



# Promoting Trails for Tourism

October 24, 2019

Connecticut<sup>®</sup>

# Tourism is big business in Connecticut!



Contributes **\$15.5 billion** in total business sales, a **5.5%** increase since the last study (2015).



Generates **\$2.2 billion** in tax revenues, including **\$960 million** in state and local taxes.



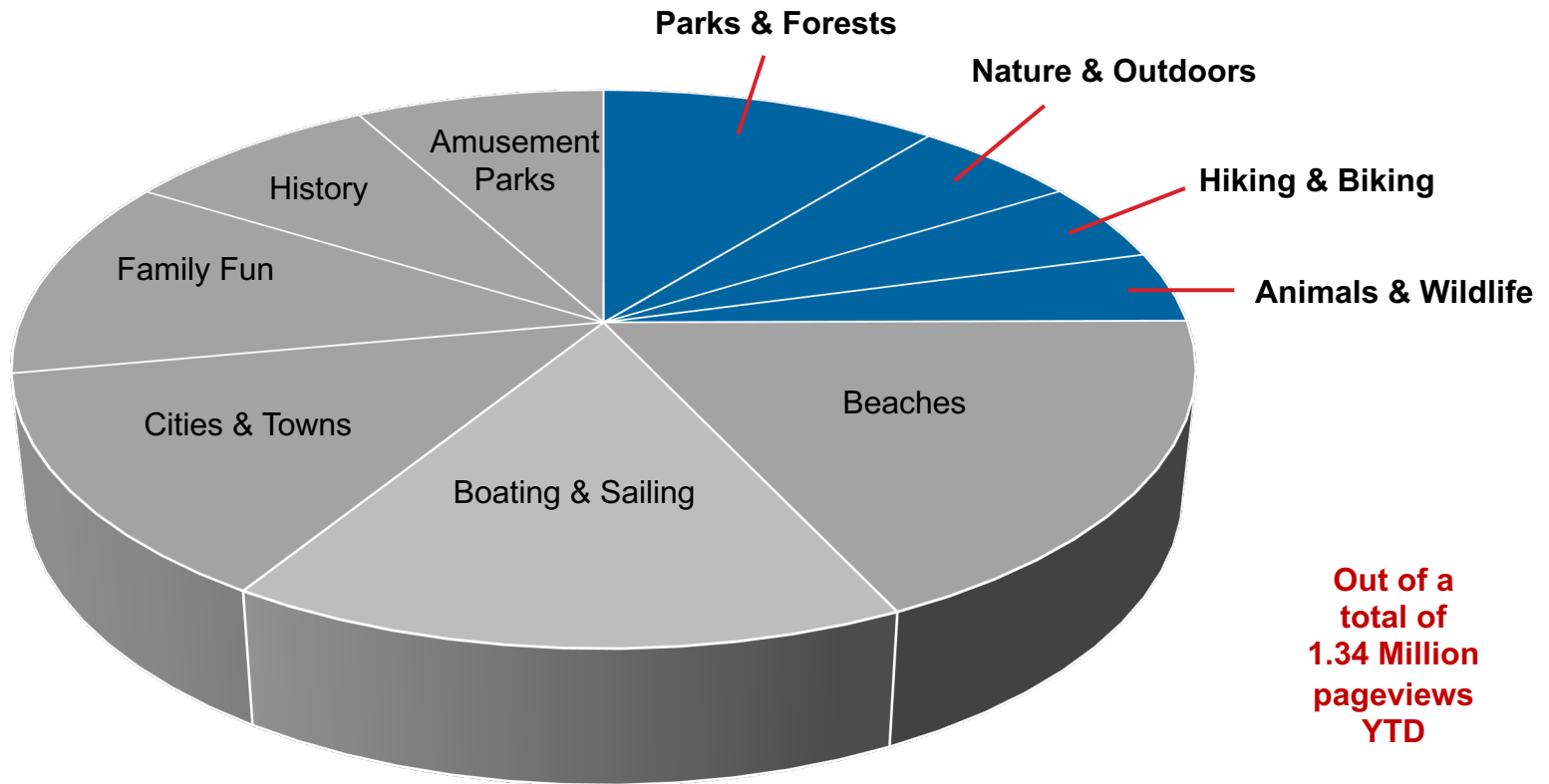
**84,254** jobs directly related to tourism; **123,521** total jobs supported by direct and indirect activities.



