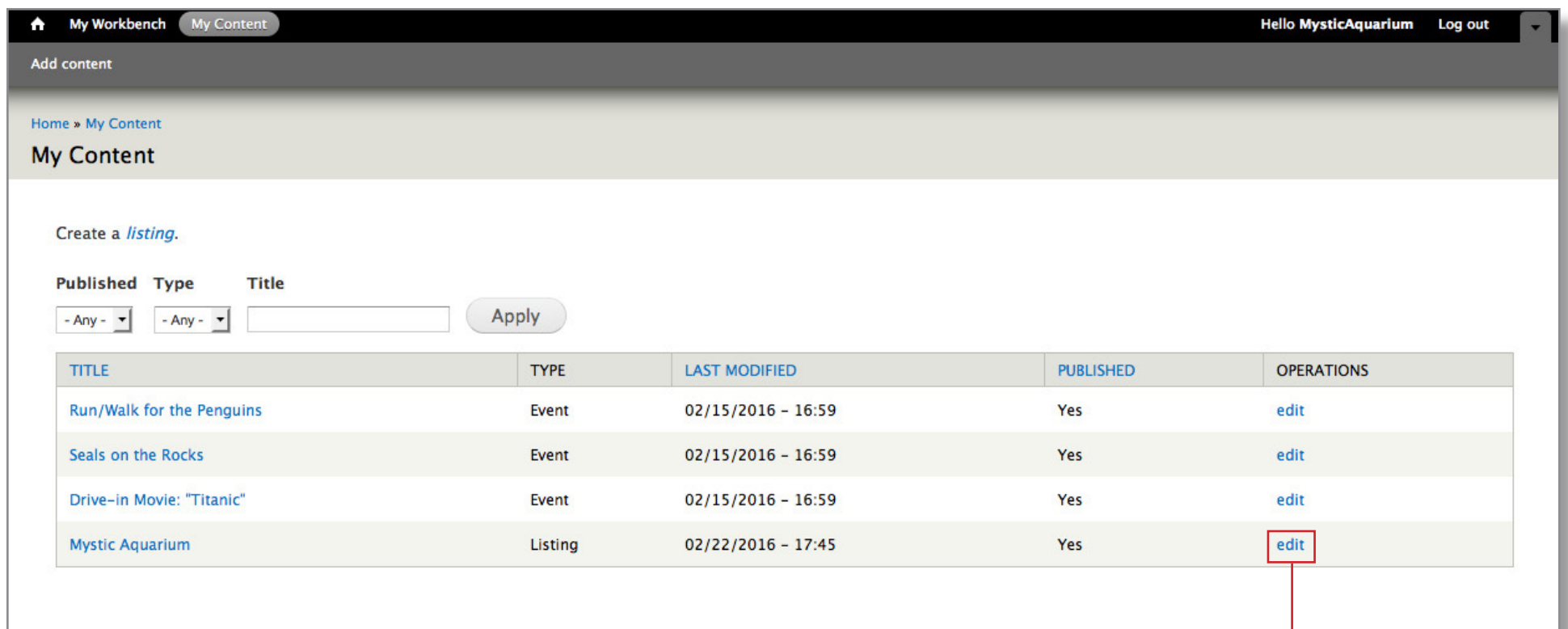
If you already have a listing on CTvisit.com

If you're currently a tourism partner and have a listing on CTvisit.com, simply click on the "Tourism Partners" link in the footer of CTvisit.com or go directly to <http://www.ctvisit.com/user>. Enter in your username and password credentials to get started. If for some reason you can't remember your username or password, click on the "Request new password" tab at the top of the screen and follow the prompts provided.

If you would like to apply for a free listing on CTvisit.com

Great! Simply visit the same link, <http://www.ctvisit.com/user> and click on "Don't have a username, apply to become a partner here." We'll ask you to provide some basic information about you, the organization you represent and what access you'd like to have for managing your destination. Once you've been approved, you'll be contacted via email with the appropriate credentials to login to begin administering your content.

Any questions, please don't hesitate to reach out to us! You can email Jean Hebert at (Jean.Hebert@ct.gov) or call at 860.500.2375

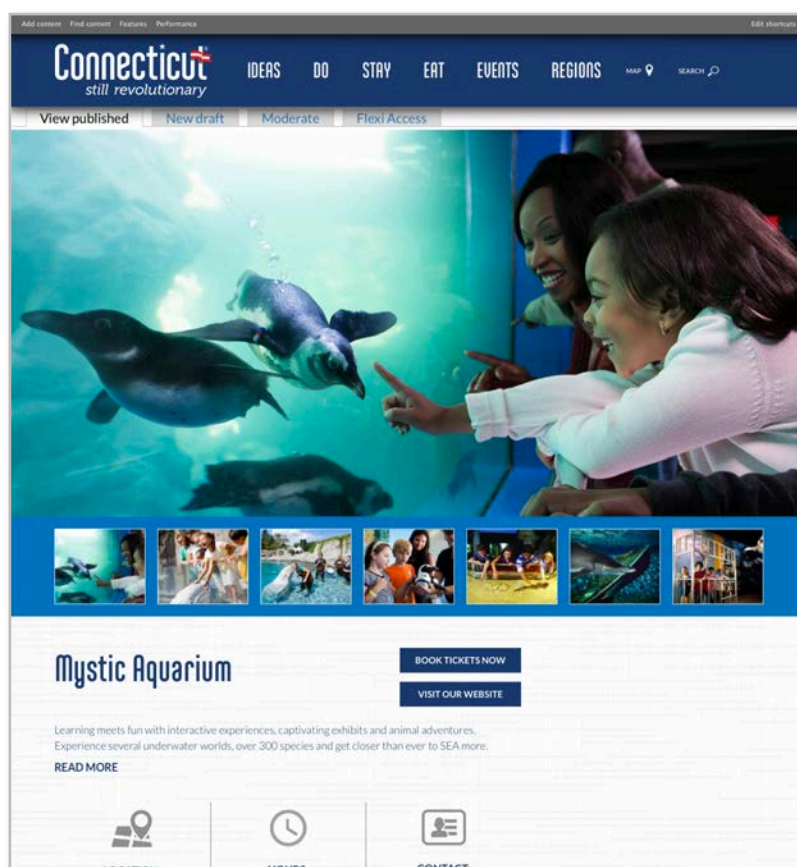


If you're an existing user with CTvisit.com, as soon as you've logged in you should see a screen that looks just like this. It provides a full content listing of all of the different types of content tied to your listing. The title column explains what the name of the content is, the type column will identify whether it's a listing or an event and the additional columns provide a view for you as the administrator of where and when the content was last touched (and whether it is live on the website).

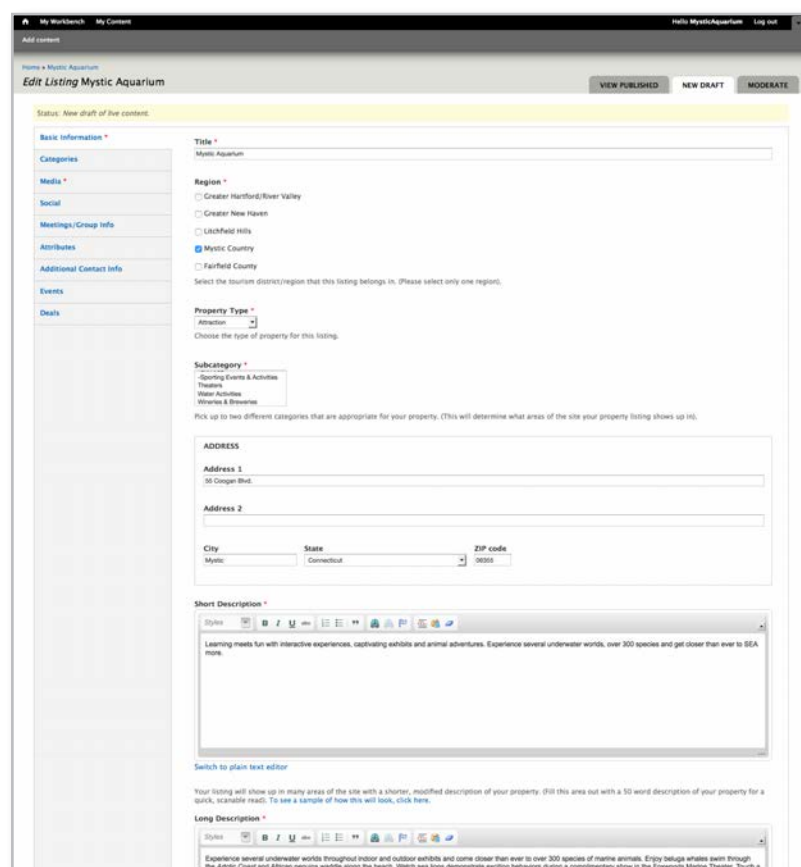
Getting Started

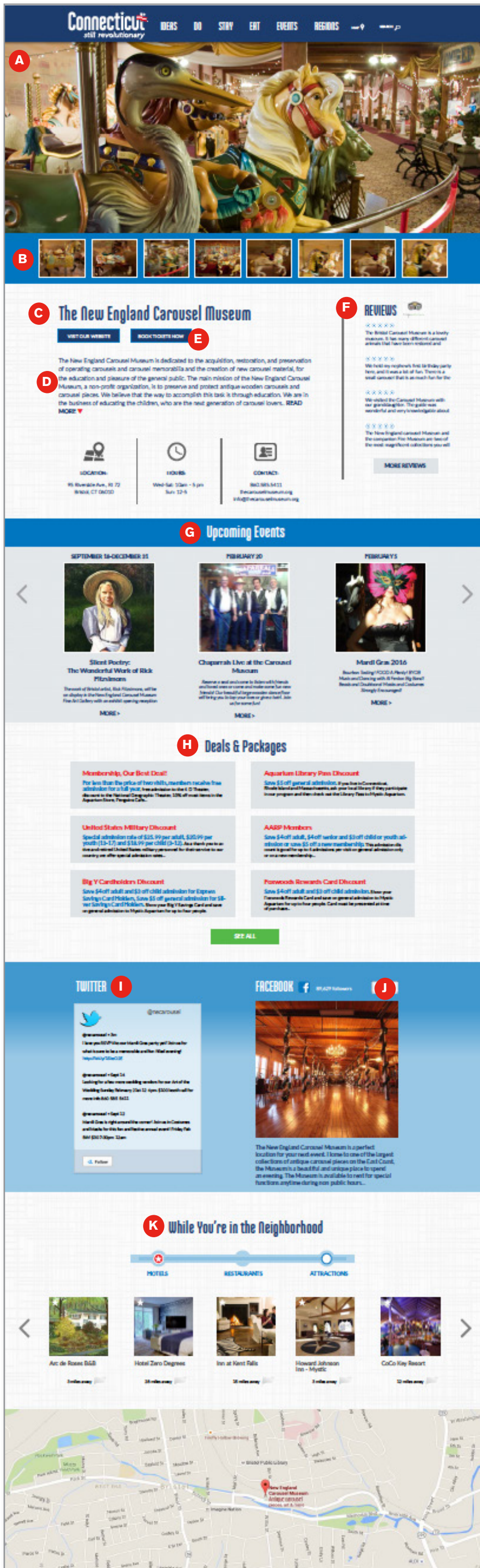
- ★ **Select your starting point by deciding what type of content you want to view/edit.** In the next section, we are going to take you through a full explanation of your "listing", so we'll begin here.
- ★ **Click the "EDIT" button** in the operations column to get to your listing admin screen.
- ★ *Note: Anytime you click on the **NAME** in the title column in any of the admin screens, you'll be taken to the public-facing view of that content (but will have a different feel). Because you are logged in as an administrator, it will also include editing buttons on the page. Do not worry, the public will not see this. It's simply a tool within the system to make administering content easier for you.*
- ★ *If at an point you click on "EDIT" in the operations column, you'll always be brought to the CMS administration panel for editing your content. The view you begin on is completely up to you. Outlined below are two screens that outline the differences.*

(Ex) if you click on the "name" link to get started



(Ex) if you click on the "edit" link to get started





What makes up a complete listing?

As a listing partner on the official State tourism website, you are entitled to a very robust listings page, which can leverage a whole number of key communications goals. Outlined below are some detail around the Listing itself, and on further pages, details on how to create and administer them.

Elements that make up a Listing:

- A) **Hero visual** that helps visually support your destination
- B) **Carousel Images** that allow you to upload additional images as well as allowing you to leverage Instagram and YouTube to bring in your visual social media assets.
- C) **Name of Listing**
- D) **Listing Description(s)** which include both a short/long version. More details about the specifics can be found in the following pages
- E) **Calls to Action** allowing you to include both a direct link to your website and links to your booking site (if applicable).
- F) **TripAdvisor.** Build in TripAdvisor API allows you to leverage TripAdvisor reviews to be brought in to your listing page (if you choose).
- G) **Upcoming Events.** Because this new CMS platform is completely integrated (listing partners and events are tied together), the admin for a listing only needs to create events as needed and they will automatically be brought in here.
- H) **Deals/Packages.** Same here. Each time a new deal and/or package is created, it will automatically be tied to the your listing and shows up here.
- I) **Twitter.** Allowing even more social integration, you can add your Twitter handle and bring in your latest tweets right into your page...making last minute announcements even simpler for you to communicate.
- J) **Facebook.** You can also bring in your latest Facebook posts directly into your listing page as an additional offering.
- K) **While You're In the Neighborhood.** Because proximity is everything...especially to a mobile visitor, each listing profile page comes equipped with a "while you're in the neighborhood" feature which will automatically bring in other tourism partners that are nearby (broken down by Hotels, Restaurants and Attractions). These will be plotted on a Google Map and even tell the visitor how close it is to the listing they're viewing.

