

# TOURISM TRACKER

KEY RESULTS OF THE STATE'S TOURISM MARKETING INITIATIVES

Looking back on a good 2015 — and forward to a promising 2016 spring/summer season!

Despite the fact that we had such a mild winter (not necessarily a good thing for tourism in the Northeast), 2015 was a year of continued growth for Connecticut tourism.

This past summer, visits to some of our state's top attractions increased 12%. And by the end of 2015, our state's hotel occupancy rates were up by 4% and lodging tax receipts had increased by 7%.

Helping to spur this growth was our state's ongoing tourism advertising, PR and social media marketing — which once again featured thousands of tourism partners. We ran TV campaigns across New York, New Jersey, Rhode Island and Connecticut for spring/summer and fall. And we complemented our broadcast advertising with innovative out-of-home placements and an increasing focus on targeted digital advertising.

Moving into the spring/summer 2016 season, we will be focused on maximizing the launch of our all-new CTvisit.com. Guided by consumer research and partner collaboration at every step of the process, we've redesigned and rebuilt our entire tourism website. It will now offer visitors a greatly enhanced online experience, featuring engaging visuals, inspiring content and intuitive navigation. We will also continue to drive visits to our new site — and ultimately to Connecticut — with a robust digital marketing campaign.

We are eager to work with all of you to build on our momentum — and continue to show the world just what makes Connecticut *still revolutionary!*

## Randy Fiveash

*Director, Connecticut Office of Tourism*

Department of Economic and Community Development

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## 4% increase

in hotel occupancy for 2015 over 2014, including casino lodging.



## 12% increase

in 2015 summer visits to leading attractions (up **16%** during fall foliage season).



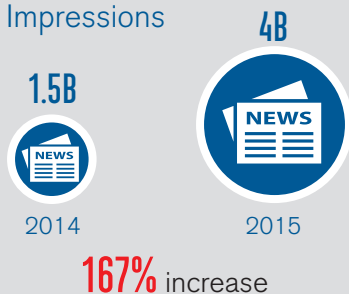
## 7% increase

in lodging tax receipts for 2015 over 2014.

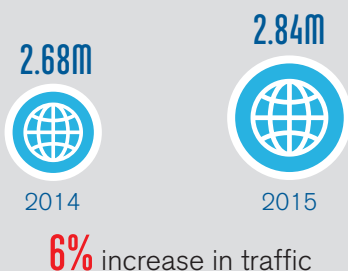
## We're building more awareness...

The 2015 Connecticut *still revolutionary* message reached substantially more people than in 2014, despite a reduced budget.

### PR Impressions



### Website Visits

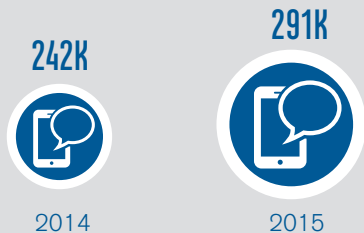


### Social Media Followers

#### 50K new followers

on Facebook, Twitter, Instagram and Pinterest in 2015.

### Total Followers



**20%** increase across all channels

Connecticut Office of Tourism data

## We keep improving perceptions...

### Continued Positive Shifts in Consumer Attitudes\*

\*Over 2014

Connecticut Attributes	Increase in Positive Perceptions
Fun	<b>+7%</b>
Sophisticated	<b>+14%</b>
Diverse	<b>+13%</b>
Fresh	<b>+11%</b>
Inspiring	<b>+13%</b>
Trendy	<b>+14%</b>
Innovative	<b>+11%</b>
Unexpected	<b>+24%</b>
Bold	<b>+17%</b>

## ...and inspiring people to take action...

Of those who reported seeing our ad,

**73% took some action.**

- 27%** researched more info
- 31%** made plans to visit
- 23%** went to CTvisit.com
- 22%** contacted at least one attraction
- 25%** said they actually visited Connecticut as a result of seeing an ad, **a 78% increase over 2014**