# Trails are important to tourism.

**Trails and related interests make up 25% of the top 10 most sought after tourism activities in Connecticut:**

% of the top 10 interests pageviews on CTvisit YTD

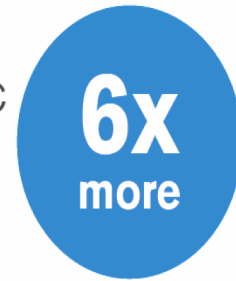


# Tourism marketing drives new visitors.

## In 2018, the Office of Tourism:

- Generated 280 million paid media impressions and over 1 billion PR impressions
- Attracted more than 5 million to CTvisit
- Drove 335,000 pageviews on trail or related listings
- Promoted over 50 articles that featured hiking and biking trails
- Sent over 3 million calls, emails, and clicks to tourism businesses
- Featured more than 1,100 hotels, restaurants, attractions, arts organizations, and events from every corner of the state
- And efficiently increased visitation!

Those exposed to our  
digital marketing in NYC  
**actually visited  
Connecticut**



than those  
who were  
NOT  
exposed.

Those exposed to our  
digital marketing in NYC  
**actually stayed  
in Connecticut**



than those  
who were  
NOT  
exposed.



# Key objectives in all our marketing



1. **Inspire visitation** to the site and the state
2. **Promote as many partners as possible**  
We aim to promote 1,000+ different partners a year
3. **Push overnights** whenever possible

# Who are we targeting?

- We focus on our key out-of-state markets, **keeping a strong focus on New York & Boston**, and to a lesser extent **Rhode Island**
- We reach **in-state travelers** with **20%** of the media budget
- We define the **target most likely to be receptive** to our message:
  - HH Income of \$100K+
  - Age 25+
  - Skew female
  - Approximately half have children at home





# Two key elements of our brand positioning

## Diversity of Experiences



“nature and city”  
“charm and sophistication”  
“scenic and active”  
“mountains and sea”  
“urban and rural”  
“outdoors and nightlife”  
“relaxing and fun”  
“history and style”

## Proximity



The compact nature of our state is both a benefit — and a differentiator.

Things are close to each other — and close to our key target audiences of New York and Boston.

# Connecticut's tourism brand positioning

T

Only Connecticut  
offers such a dynamic blend of the....

R

*historic and contemporary,*  
*natural and cultural,*  
*relaxing and active.*

U

All so close to each other.  
All so close to you.

**All our marketing reflects this brand positioning,  
offering a blend of experiences in every  
communication.**



# Content marketing has become our core tactic.

We start with research on potential topics, create a calendar of stories, manage a variety of content creators, and then package each story and distribute via as many different tactics as possible.

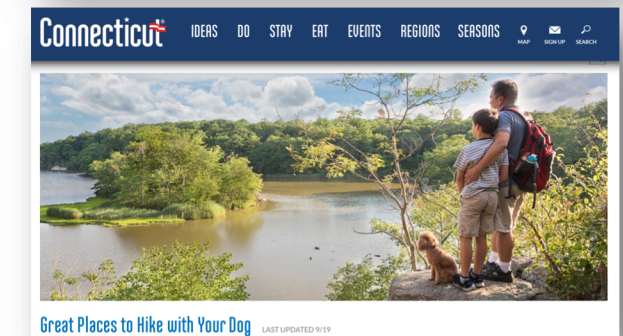
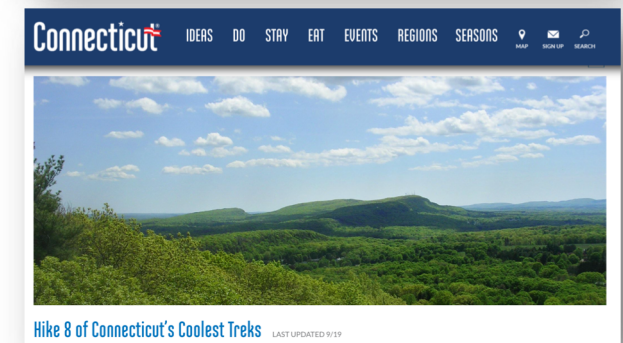


# Examples of our content marketing

## More than 300 “stories” live on CTvisit

- 4-8 new articles developed each month
- Almost all of them updated each year
- Each article promotes and links to many partners, from 5 to 45 partners each
- Over 50 current articles feature trails
- A new article on “towns to visit for hiking” is coming out next month