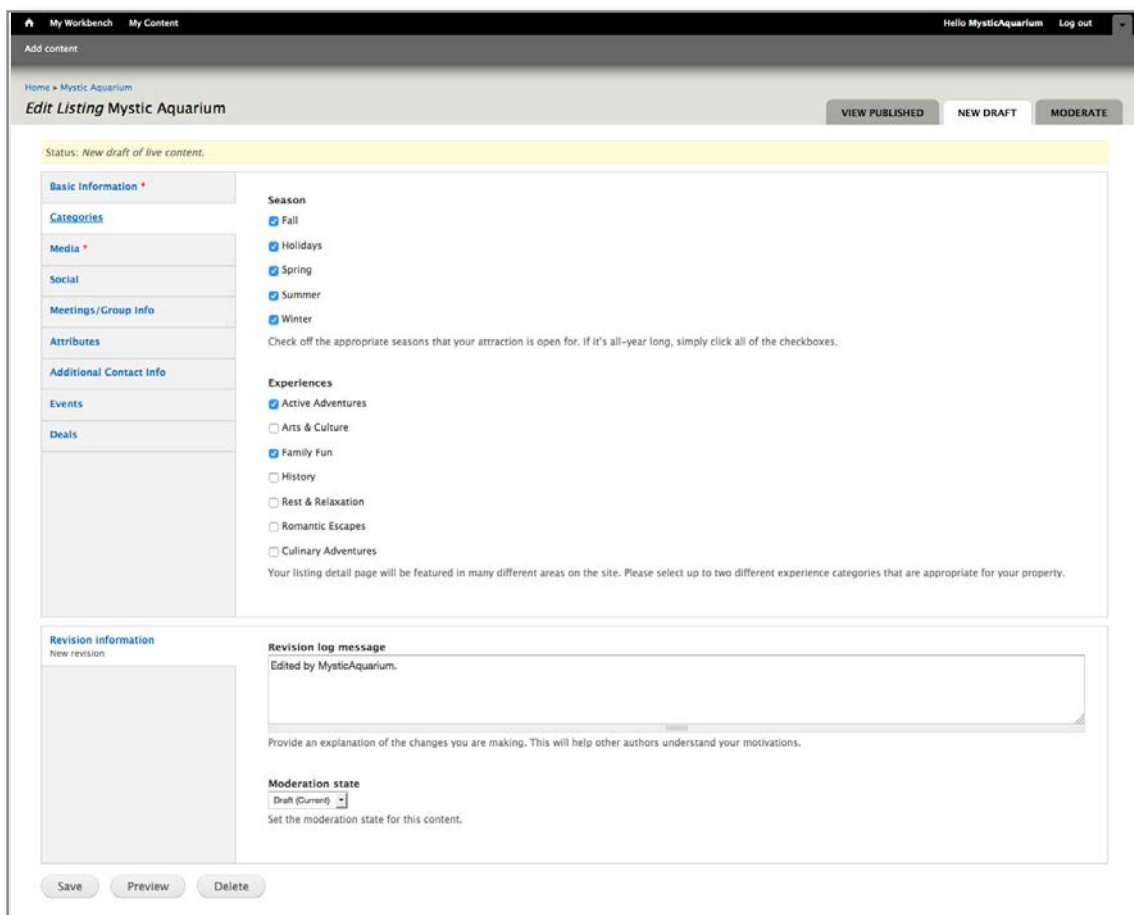
The screenshot shows the 'Edit Listing Mystic Aquarium' interface. The main content area is organized into several sections, each with a title and a form field. The sections are: Basic Information (Title, Region, Property Type, Subcategory), ADDRESS (Address 1, Address 2, City, State, ZIP code), Short Description (a rich text editor), Long Description (a rich text editor), Contact Information (City, Public Phone, Email Address, Website, Booking URL, Fax General), Dates of Operation (a date range field), Hours (a text field for operating hours), Pricing (Pricing, Pricing Tier, and checkboxes for ADA Compliant, Pet friendly, Meeting/Event Facilities, Groups welcome), and Revision Information (Revision log message, Moderation state). A left sidebar contains navigation tabs: Basic Information, Categories, Media, Social, Meetings/Group Info, Attributes, Additional Contact Info, Events, and Deals. At the top, there are buttons for 'VIEW PUBLISHED', 'NEW DRAFT', and 'MODERATE'. At the bottom left, there are buttons for 'Save', 'Preview', and 'Delete'. Red and blue arrows point from the text on the right to specific fields in the form.

Once you've selected a listing, you will get an editing screen that looks a lot like the screen shot off to the left.

Each listing is comprised of 9 tabs, each with its own pertinent information (and in certain key areas, includes help text and links for helping you best edit/build your listing page).

Key aspects to make sure are filled out.

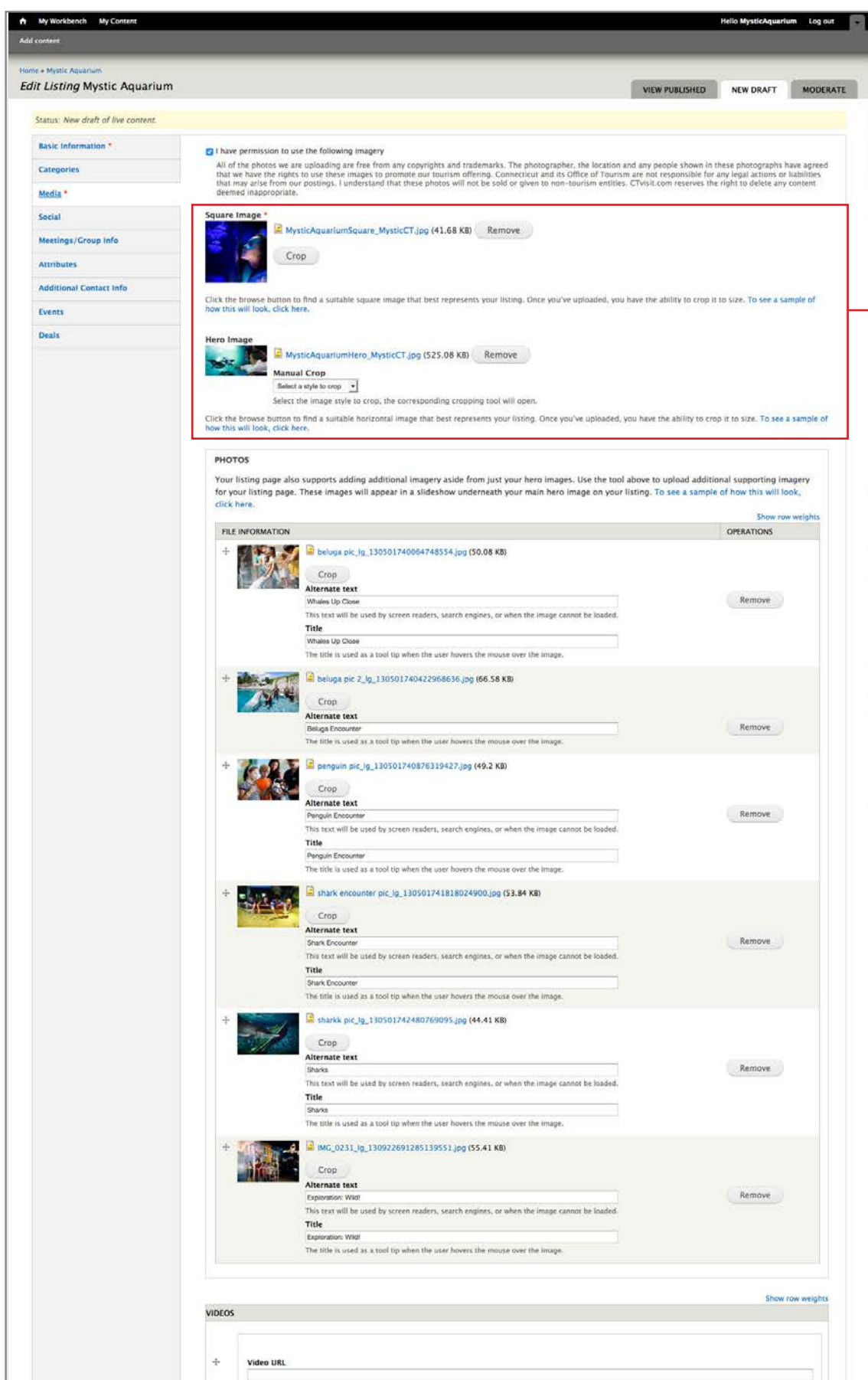
- ★ **Title** (name of property)
 - ★ **Property Categories** — check to make sure you are assigned to the right **region, property type and subcategories**.
- Then, make sure to check how you are assigned within the system. You can be included in up to two different sub-categories (e.g., if you're a museum attraction, you could assign yourself to both history as well as museums/art galleries).
- ★ **Address** – verify (or enter) your location address.
 - ★ **Descriptions** – Notice that there are two different fields for your description...both short description and long description. [Leverage the help text](#) and links which will help you understand how to fulfill each field.
 - ★ **Contact Information** – Your public phone, email and website will show up in your "Contact" box within your listing. Make sure this information is accurate.
 - ★ **Website/Booking URLs** – These fields are key to helping drive traffic to your websites and booking engines (should you have one). By filling out these fields, your page will feature big call-to-action buttons at the top of your page with pointed links to your website and booking sites.
 - ★ **Hours** – Your hours of operation will also show up next to your contact information on the page. Please leverage the help text underneath this field to ensure the Hours are formatted consistently and presented in the best manner.
 - ★ **Pricing** – Make sure to fill out any pertinent pricing information. This is not a mandatory field but could be helpful to the visitor. If you are a hotel/restaurant, we would like you to leverage the selection box for "pricing tier" to make sure you are included in relevant searches.
 - ★ **SAVE your updates**



Categories Tab

Once you have completed the first tab, navigate over to the second tab labeled “Categories”

- ★ **Seasons** – Please check off the appropriate seasons that your attraction, accommodation or restaurant is open for. If it's an all-year-round destination, please make sure to check all the boxes.
- ★ **Experiences** – The new site is organized at the highest level by “experiences” that the visitors can have when they come to CT. Please select up to two different experiences categories that are appropriate for your destination. You can choose from: *Active Adventure, Arts & Culture, Family Fun, History, Rest & Relaxation, Romantic Escapes and Culinary Adventures.*



Media Tab

Once you have acknowledged that you have permission to use the imagery you are about to upload, you'll notice that there are areas in the listings CMS for uploading of imagery.

There are two different image sizes... The square-up profile image and then the hero (horizontal) profile image. **These are essential to make sure they are filled out.** By uploading these images, it will allow the system to present beautiful photography along with your property name not only on your listing page — but throughout the site!

- ★ *The square image requires a photo that is: 376 pxl by 376 pxls.*
- ★ *The hero (horizontal) image specs are: 1200 pxl x 484 pxl wide*

Additional Photos

You'll also notice that below the hero/square image upload area is another region labeled “Photos”

Here is where you can upload additional photos to be featured within the listings page. Please leverage the help text and links within this section of the CMS to help best explain how to best leverage these assets.

Basic Information *

I have permission to use the following imagery

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.

Categories

Media

Social

Meetings/Group Info

Attributes

Additional Contact Info *

Trail Info

Events

Deals

When you first go to upload new imagery for your listing you must first check off and acknowledge that you have rights to use the photo you're uploading. Once you've checked the box, you may continue.

Basic Information *

I have permission to use the following imagery

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.

Square Image

No file selected.

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

Files must be less than 5 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 376x376 pixels.

Hero Image

No file selected.

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. To see a sample of how this will look, click here.

Add a new file

No file selected.

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

Click the "Browse" button to find your photo. It will create a pop up screen and ask you to navigate to the appropriate image on your computer. Once you've found it, click on the "Upload" button.

Basic Information *

I have permission to use the following imagery

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.


Square Image

No file selected.

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

Files must be less than 5 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 376x376 pixels.

Hero Image

 **NewBritainMuseumArt_Full.jpg (3.12 MB)**

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. To see a sample of how this will look, click here.

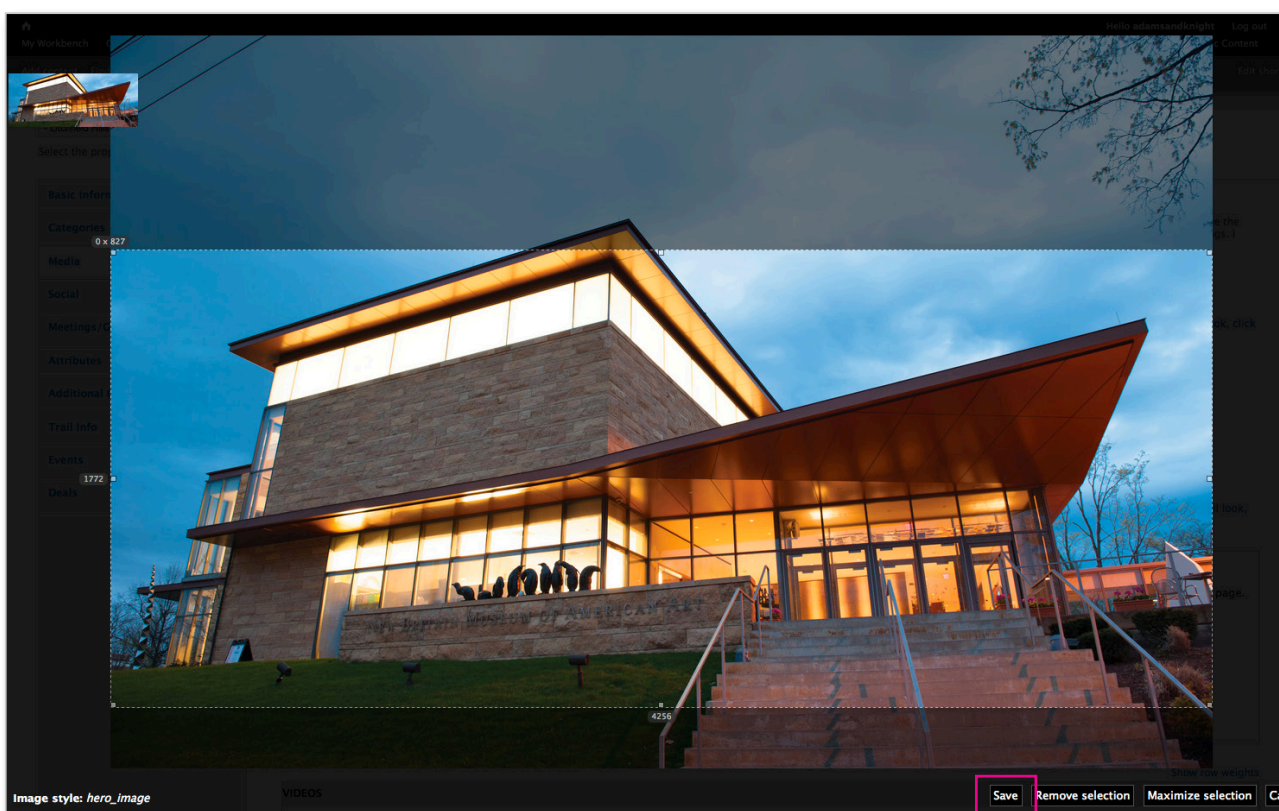
Add a new file

No file selected.

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

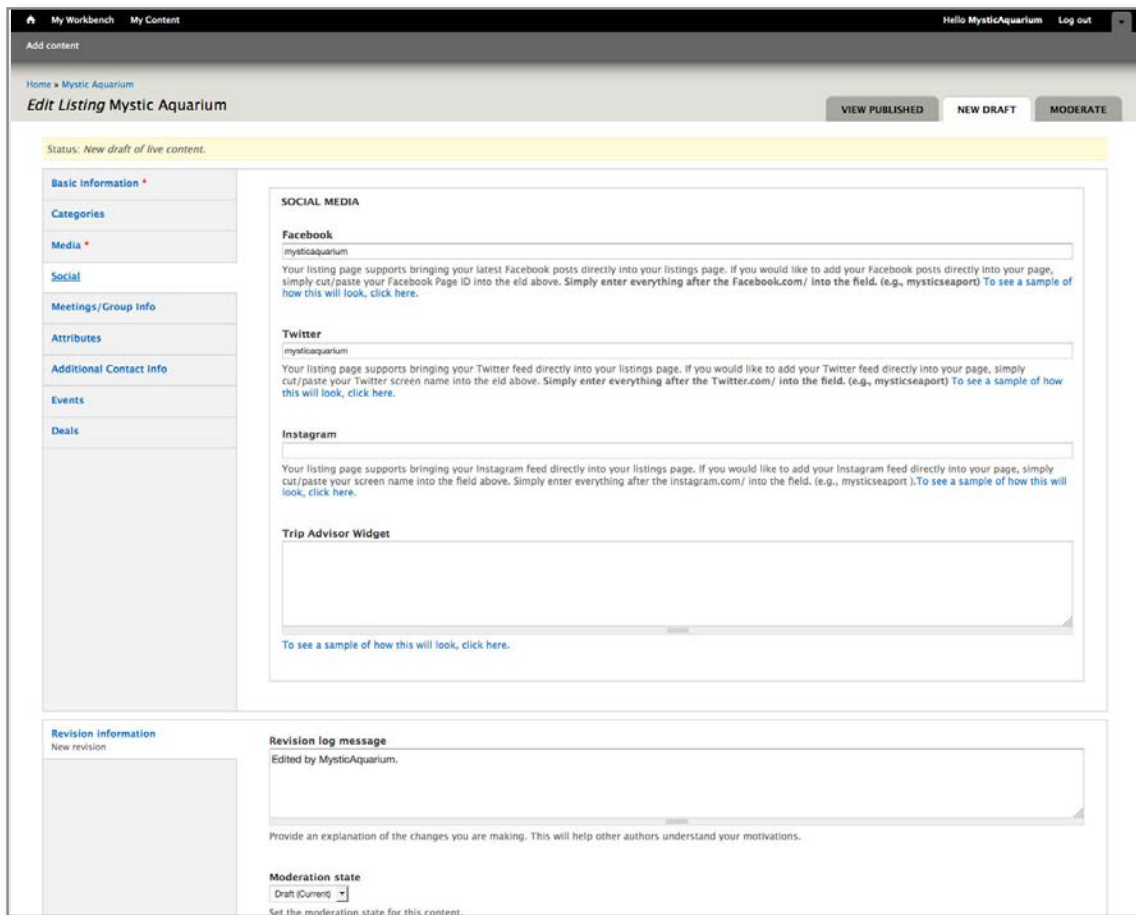
Once you've successfully uploaded the photo, you should see a small thumbnail of the photo along with the file name. In order to best represent the photo, you also have the ability to "Crop" the photo to exactly how you'd like it to appear.