MMGY Post Campaign Survey, September 2015

## We're getting more travelers to visit...

### Attendance at Leading Attractions

We saw extremely strong growth in visits during our two peak tourism (and peak advertising) seasons:

**UP 12%**

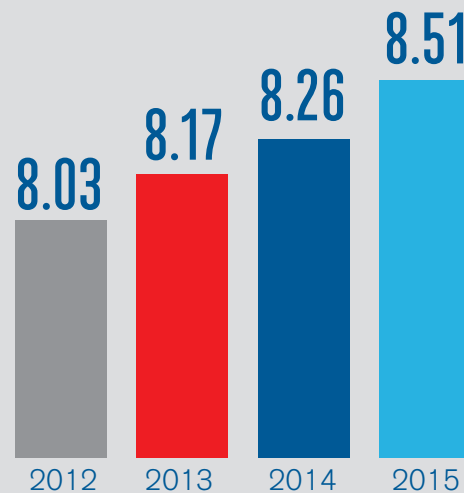


**UP 16%**



Witan Intelligence, VISION Index of 23 attractions, June-August and October, year over year.

### Total Room Demand (millions)

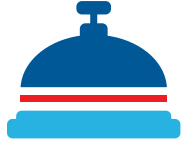


**3%** gain over 2014

**6%** gain over 2012

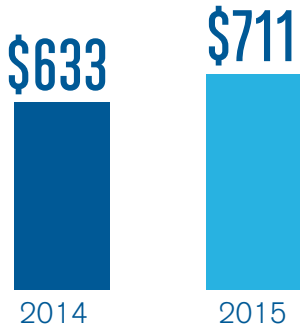
Smith Travel Report for 2012-2015

## We're seeing travelers spend more...



When people do visit, they are spending more per trip.

### Traveler Spending per Trip



**12%** increase in traveler spending

*Witan Intelligence Strategies, Vision Intercept Study, 2014 and 2015*

### Annual Overnight Stays

	Percent occupied	Average daily rate	Revenue per room
2012	58%	\$103	\$60
2013	59%	\$107	\$63
2014	59%	\$109	\$65
<b>2015</b>	<b>62%</b>	<b>\$113</b>	<b>\$69</b>

Lift over 2014 **4%** **3%** **7%**

*Smith Travel Report for 2012-2015*

## We're generating more revenues...



### Total Occupancy Tax

2014 **\$109.1** million

2015 **\$116.5** million

Increase over 2014 **7%**

*Connecticut Department of Revenue Services, 2014 and 2015*

### Economic Impact from Connecticut Conventions

	FY 2014	FY 2015
Leads Issued	290	344
Lead Room Nights	231,922	269,721
Definite Room Nights	71,672	73,015

**Total sales** **\$62.7M**

**Total jobs** **20,816**

**Total Connecticut sales tax** **\$4.8M**

*Business generated via the Connecticut Convention and Sports Bureau, FY 2014 and FY 2015*

## We're growing the economy.



**\$14 billion** in total tourism economic impact across Connecticut.

**\$1.6 billion** in tax revenues, including \$513 million in state taxes and \$345 million in local taxes.

*Tourism Economics Study, Economic Impact of Travel in Connecticut, 2013*



**82,700 direct jobs** in the travel/hospitality industry **...adding 2,200 jobs since 2013.**

As of February 2016 (the latest available data), tourism employment has grown for the past **27 straight months.**