**Check the portal for current upcoming topics.**





# Tips for being featured in content, social or PR

## 1. Stay informed about opportunities!

- Check the portal
- Sign up for, *and read*, emails from COT

## 2. Submit news/ideas via the portal.

Keep us aware of what's going on

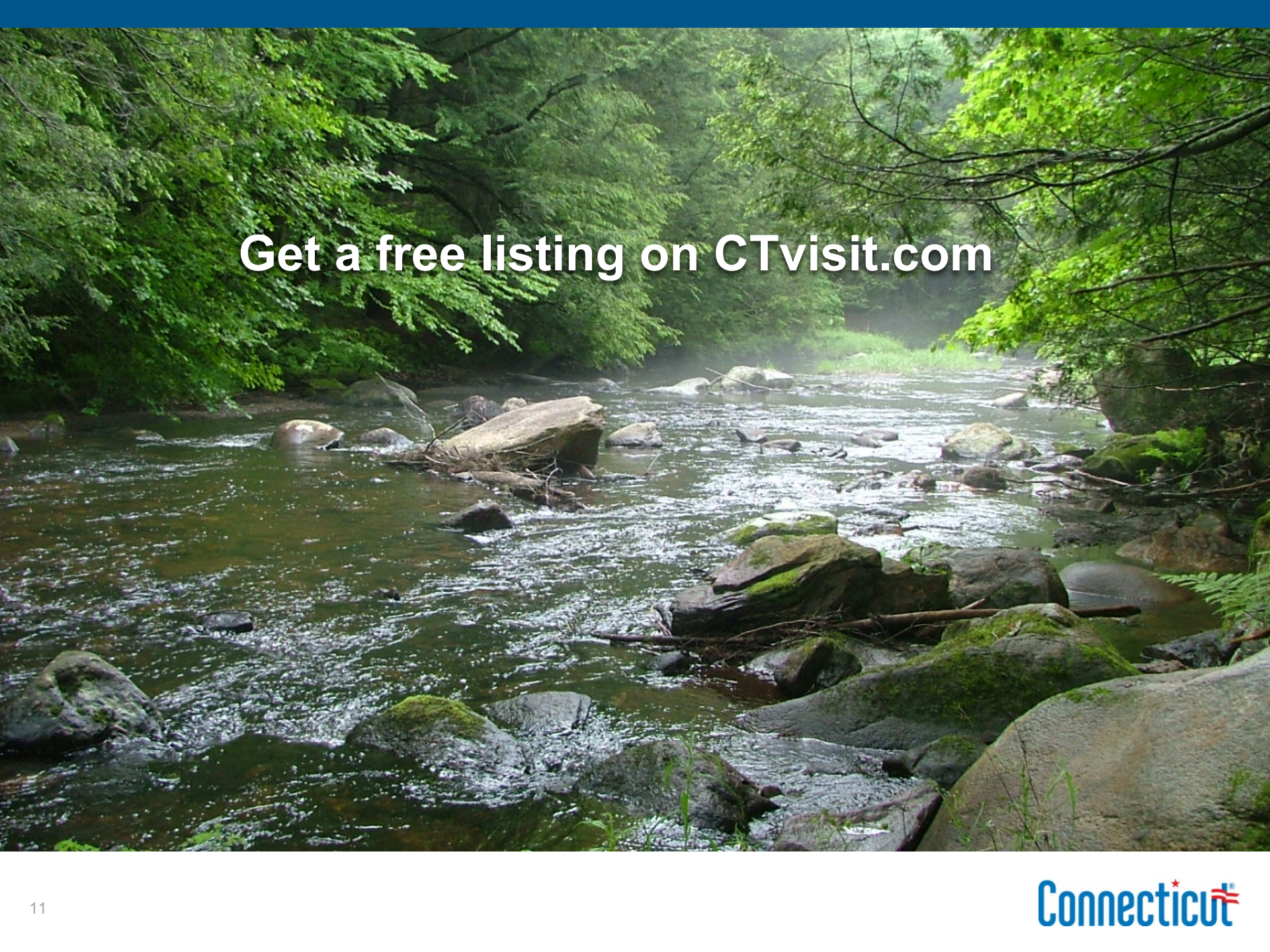
## 3. Send great photos! The better your photos, the more ways and more times we will feature them!