Click the "Crop" button to begin.



Next you will be shown your image. Click and drag into the image and you will be presented with a bounding box allowing you to move the selection anywhere you want within the photo to crop to.

After you're happy with your crop selection, simply click on the "Save" button in the bottom right and you are all set!



Social Tab

As part of your listing page, you have the ability to fully integrate your social media platforms right within your page with Facebook, Twitter, Instagram, YouTube and Trip Advisor as optional elements to turn on.

From the social tab, you'll notice that there are input fields for Facebook, Twitter, Instagram and TripAdvisor. Please note that YouTube is included on the previous tab under "Media".

If you choose to leverage this aspect of your page, please make sure to follow the help text underneath each field and take full advantage of the links within the help text for extended guidance.

Outlined below are they can enter in their social media URL paths into the appropriate field and the CMS will automatically display their latest social posts. In order to do that, the listing partners would simply go to each of their social media pages and copy and paste the URL into the fields provided. *Example seen above is Mystic Aquarium. Please also note the help text under each field will link you over to live examples with detailed description to help you (and your listing constituents).*

Facebook

Facebook URL: <http://www.facebook.com/pages/Mystic-CT/Mystic-Aquarium-Institute-for-Exploration/30350237514>

The information that is needed for listing is everything after the facebook.com/... so in this case the field should be filled out with: [pages/Mystic-CT/Mystic-Aquarium-Institute-for-Exploration/30350237514](http://www.facebook.com/pages/Mystic-CT/Mystic-Aquarium-Institute-for-Exploration/30350237514)

Twitter

Twitter URL: <https://twitter.com/mysticaquarium>

The information that is needed for listing is everything after the twitter.com/... so in this case the field should be filled out with: [/mysticaquarium](https://twitter.com/mysticaquarium)

Meetings/Groups Tab

An additional section of the CMS that allows you to provide additional detail information about your property. *This will only display after the user has selected to see your full description. This is not mandatory.*

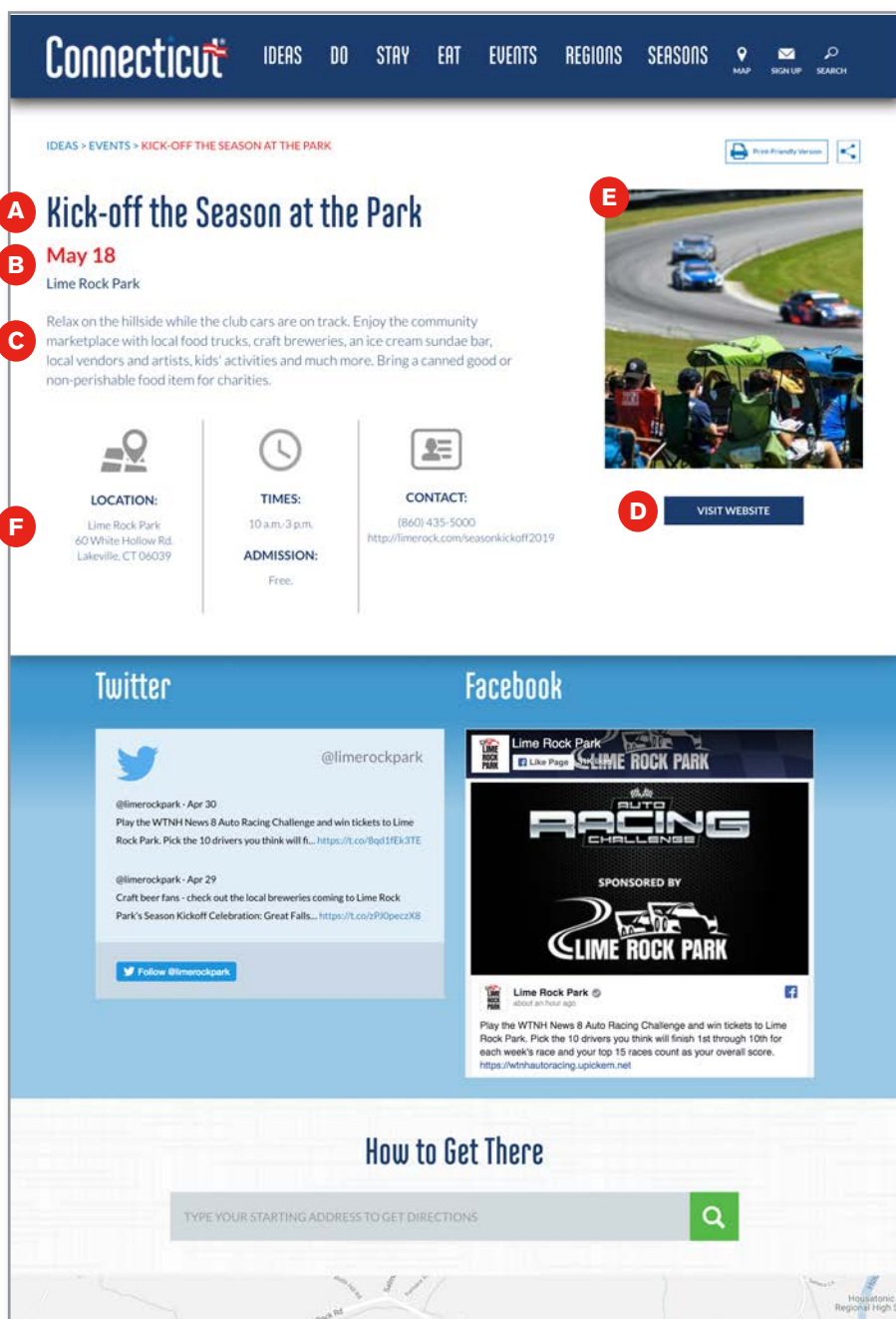
Attributes Tab

An additional section of the CMS that allows you to provide additional detail information about your property. *This will only display after the user has selected to see your full description. This is not mandatory.*

Additional Contact Tab

The CMS also allows you to keep additional contact information about your property right within the system (CRM portion). You can fill in additional contacts/contact information about your listing within this tab of the listing.

The last two tabs are for Events and Deals (which we'll cover in the next couple of sections).



What makes up an event?

One of the many new enhancements with the new site experience is the system's way of connecting events and deals tied to a particular listing/partner. In the previous version of the site experience, they were two independent aspects... Now they are tied together, and will make the user/management experience a whole lot smoother.

Elements that make up an event:

- A) **Name** of the event
- B) **Date of the event** which becomes stored in the database and automatically archived once the date has passed, making it simpler for administrators (and site viewers).
- C) **Event Description** which should be used as an executive summary of the event. Full details about the event could be included in this area, should there be no additional call-to-action such as learn more about the event by visiting...
- D) **Calls to Action** button that allows visitors to go to learn more and/or take action (if applicable).
- E) **Event Photo** which allows you to upload event-specific photos. The event detail will also look fine without a photo but it is an enhanced feature if photography is available.
- F) **Event Details/CTA**. At a high level, you can provide your visitors with location information, hours, contact information and more.

Maps and Calendar Integration

An additional feature available to visitors is the map integration with Google Maps. Once the event location is stored in the system, it will automatically plot where the event is taking place.... and, allow for users to type in their starting location in order to get point-to-point directions to the actual event. What's more, users will also have the ability to "add an event" to their calendars, with "Add this to my calendar" functionality.

Events

The form fields to create an Event will look very similar to your listings fields. Please note that all of the fields that are mandatory will be made known to you when you go to save an Event. If something mandatory has not been filled out, you will get a warning message and details on what field(s) are missing.

The screenshot shows a CMS form for creating an event. The form is titled "Details" and includes the following fields:

- Title:** Run/Walk for the Penguins
- DATE:** Month (Oct), Day (17), Year (2015), Hour (0), Minute (00)
- Short Description:** Waddle on over to Mystic Aquarium's annual Run/Walk for the Penguins, a fun family-friendly event.
- Long Description (Edit summary):** Waddle on over to Mystic Aquarium's annual Run/Walk for the Penguins, a fun family-friendly event... Every step you take during the 5K run or two-mile walk helps benefit conservation efforts in direct support of the endangered African penguin populations. This popular event is followed by light refreshments, a day full of fun at the Aquarium, and a chance to watch our penguins race. Online registration is now open. Register by Monday, August 31 and you will receive a free t-shirt. For more information, contact Lydia Shell at lshell@mysticaquarium.org or (860) 572-5950 x518.
- Image:** No file selected. Upload
- Venue:** Mystic Aquarium
- ADDRESS:** Country (United States), Address 1 (55 Coogan Blvd.), Address 2, City (Mystic), State (Connecticut), ZIP code (06355)
- Phone:** (860) 572-5950
- Email Address:**
- Website:** http://www.mysticaquarium.org/visit/calendar/details/405-penguin-run-walk
- Booking URL:**
- Times:** Race starts at 9 a.m.
- Admission:** Free with race registration. Please enter the admission charges for your event - i.e., Adults \$10, seniors \$6, children (12 and under) \$5.
- Attendance:** Please enter the latest attendance figure.
- Attendance Year:** Please enter the year of the latest attendance figure.
- Annual:** 9th
- Formula:** Please enter the formula used for when your event takes place yearly - ex: 2nd Saturday in June.

Details Tab

★ Name and Date

Name your event and assign your event date range. Note that once an event has passed, the event will be automatically removed from the front end view. You'll always have access to the event as an administrator in case you want to update it again for the future.

★ Short & Long Description

Just as your listing page has an area for a short and long description, so will your events. The short description will be utilized on internal pages to sell your event in very short segments. The long description allows you to detail all aspects of your event - e.g., a full agenda.

★ Event Image

You can also upload a representative square photo for your event. The functionality will be exactly the same as you've done for your main listing images. Simply click browse to find your photo, click "upload." Depending on the size, you can also crop it the way you'd like.

★ Location & Contact Information

Please make sure to fill out the venue location for your event, address, city, state, zip, phone as well as contact phone and email address.

★ Website/Booking URLs

If you have a specific website designated for your event, or a website for purchasing tickets for the event, please enter them in these fields.

★ Event Time & Admission

Please make sure to fill in any specifics about the timing for your event (e.g., Race starts at 9:00 am) into the "Times" field, as well as any details about admission.

★ Additional Details

Optional fields to include any additional details about your event.

This screenshot shows the 'Contact Info' tab in the CMS. The event title is 'Run/Walk for the Penguins'. The status is 'New draft from current revision'. The form includes the following fields:

- Contact Person:** Text input field.
- Contact Title:** Text input field.
- Contact Email:** Text input field with the value 'Lydia Shel'.
- Contact Phone:** Text input field.
- Off Season Phone:** Text input field with a note: 'Please enter the phone number where you can be contacted in the off season (for our office use only).'.
- MAILING ADDRESS:** A section containing a 'Country' dropdown menu currently set to '- None -'.
- Sponsor:** Text input field with a note: 'Please enter the primary organization coordinating this event.'

Contacts Tab

Please be sure to fill out any key contact information about your event in the second tab – Contact Info.

This screenshot shows the 'Tagging' tab in the CMS. The event title is 'Run/Walk for the Penguins'. The status is 'New draft from current revision'. The tagging section includes several categories of checkboxes:

- Categories:** A grid of checkboxes including American, Cities & Towns, Nature & Outdoors, Amusement & Adventure Park, Conference/Meeting, Night Life, Animals & Wildlife (checked), Cottage/Cabin, Parks & Forests, Antiques, Family Fun, Performing Arts, -Antique Center, Fishing, Pick-Your-Own, -Antique Shop, French, Pizza, -Antiquing, Hiking & Biking, Resort/Spa, -Auction House, History, Seafood, Asian, Hotel, Shopping, B&B's/Inns, Ice Cream, Specialty Trails, -B&B, In the Air, Sporting, -Inn, Indian, -Golf Course, Bakery/Cafe, Italian/Mediterranean, -Ski Area, Bar/Pub, Latin American/Spanish, -Sporting Events & Activities (checked), Barbeque, Marina, Steak House, Beach, Mexican, Theaters, Boating & Sailing, Middle Eastern, Vacation Rental, Campground/RV Park, Motel, Vegetarian/Vegan, Caribbean/Jamaican, Museums & Art Galleries, Water Activities, Casino Destination, Music & Concerts, Wineries & Breweries.
- Event Types:** A list of checkboxes including Antiques & Craft Shows, Fairs & Festivals, Family & Kids, Food, History & Art, Lectures & Workshops, Music & Performance, Nature & Science, On the Water, Seasonal/Holiday, Special Interest, Sports (checked), and Tours.
- Experiences:** A dropdown menu with options: - None -, Active Adventures, Arts & Culture, and Family Fun.
- Region:** A list of checkboxes including Greater Hartford/River Valley, Greater New Haven, Litchfield Hills, Mystic Country (checked), and Fairfield County.
- Seasons:** A list of checkboxes for Fall, Holidays, Spring, Summer, and Winter.
- Towns:** A dropdown menu with options: - None -, Amston, Andover, and Ansonia.

Tagging Tab

Every aspect about CTvisit.com relates to different tags. And depending on how a piece of content is tagged – travel story, event, getaway (whatever it might be) will drive where it shows up on the site. It's important that your events are tagged by both "Category" as well as "Event Type"

★ Category

Please check off the category (or categories) that are relevant to your event.

