

**Tourism Advisory Council
450 Columbus Blvd
2nd Floor South Room E
Hartford CT
Tuesday, August 21, 2018
1:30 p.m.
DRAFT**

Present: Dan Bolognani, Chair Arthur Diedrick, Mitch Etes, Matt Fleury, Dan Hincks, Larry McHugh, and Tony Sheridan

Phone: Michael Price

Absent: Anne Elvgren and Rita Schmidt

Staff: Rose Bove, Christine Castonguay, Randy Fiveash, Jennifer Haag, Jean Hebert, Deputy Commissioner David Kooris and Ellen Woolf

Guests: Len Wolman

1. Call to Order

Chair Arthur Diedrick called the meeting to order at 1:34pm.

II. Approval of Tourism Advisory Council Meeting Minutes

A motion was made by Matt Fleury, seconded by Dan Hincks to approve the minutes of Tuesday, April 10, 2018. (Y-8, N-0)

III. Director's Report – Randy Fiveash

- The Governor's Conference on Tourism date has been set for May 8, 2019 at the CT Convention Center in Hartford
- The CT Office of Tourism will be holding more Con Fab meetings on October 10th and 11th in the eastern part of the state

Tony Sheridan introduced Kevin Dillon and Alex Peterson from the Airport Authority. Kevin spoke of an event they are planning for Air Lingus Route. This will involve two familiarization tours to promote Air Lingus. One tour will be the Irish Press and the 2nd tour will be influential travel agents. The airport is also working on more direct flight destinations throughout the country. A brief question and answer followed.

IV. FY 2019 Office of Tourism Budget – Randy Fiveash & Christine Castonguay

- Tourism Budget was cut from 6.435 million to 4.1 million
- A budget breakdown was handed out and a question and answer session followed

V. 2019 Marketing and Advertising Update – Felicia Lindau, Adams & Kinght

- Summer 2018 Marketing Tactic Overview
- 1.9 million in summer paid tactics along with earned media
- PR, Search (google), Social (Facebook, Instagram Pinterest)
- Content Seeding (Outbrain & Taboola)
- Out of Home (Billboards & Station Dominations)
- Digital Radio (Pandora)
- Digital Video (YouTube and Sharethrough)
- 400 plus placements across key markets for Out of Home
- #CTBucketList Initiative
- Late spring leveraged relationship with reporters and producers at Fox61 News to jointly develop a program aimed at building state pride and in-state tourism for Connecticut
- “What’s on your Connecticut Summer Bucket List?”
- Promotional video airs every half hour during the effort
- On-air talent asks most interviews what’s on their bucket list
- Featured more than 220 different tourism partners from every corner of the state on –air or online
- Will create a fall bucket list program
- This Fall will focus on core tactics, PR, Search, Social Media and Content Seeding

VI. Office of Tourism Regional Tourism Marketing Update – Rosemary Bove

- Summer season kicked off with a flurry of top-tier local, regional and national consumer placements highlighting CT as an ideal warm-weather getaway, and positioning the state’s tourism industry as a major economic driver
- There are more than eight familiarization tours prepared for travel writers across the state
- A handout was passed around showing all of the print (magazine articles) and radio/tv spots that have gone on all summer marketing every corner of the state
- Rose and Jean have traveled extensively across the state giving tutorials to our partners on how to use the CTVisit website

VII. Office of Tourism Industry Portal Update – Randy Fiveash & Christine Castonguay

- A new Partner Portal is being designed for our industry partners to access more information from DECD
- COT has created a more robust and more frequent industry email communication program
- COT is in the process of creating a new industry portal, integrated with the log-in page for industry partners on CTvisit
- Important features include:
 - How to get the most out of a listing on CTvisit
 - A place for important and time-sensitive messages from COT

- **A calendar of Upcoming Industry Events**
- **A calendar of PR and Content Marketing plans**
- **A gallery of all recent PR hits**
- **A showcase of industry partners who are using COT tools successfully**
- **Access to reports, data, research studies, results and related resources**
- **More info to come**

VII.

Adjournment

A motion to adjourn was made and so moved. All were in favor. The next Advisory Council meeting will be held on Tuesday, October 9, 2018 at 1:30pm, 450 Columbus Blvd., 2 South Conference Room E.

Respectfully submitted,

**Jennifer Haag, Administrative Assistant
Connecticut Office of Tourism**