## 4. Tag @Ctvisit in your social posts: We'll get notified and can determine ways to share

## 5. Be responsive to email requests for PR inquiries, FAM tours, prizes, news and ideas





A scenic view of a river flowing through a dense forest. The river is surrounded by lush green trees and foliage. Large, moss-covered rocks are scattered throughout the riverbed, creating a rocky stream. The water is clear and flows over the rocks, creating small rapids and white water. The overall atmosphere is peaceful and natural.

**Get a free listing on [CTvisit.com](http://CTvisit.com)**



# Create a free listing page

**Trail attractions can create a free listing on CTvisit!**



The screenshot shows the Connecticut CTvisit website. The header is dark blue with the 'Connecticut' logo and navigation links: IDEAS, DO, STAY, EAT, EVENTS, REGIONS, SEASONS. There are also icons for MAP, SIGN UP, and SEARCH. The main content area features a large photograph of a man and a child hiking on a rocky trail overlooking a green valley. Below the photo, the title 'Mattabesett Blue Trail' is displayed. To the right of the title is a 'Print-Friendly Version' link and a 'VISIT OUR WEBSITE' button. At the bottom, a short description of the trail is provided.

## Mattabesett Blue Trail

Mattabesett and Mount Higby Trail is a 9 mile out and back trail located near Middlefield, CT that features beautiful wild flowers and is rated as moderate. The trail offers a number of activity options and is accessible from April until October.

- Go to the login on the partner portal
- Request a login
- Once you receive your login credentials, you will get instructions on how to create your listing
- The portal offers tips on how to maximize your listing

# Features of a free listing page

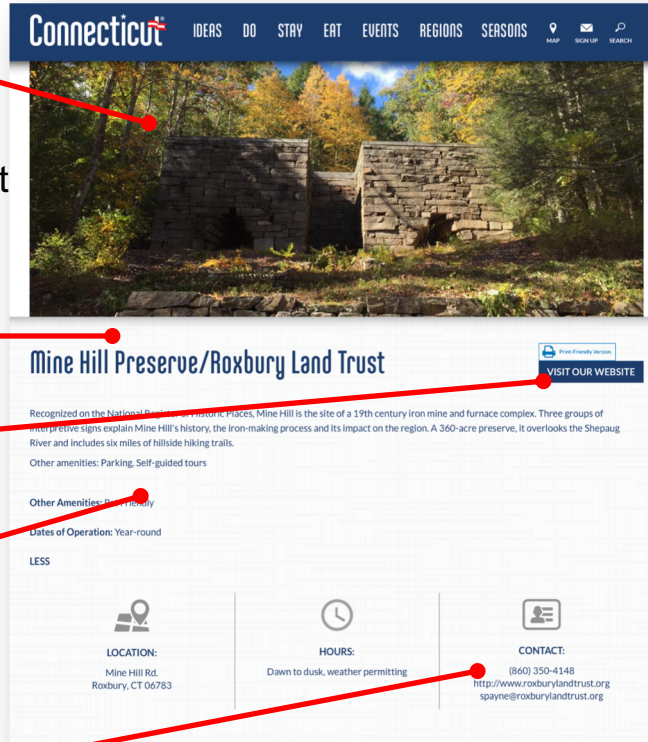
**Hero image.** Can be horizontal as shown (preferred), or square.