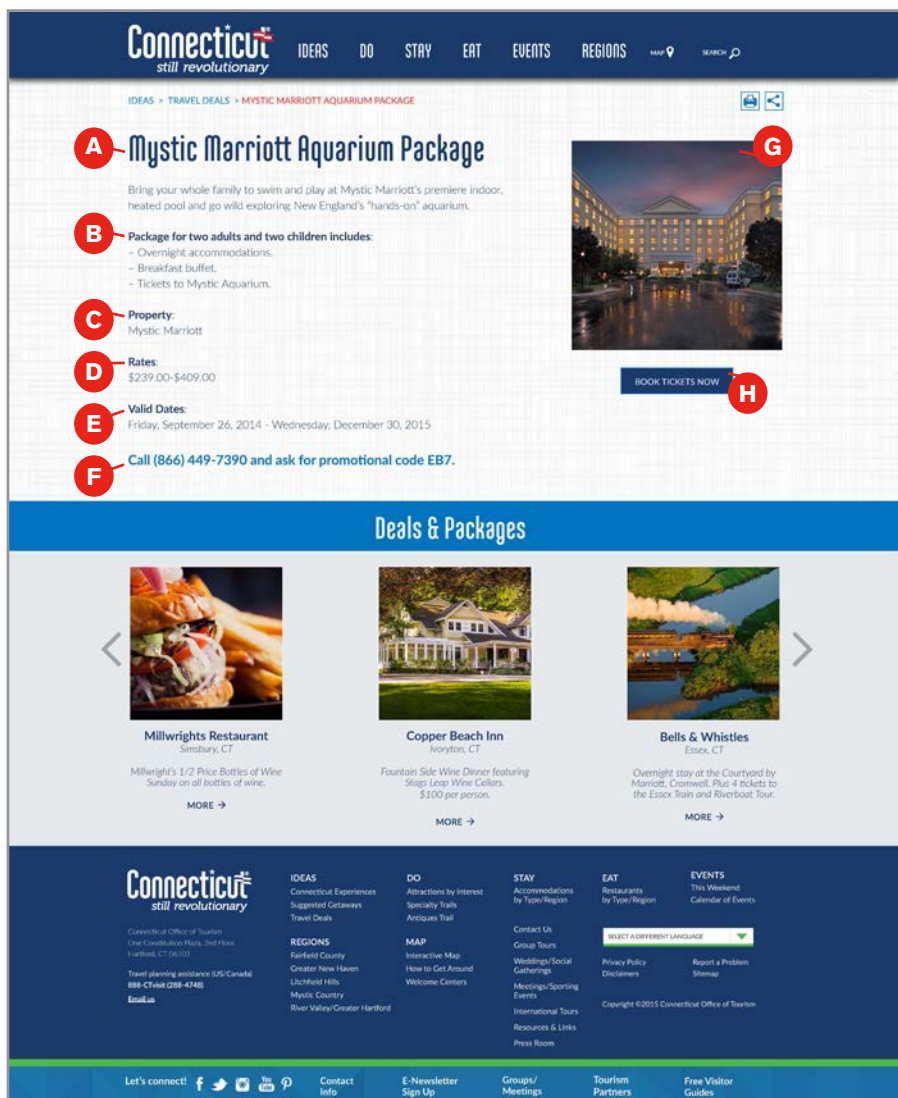
*For the example, used on the left (Mystic Aquarium's Run/Walk for the Penguins), it should be categorized as both a **sporting event/activity** as well as **animals & wildlife**.*

★ Event Type

Since events are really unique, we also have specific "event types" offered as tags within the CMS. Please choose from the listing to the left to tag your event to the most relevant tag(s) for your event.

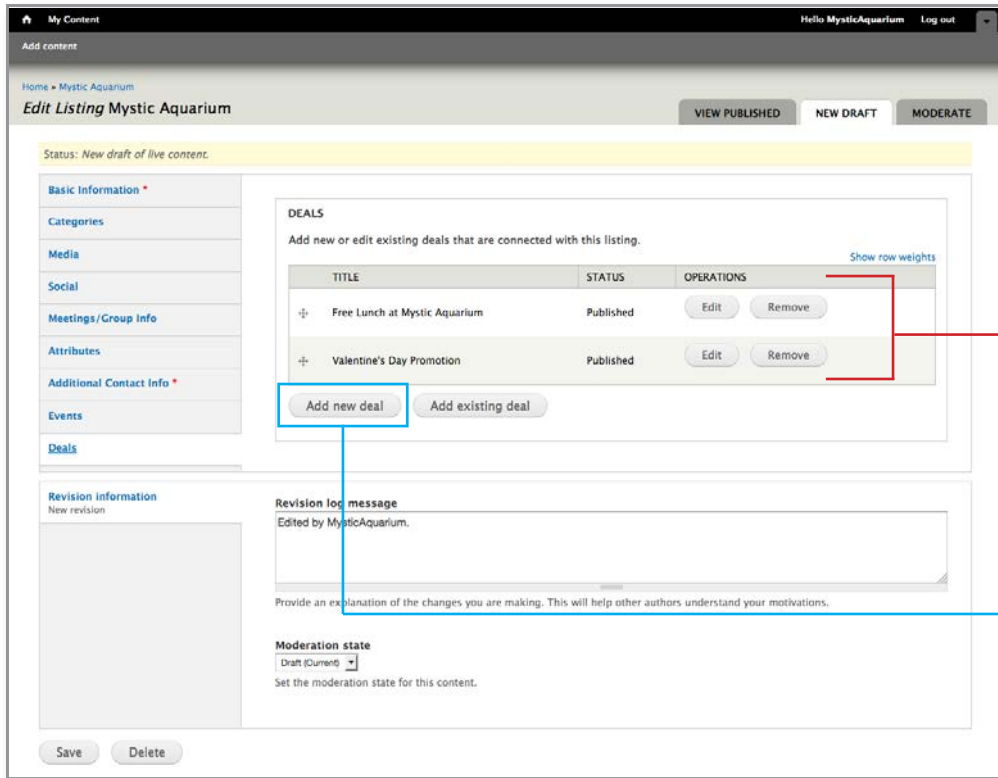
What makes up a deal?

A deal may represent a discount or a package relevant to one or more listing partners on the site. These deals will be sprinkled in throughout the site experience (on the homepage, on the relevant listing partner pages, and several special interest category pages) just to name a few location. *Outlined below are the elements that make up a deal.*



Elements that make up an deal:

- A) **Name** of the deal or package
- B) **Description of the deal/offering** which should be used to convey all of the most important aspects about your offer. What's included in the deal, what the visitor will get. Aim to use short, descriptive language and bullets wherever possible.
- C) **Property Name** which will automatically get brought in when you enter the deal under your account.
- D) **Rates** which is intended to display your deal/package rate (or range of rates) e.g., \$239 - \$409
- E) **Date Range** which allows you to time-stamp a specific deal to appear for a period of time (and once that time passes, the deal will automatically be archived from a visitor's view), and you won't have to worry about taking anything down once the time passes.
- F) **Phone number/CTA** which allows you to put in not only your phone number, but also any specific requests for what to mention when calling.
- G) **Event Photo** (if applicable). This is an optional field. We encourage the usage of great photography wherever possible showcasing your event to its fullest.
- H) **Booking/Website Link** which allows you to put in not only a website link to learn more about the event (if applicable) but also allows you to enter a booking link to send visitors to a page to buy tickets.

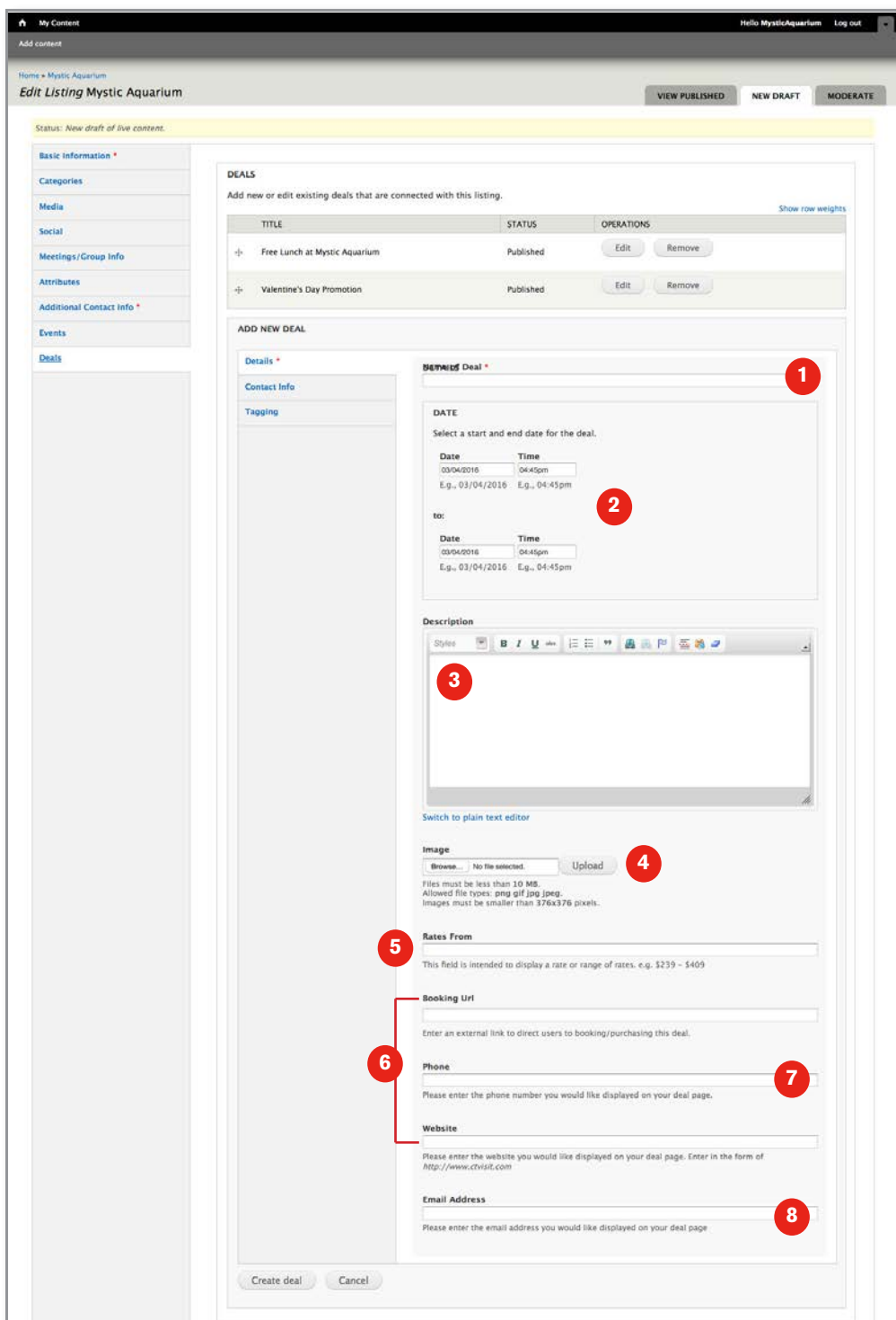


Deals Main Tab

You'll notice that right within your listing editing screen, the last tab on the left is labeled "Deals". If you click into this tab, you should be presented with a list of your deals that have been loaded into the system (at least those that start on/after April 1, 2016). *If you do not see any already listed under your account, you can go ahead and create them following the steps below.*

★ Existing deals tied to your user account

★ Add a new deal



Add a New Deal

1) Name of the deal or package

2) Date Range which allows you to time-stamp a specific deal to appear for a period of time (and once that time passes, the deal will automatically be archived from a visitor's view), and you won't have to worry about taking anything down once the time passes.

3) Description of the deal/offering which should be used to convey all of the most important aspects about your offer. What's included in the deal, what the visitor will get. Aim to use short, descriptive language and bullets wherever possible.

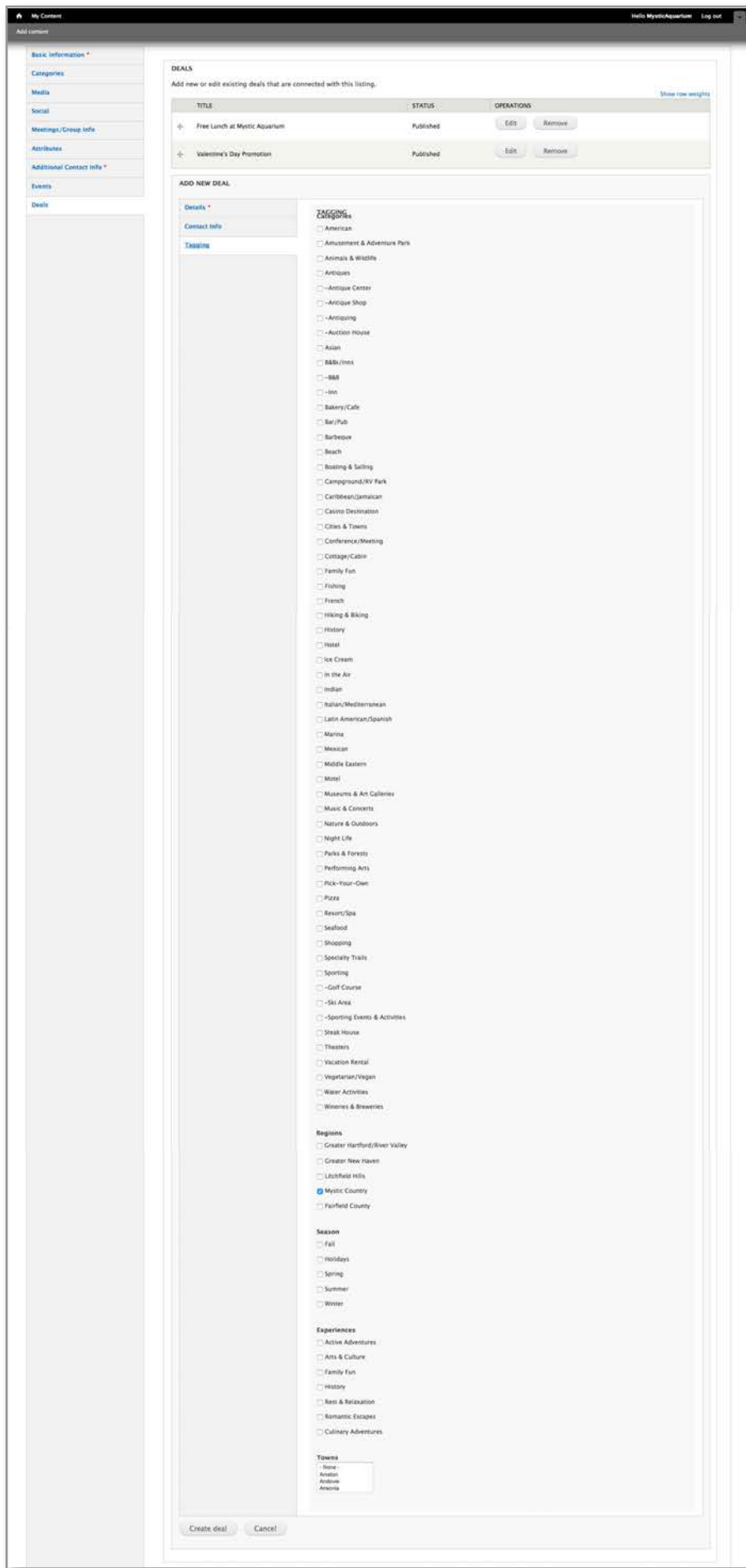
4) Event Photo (if applicable). This is an optional field. We encourage the usage of great photography wherever possible showcasing your event to its fullest.

5) Rates which is intended to display your deal/package rate (or range of rates) e.g., \$239 - \$409

6) Booking/Website Link which allows you to put in not only a website link to learn more about the event (if applicable) but also allows you to enter a booking link to send visitors to a page to buy tickets.

7) Phone number/CTA which allows you to put in not only your phone number, but also any specific requests for what to mention when calling.

8) Email address which allows you to put in an email address to display on the page (in the event that you prefer email communication in addition to, or in place of just the phone number. This is optional.



Tagging your deal

As we mentioned in the earlier sections of your help document, every aspect about CTvisit.com relates to different tags. And depending on how a piece of content is tagged – will drive where it shows up on the site. It's important that your deals are tagged by Category, Region(s), Season and Experience.