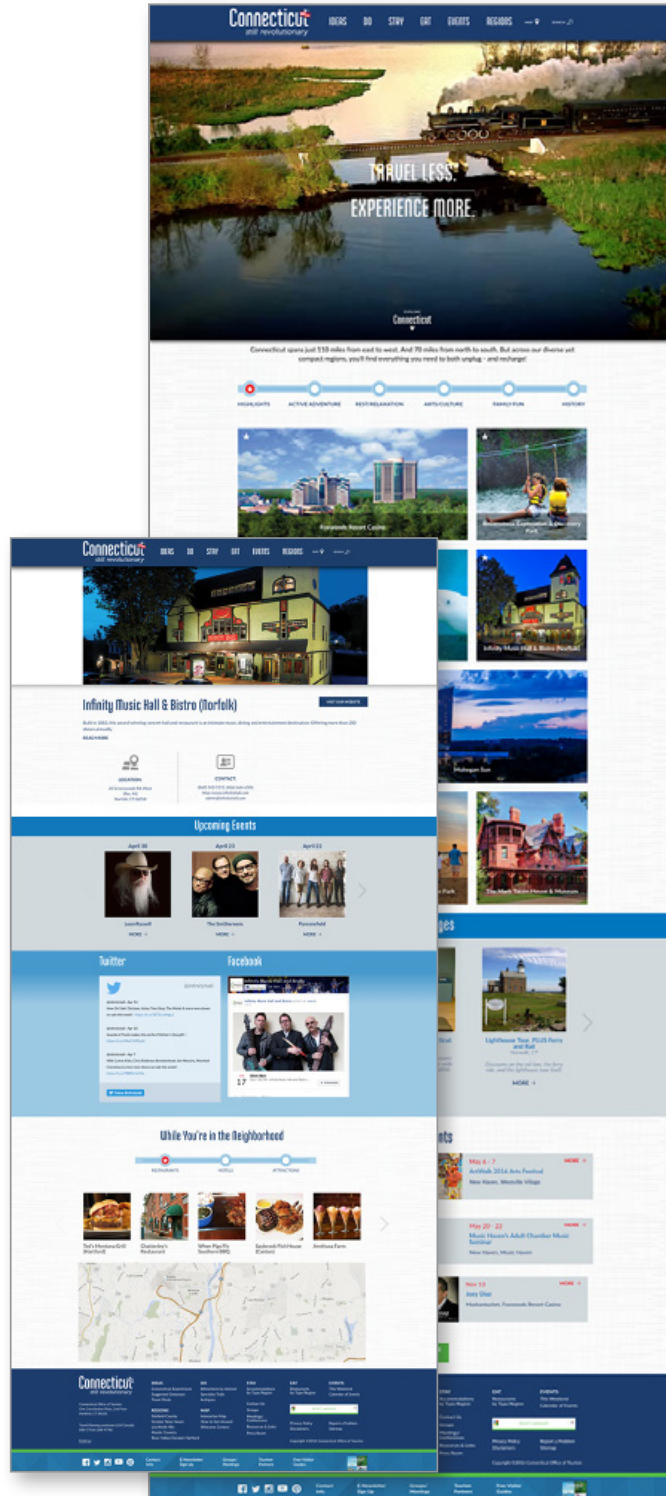
*Tourism Economics Study, Economic Impact of Travel in Connecticut, 2015.*

# Introducing the all-new CTvisit.com!

This spring, we're launching an all-new CTvisit.com featuring **4,000+ attractions**, accommodations and restaurants. Thanks to the tremendous collaboration of our industry partners across the state, we were able to double the number of listings on our new site.

Guided by consumer/partner research at every step in the process, we designed the new CTvisit.com with an array of compelling features:

- **Intuitive navigation** that organizes the site's information based on:
  - types of activities (Do)
  - styles of accommodations (Stay)
  - options for dining (Eat)
  - suggested getaways and travel stories to inspire exploration (Ideas)
- **Calendar of events** that can be filtered by date range, type of event or region and a special "what to do this weekend" feature
- **Regional site views** that provide visitors with an in-depth opportunity to explore the unique offerings in each region of the state
- **Robust listing pages** free to each tourism-related business in the state that can be easily updated to include their own:
  - photos and videos
  - promotions of upcoming events
  - travel deals
  - automatic social media feeds
  - TripAdvisor® ratings
- **"While you're in the neighborhood"** feature that offers suggestions for other attractions, hotels and restaurants close to the destination you're viewing



For more information, contact the Connecticut Office of Tourism,  
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