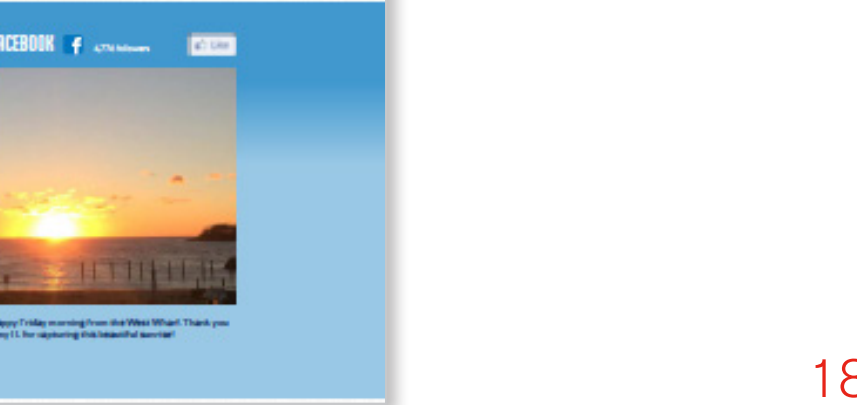
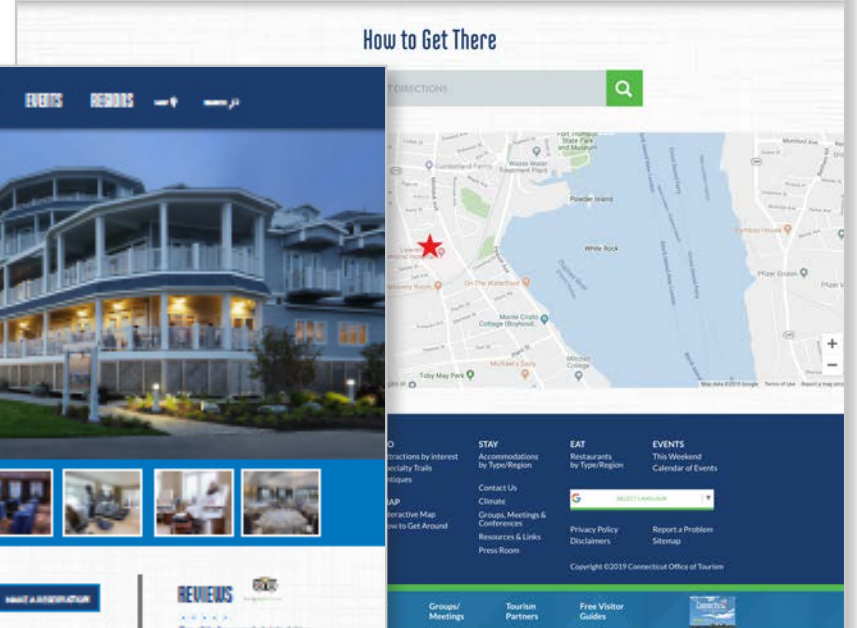
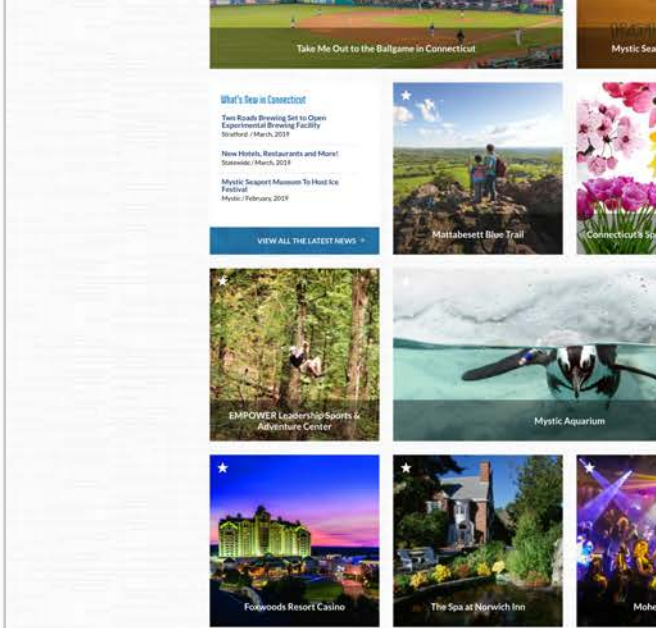
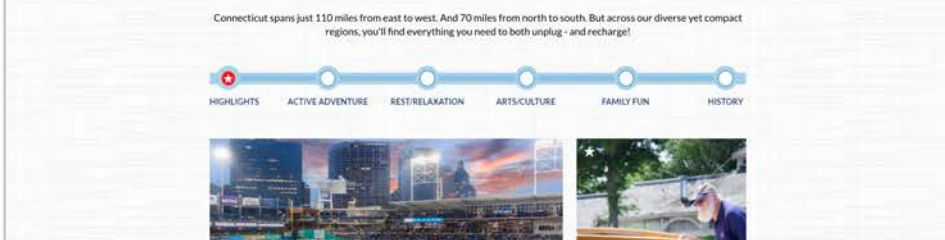
- ★ **Category**
Please check off the category (or categories) that are relevant to your deal

- ★ **Region**
Since a deal may relate to your location as well as another partners' please make sure to check off the region(s) that the deal is applicable for, in order to make sure it shows up in as many relevant places on the site as possible.

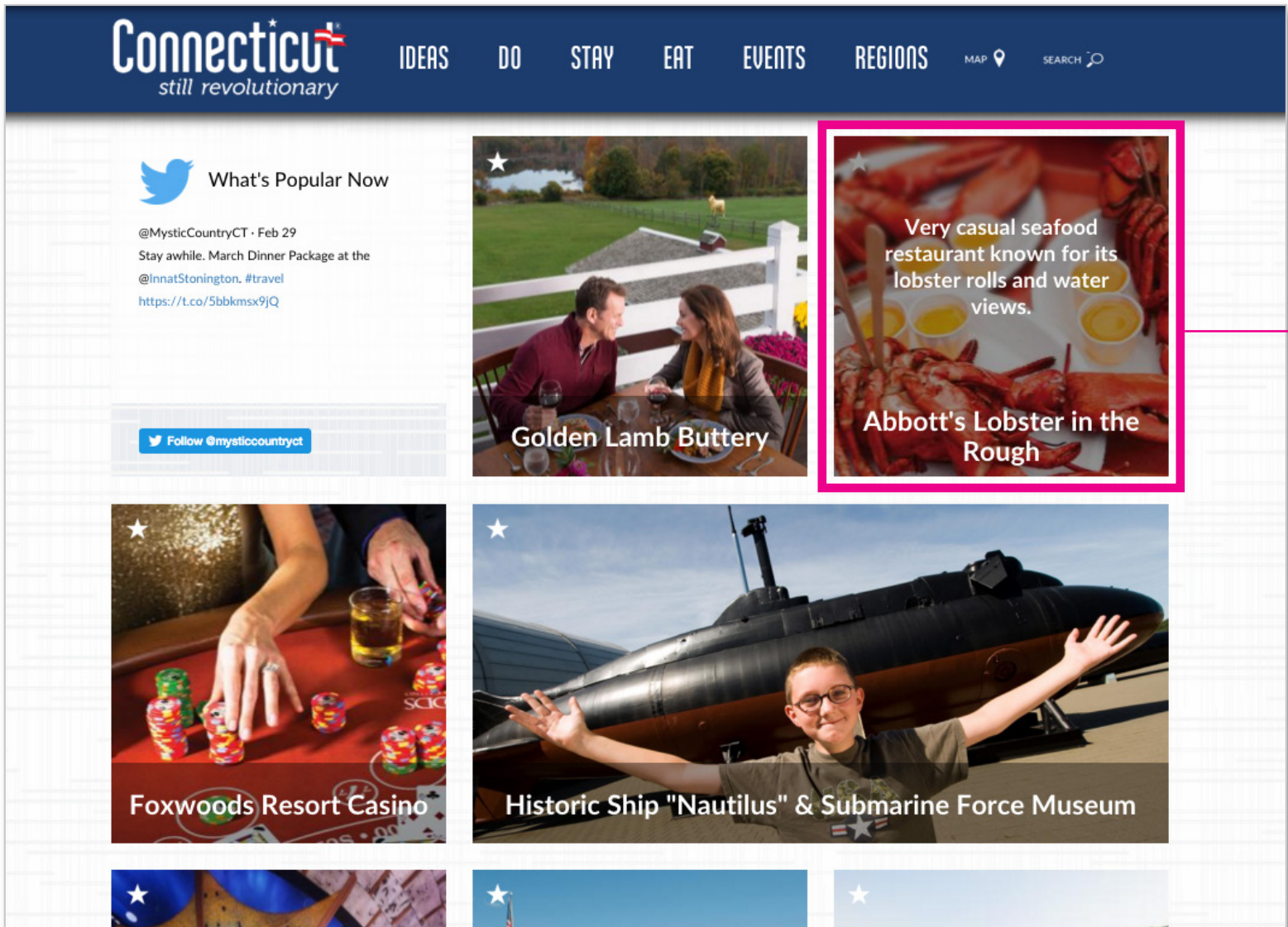
- ★ **Season**
Your deal will likely be date-specific or seasonal. In order to help best serve up your deal, please make sure to check off the season(s) that it's suitable for.

- ★ **Experience**
You can also help drive where you deal shows up on the site by checking off the appropriate "experience(s)" that it's applicable for. Please note, you can check off up to two different experiences.

★ **Save**



Throughout the CTvisit.com site experience, your listing may show up in a variety of places. We want to help you maximize your visibility and help best sell your destination. To aid with that, *we're providing visitors will short descriptions that will appear as rollovers throughout the site, as well as providing quick lead in's to your listing page.* Please see the examples below of how your short descriptions will display on the site.



Example above shows how your short description will be presented to users in our "grid" format. ←



Example above shows how your short description will be presented to on your listing page before the user clicks "READ MORE" button to reveal your full description of your property.

Your complimentary listing page provides visitors with tons of information about your destination. In addition to presenting your listing visually with large imagery, your events, and social integration if you chose, *it also provides visitors with an overview of your establishment. Leverage the information below to fill out your long description with as much appeal as possible.*

Connecticut still revolutionary

IDEAS DO STAY EAT EVENTS REGIONS MAP SEARCH

Lyman Orchards

[VISIT OUR WEBSITE](#)

Established in 1741 and now in its 9th generation, the farm is located on 1,100 acres. A great, year-round destination for family fun with pick-your-own apples, peaches, pears, berries and pumpkins. The Apple Barrel offers fresh baked pies, doughnuts, muffins, cookies, breads, pastries and more dessert. In the summer, you can have Breakfast on the Deck (Sat. & Sun.). The orchard, overlooking the Connecticut River, is where you can pick nearly 100 varieties of fruits from June through October.

With the golf courses designed by legendary Hall of Fame architect Robert Trent Jones and Hall of Fame golfer Gary Player, Lyman Orchards' championship golf courses are both ranked among the best in the Northeast. The Golf Center and Apple Nine course opened in 2012 and are already recognized among the country's top facilities where you can learn or improve your game.

Annual events include the Strawberry Festival (June), Clambake (August), Sunflower Maze (July-August), and the Corn Maze (August-November).

Originally homestead is now a great venue for weddings, celebrations, social occasions, and corporate events.

Other amenities: Concessions, Parking

REVIEWS

Great exhibits, can touch the small stingrays. Most animal shows like the penquins in their outdoor exhibit, the sea

Very nice aquarium. The white whales were amazing. Sea Lion show, Planatarium show and 4d show were nice and not

We did the Beluga Encounter after doing the Penguin Experience a few years ago. It was just us and one other person. We

[MORE REVIEWS](#)

LOCATION:
32 Reeds Cap Rd.
Middlefield, CT 06455

HOURS:
Daily, 9 a.m.-6 p.m.

CONTACT:
(860) 349-1793
<http://www.lymanorchards.com>

Twitter @LymanOrchards

Facebook Lyman Orchards 31K likes

Example above shows how your long description will be presented to on your listing page. Ideally this description should be a paragraph to two paragraphs, max. It should provide an executive overview about your attraction, restaurant or hotel and aim to drive visitors over to your site directly to book or learn more via the buttons at the top — Book Now or Learn More.

Great photography is at the heart and soul of the new CTvisit.com. We want to help you present your establishment in the best way possible. And because we'll be displaying you in a variety of ways, we're asking your help in *providing at least two different sized hero images (they could be the same photo or could be different) to maximize your listing*. One is a square and the other is a more horizontal-style photo.



Example above shows how we will leverage your square-up photo. Simply upload a file and we'll help you size and crop it.



Example above shows how we will leverage your hero-horizontal photo. Simply upload a file and we'll help you size and crop it. Note: It will need to be the best quality you can find — ideally 1200 pxls wide.

Basic Information *

I have permission to use the following imagery

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.

Categories

Media

Social

Meetings/Group Info

Attributes

Additional Contact Info *

Trail Info

Events

Deals

When you first go to upload new imagery for your listing you must first check off and acknowledge that you have rights to use the photo you're uploading. Once you've checked the box, you may continue.

Basic Information *

I have permission to use the following imagery

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.

Square Image

No file selected.

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)

Files must be less than 5 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 376x376 pixels.

Hero Image

No file selected.

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. [To see a sample of how this will look, click here.](#)

Add a new file

No file selected.

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

Click the "Browse" button to find your photo. It will create a pop up screen and ask you to navigate to the appropriate image on your computer. Once you've found it, click on the "Upload" button.

Basic Information *

I have permission to use the following imagery

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.


Square Image

No file selected.

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)

Files must be less than 5 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 376x376 pixels.

Hero Image

 **NewBritainMuseumArt_Full.jpg (3.12 MB)**

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)

PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. [To see a sample of how this will look, click here.](#)

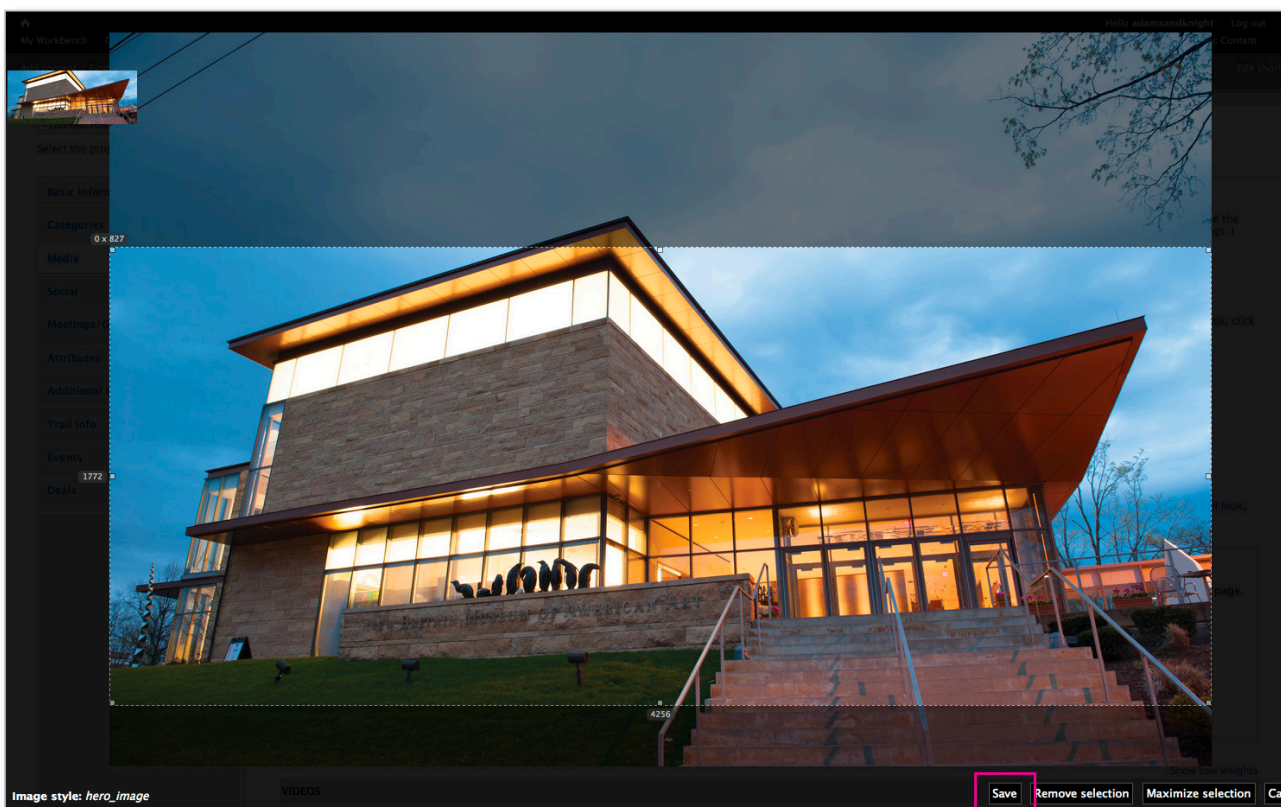
Add a new file

No file selected.

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

Once you've successfully uploaded the photo, you should see a small thumbnail of the photo along with the file name. In order to best represent the photo, you also have the ability to "Crop" the photo to exactly how you'd like it to appear.

Click the "Crop" button to begin.

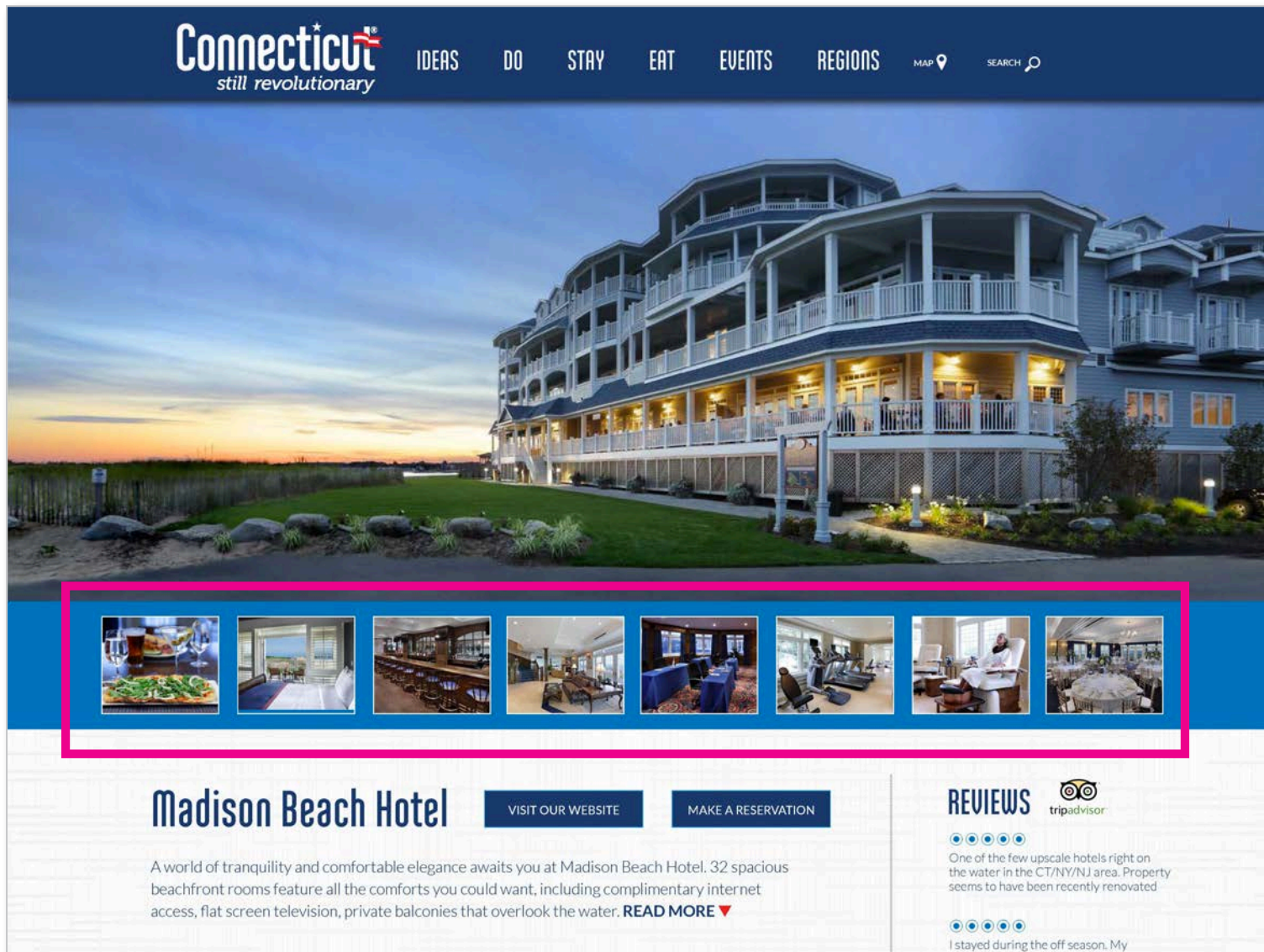


Next you will be shown your image. Click and drag into the image and you will be presented with a bounding box allowing you to move the selection anywhere you want within the photo to crop to.

After you're happy with your crop selection, simply click on the "Save" button in the bottom right and you are all set!

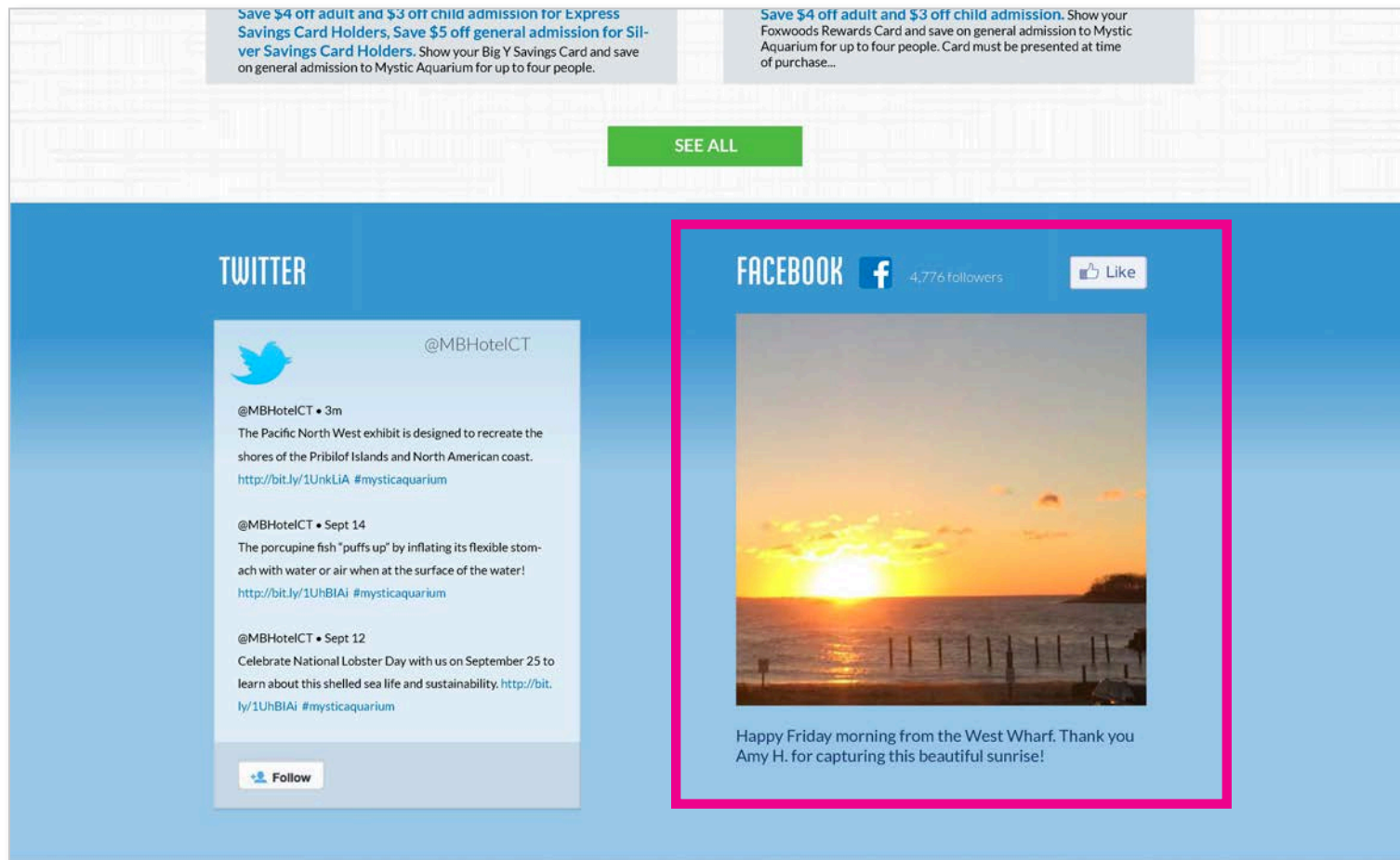
This area of your listing page is designed to allow your visuals to speak for you. In addition to your hero images that you may have just uploaded, the image carousel (located directly below your hero image) allows you to *upload additional imagery if you have it, and also acts as a container for bringing in some of your social media feeds — like Instagram and YouTube.*

When a user clicks on the carousel images, a slideshow will appear that allows them to browse through all of your photos. *We'll get into how to bring in your social media on the next tab.*

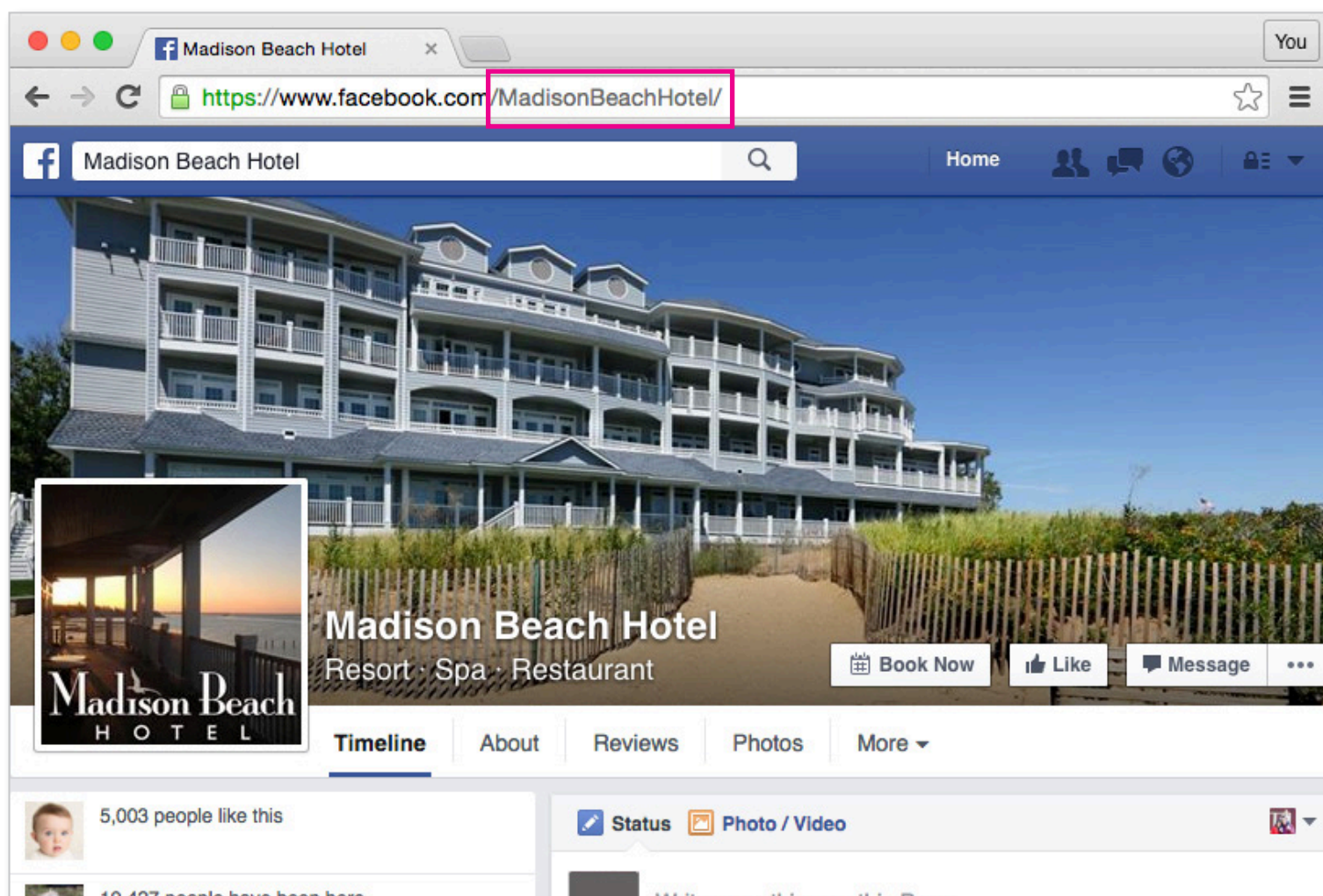


Example above shows an image carousel containing additional uploaded imagery as well as integration of your Instagram and YouTube videos (if you choose to leverage it). If not, the carousel simply won't appear on your listing page.

One of the additional features offered to any listing, is the ability to integrate your Facebook account directly into your listing page. By simply copy/pasting your Facebook ID, you can seamlessly have all of your latest social media posts brought directly into your page.



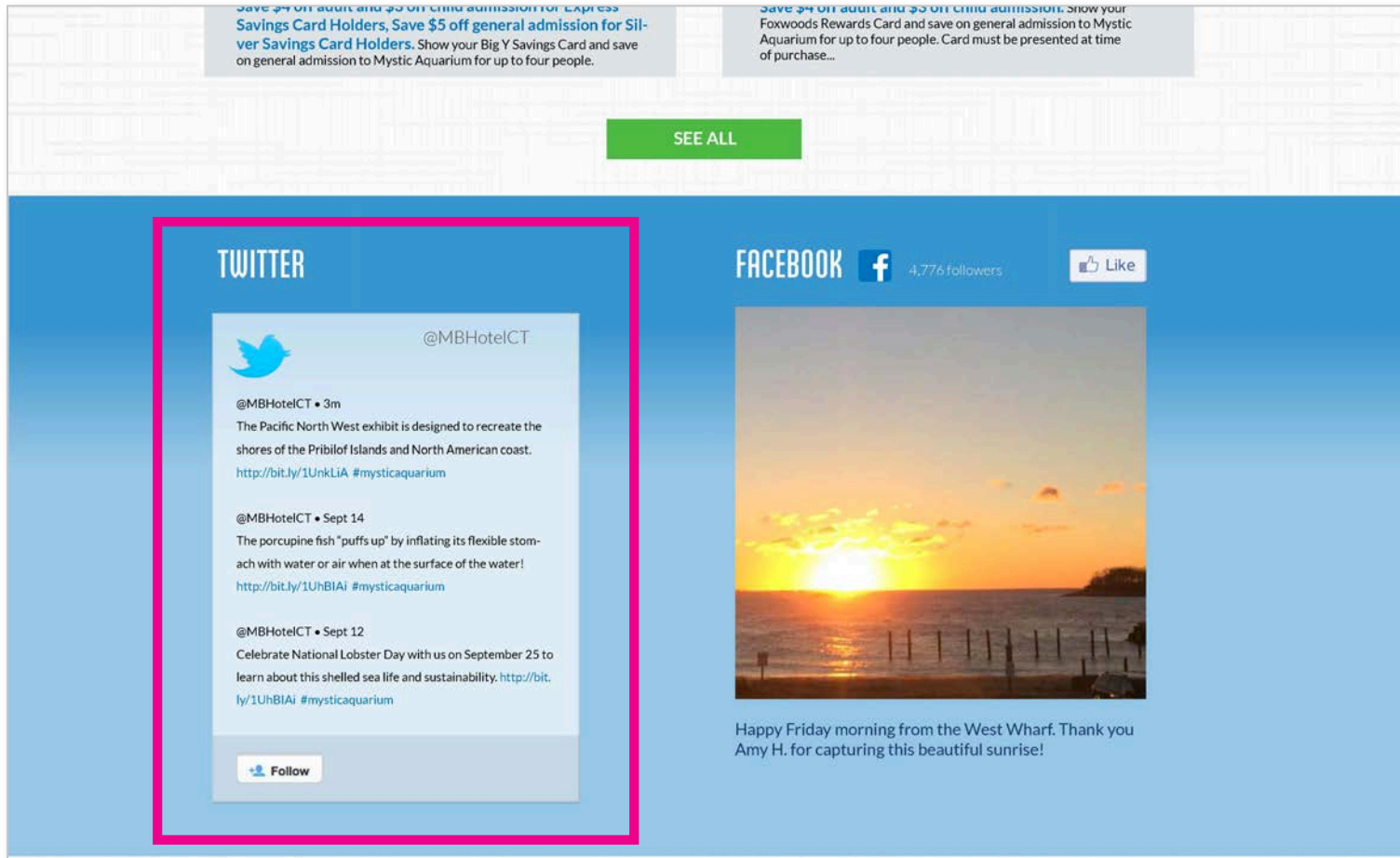
Example above shows how your Facebook posts can be pulled directly into your listing page (as an optional feature). Outlined below are the steps to make that happen.



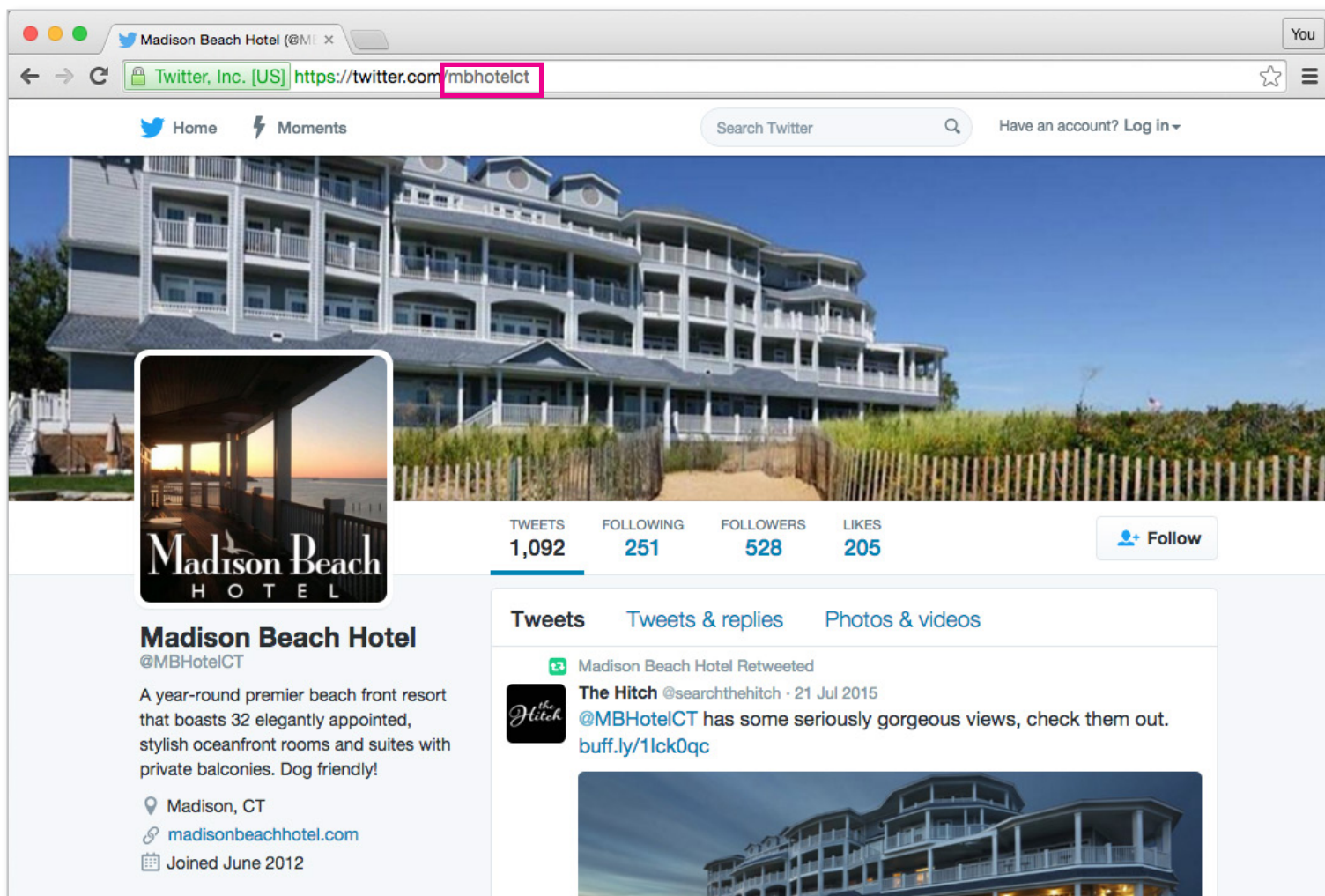
1. Go to your public-facing profile page on Facebook
2. In your address bar (highlighted above) you'll see the unique URL that identifies your page
3. Simply copy and paste EVERYTHING that comes after the www.facebook.com/

In the example above, you would copy "**MadisonBeachHotel/**" and then paste it into the Facebook field within the content management tool.

One of the additional features offered to any listing, is the ability to integrate your Twitter account directly into your listing page. By simply copy/pasting your Twitter handle, you can seamlessly have all of your latest tweets brought directly into your page.



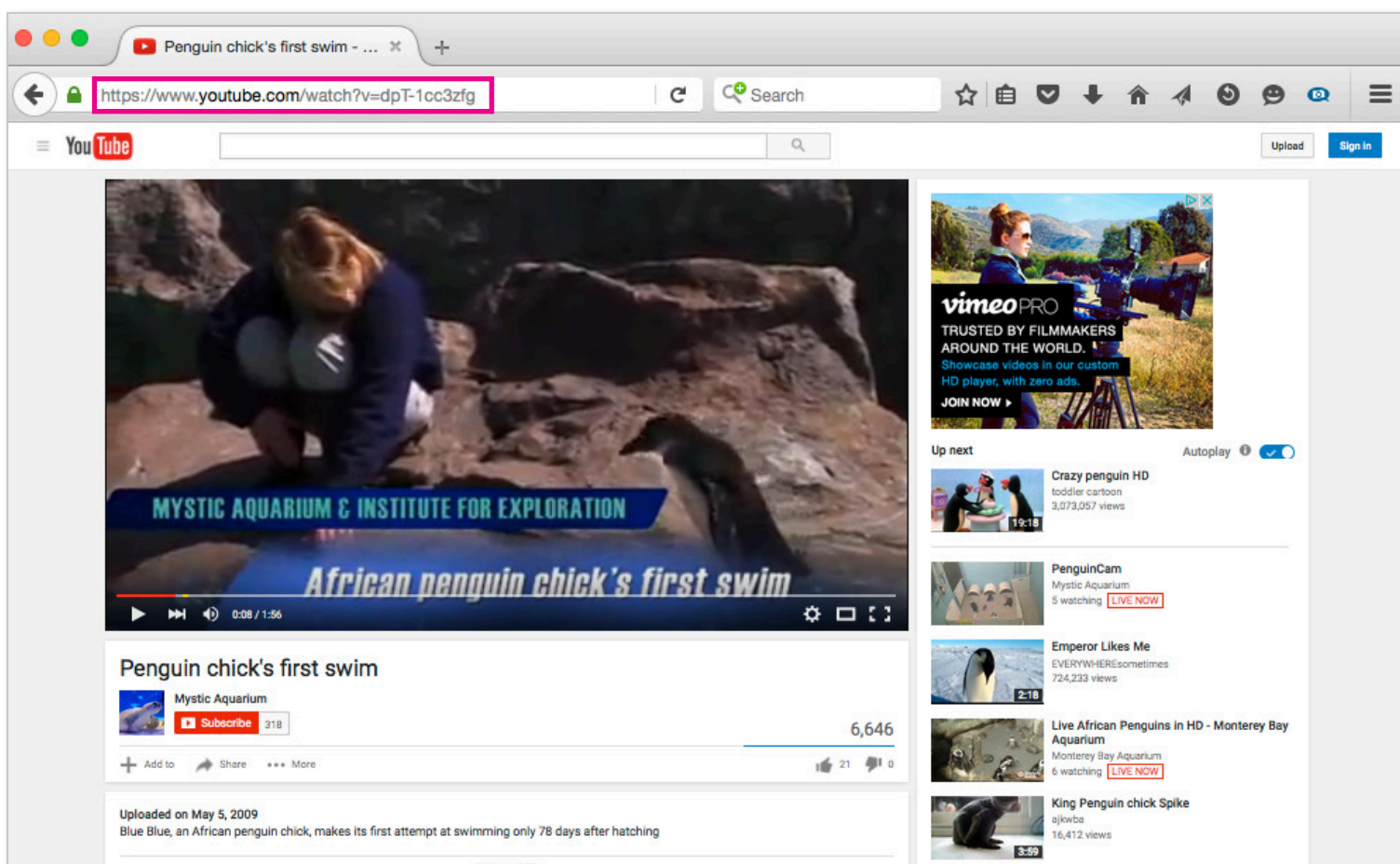
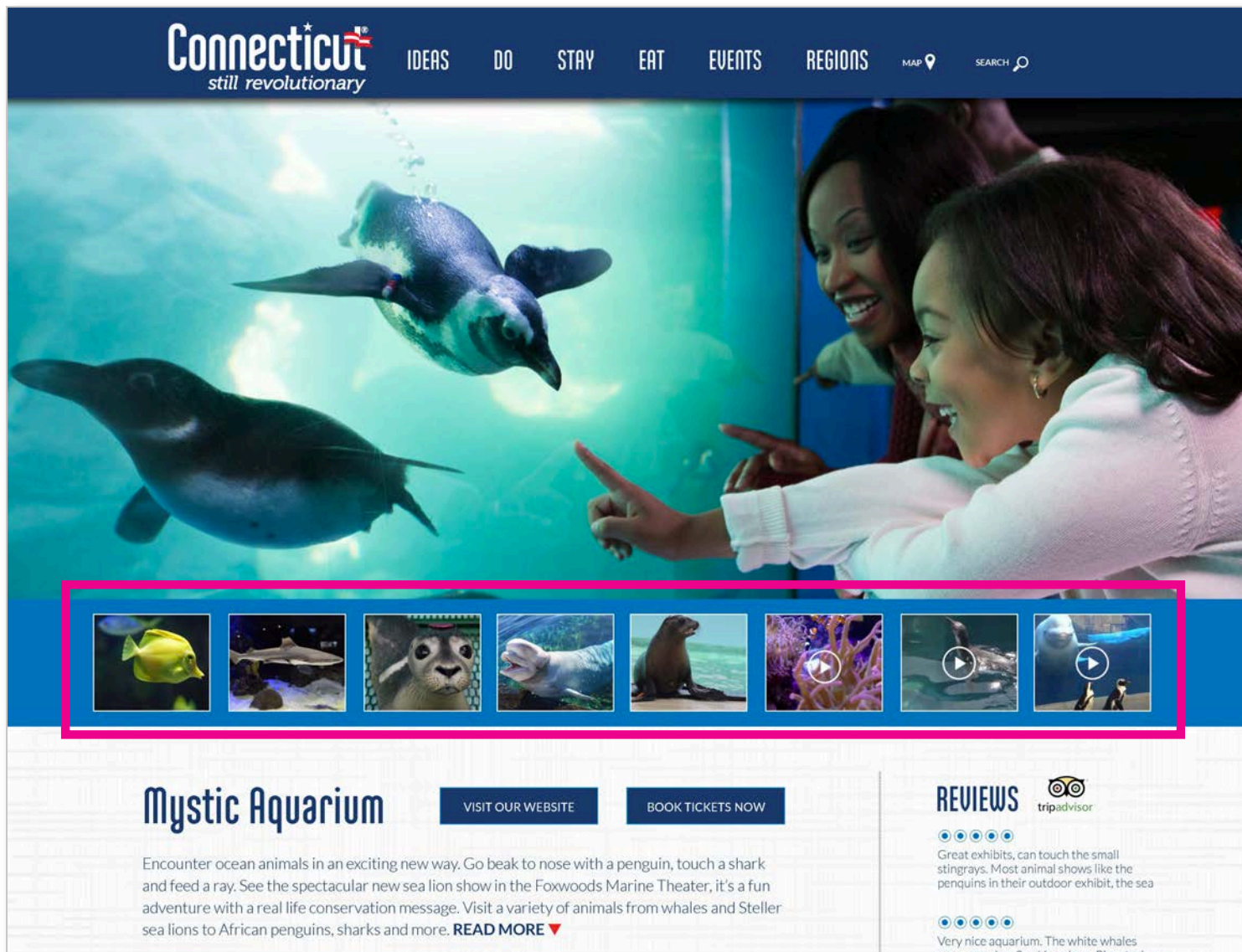
Example above shows how your Twitter feed can be pulled directly into your listing page (as an optional feature). Outlined below are the steps to make that happen.



1. Go to your public-facing profile page on Twitter
2. In your address bar (highlighted above) you'll see the unique URL that identifies your page (aka, your "handle")
3. Simply copy and paste EVERYTHING that comes after the www.twitter.com/

In the example above, you would copy "mbhotelct" and then paste it into the Twitter field within the content management tool.

One of the additional features offered to any listing, is the ability to populate your image carousel with your hand picked videos that you've uploaded to YouTube. By simply copy/pasting the URL of the video you'd like to add, you can seamlessly add fresh video content directly into your listing page.



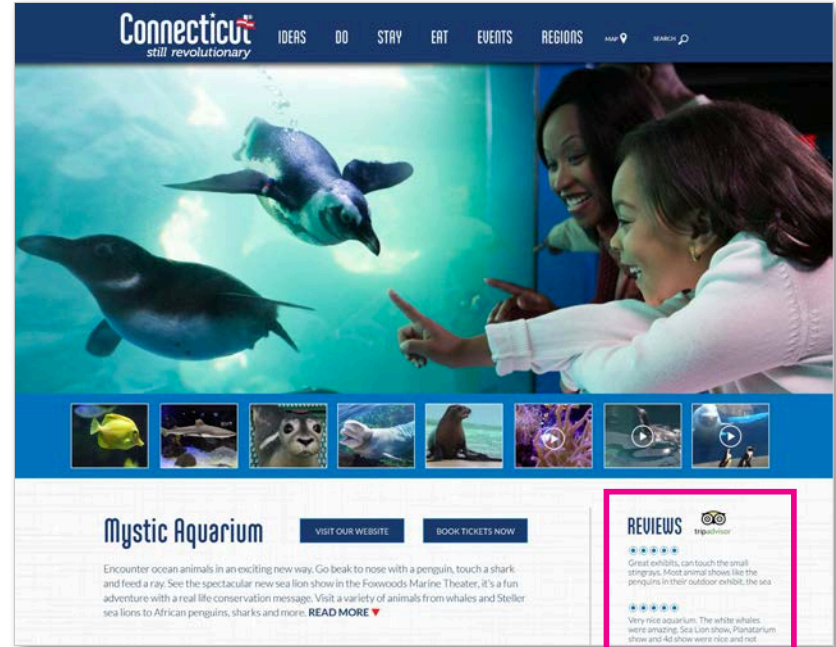
1. Navigate to the video you'd like to share on YouTube
2. In your address bar (highlighted above) you'll see the unique URL that identifies your page/video
3. Simply copy and paste that entire URL into the CMS field labeled "Video URL"

In the example above, you would copy "<https://www.youtube.com/watch?v=dpT-1cc3zfg>" and then paste it into the Video URL field within the content management tool. Once you've done this, your video will be added to your image/video carousel.

One of the additional features offered to any listing, is the ability to integrate *TripAdvisor reviews directly into your listing page*. Please note that depending on what type of photography you are using for your listing page — either a square up (below, left) or a hero-horizontal (below, right) you will need to bring in a different widget from TripAdvisor. We'll outline all of the details on that below.



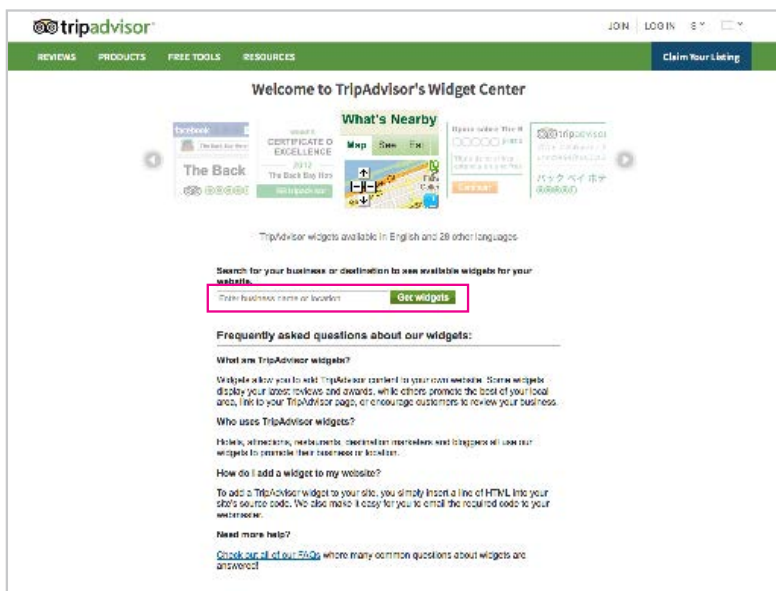
Example of listing with Square-Up image



Example of listing with Hero-Horizontal image

How to get your TripAdvisor widget for this style

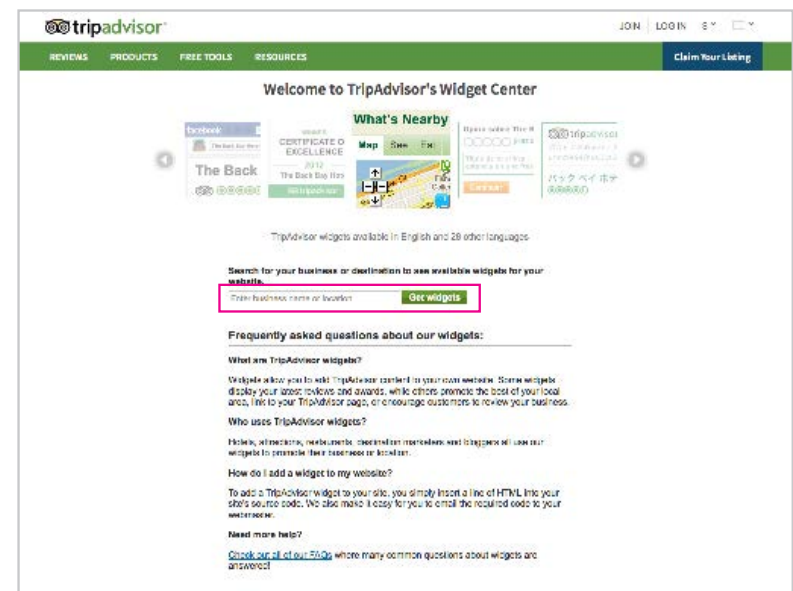
1. Open up a new tab/window in your web browser and go to <http://www.tripadvisor.com/Widgets>



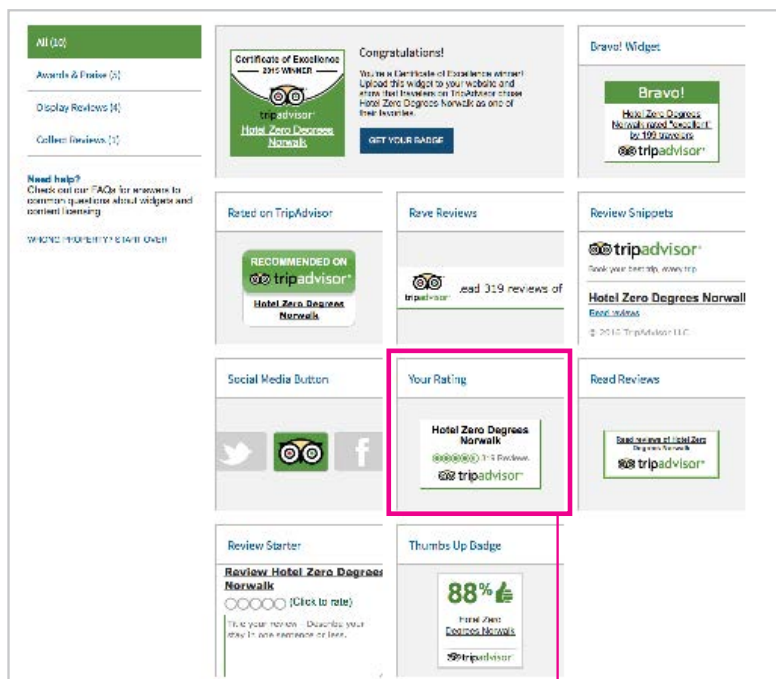
2. Start typing in the name of your property into the **“Enter business name or location”** field. Once you've found it, simply click on the Get Widgets button.

How to get your TripAdvisor widget for this style

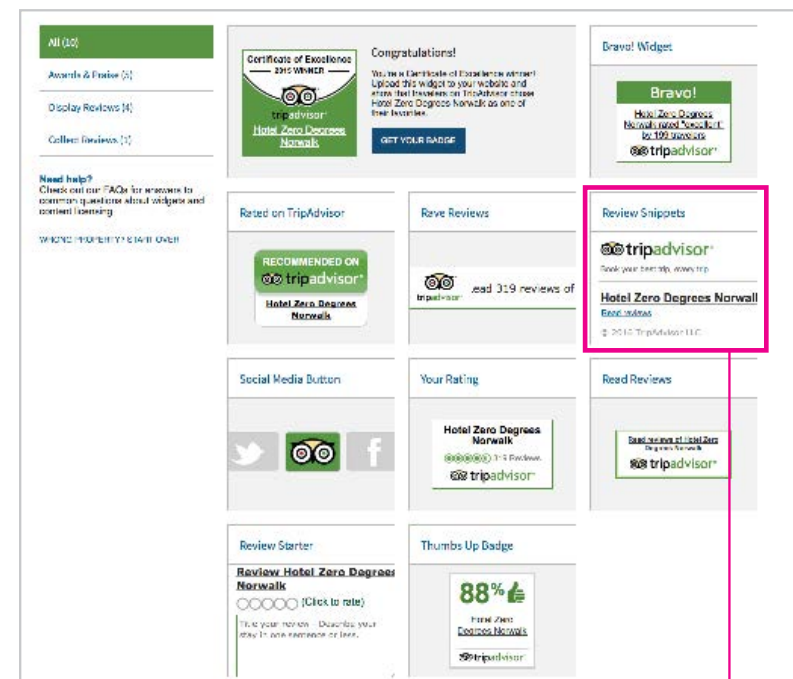
1. Open up a new tab/window in your web browser and go to <http://www.tripadvisor.com/Widgets>



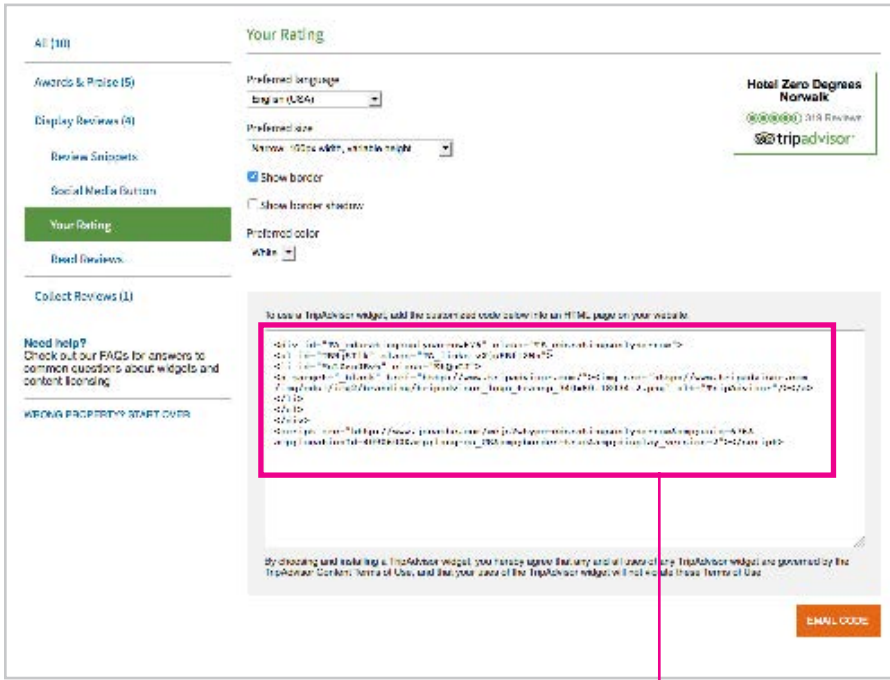
2. Start typing in the name of your property into the **“Enter business name or location”** field. Once you've found it, simply click on the Get Widgets button.



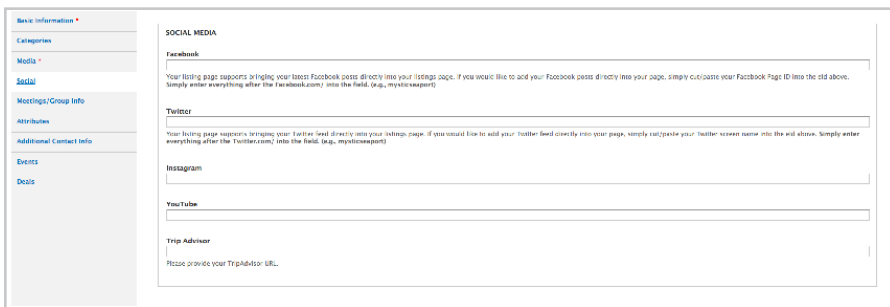
3. Select the **“Your Rating”** widget.



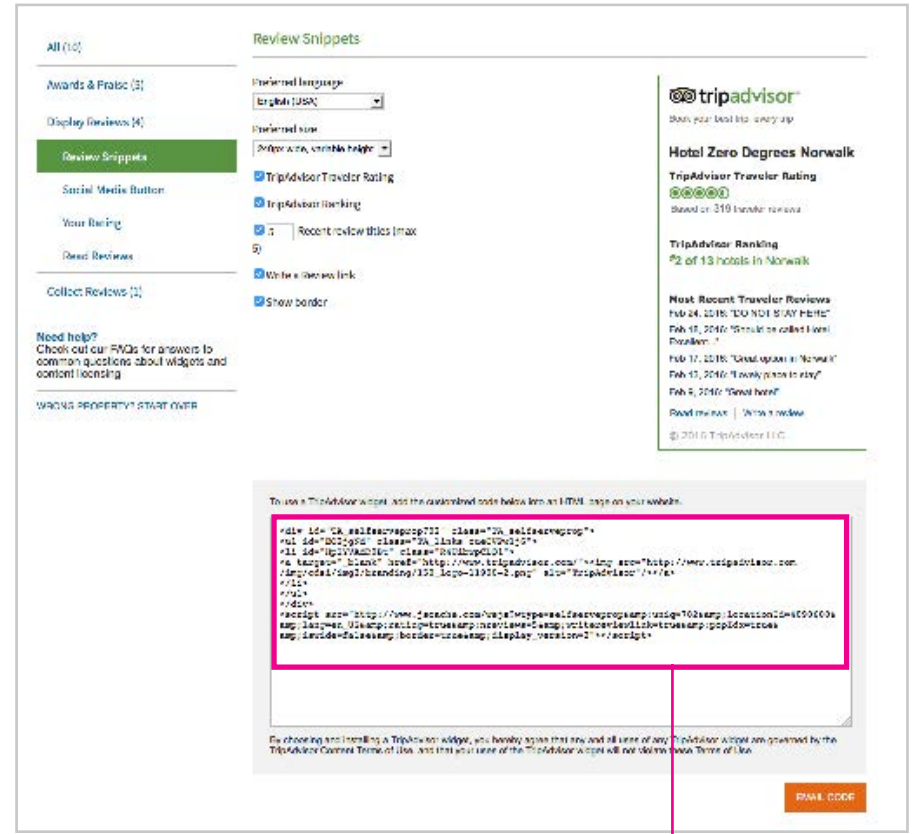
3. Select the **“Review Snippets”** widget.



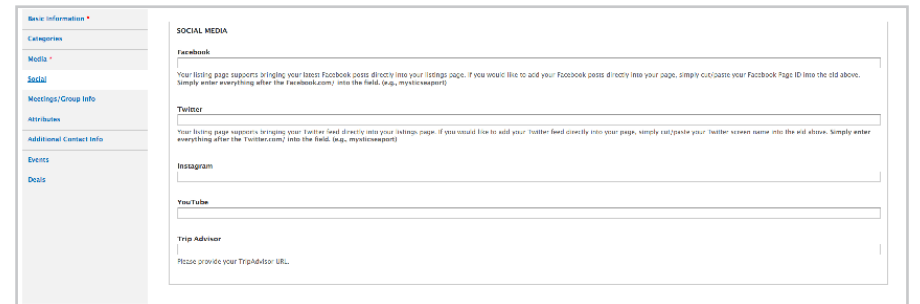
4. **Copy the HTML widget code** from the box and then paste it back into the CMS field for TripAdvisor (shown below) in your original window/tab.



5. **Save**



4. **Copy the HTML widget code** from the box and then paste it back into the CMS field for TripAdvisor (shown below) in your original window/tab.



5. **Save**