**Image carousel.** Insert as many images and videos (from YouTube post) as you like.

**Button link** to your website

**Description.** Intro copy shows. “Read More” expands area to show text of any length.

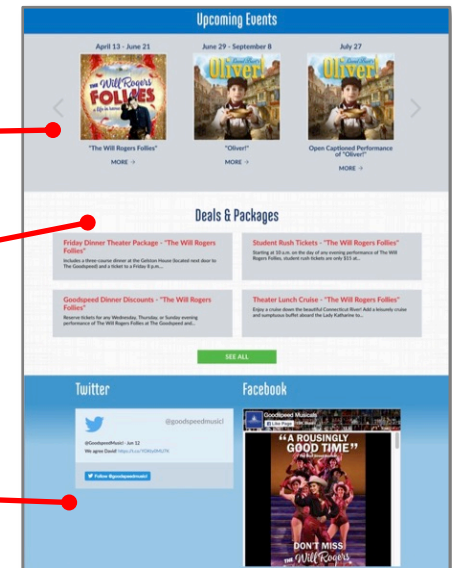
**Contact information**



**Upcoming Events** (optional)

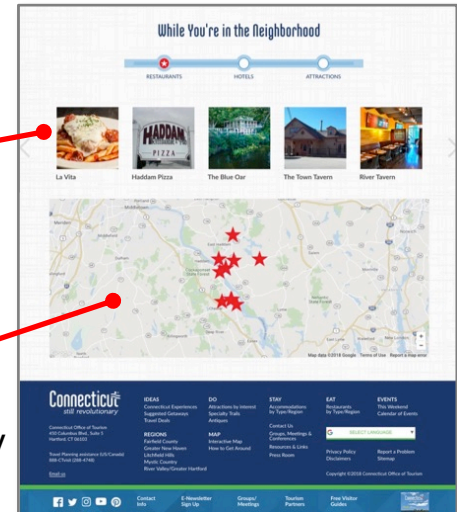
**Deals & Packages** (optional)

**Pull in your Twitter and Facebook feeds** (optional)



**Automatically suggests nearby businesses**

**Automatically offers a map of your business and others close by**







**Stay Informed via the Tourism Industry Portal**

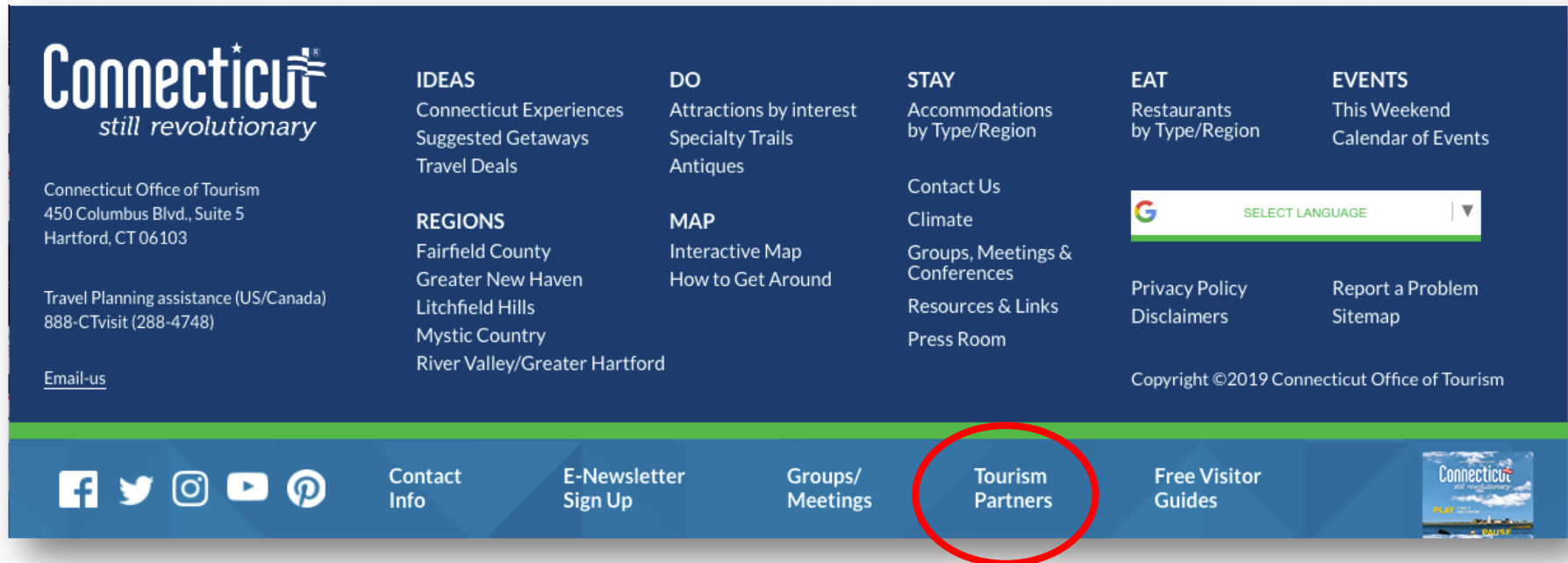


# Introducing the Tourism Industry Portal!

Partners asked for one place to find everything the Office of Tourism has done/is planning. So we built it!

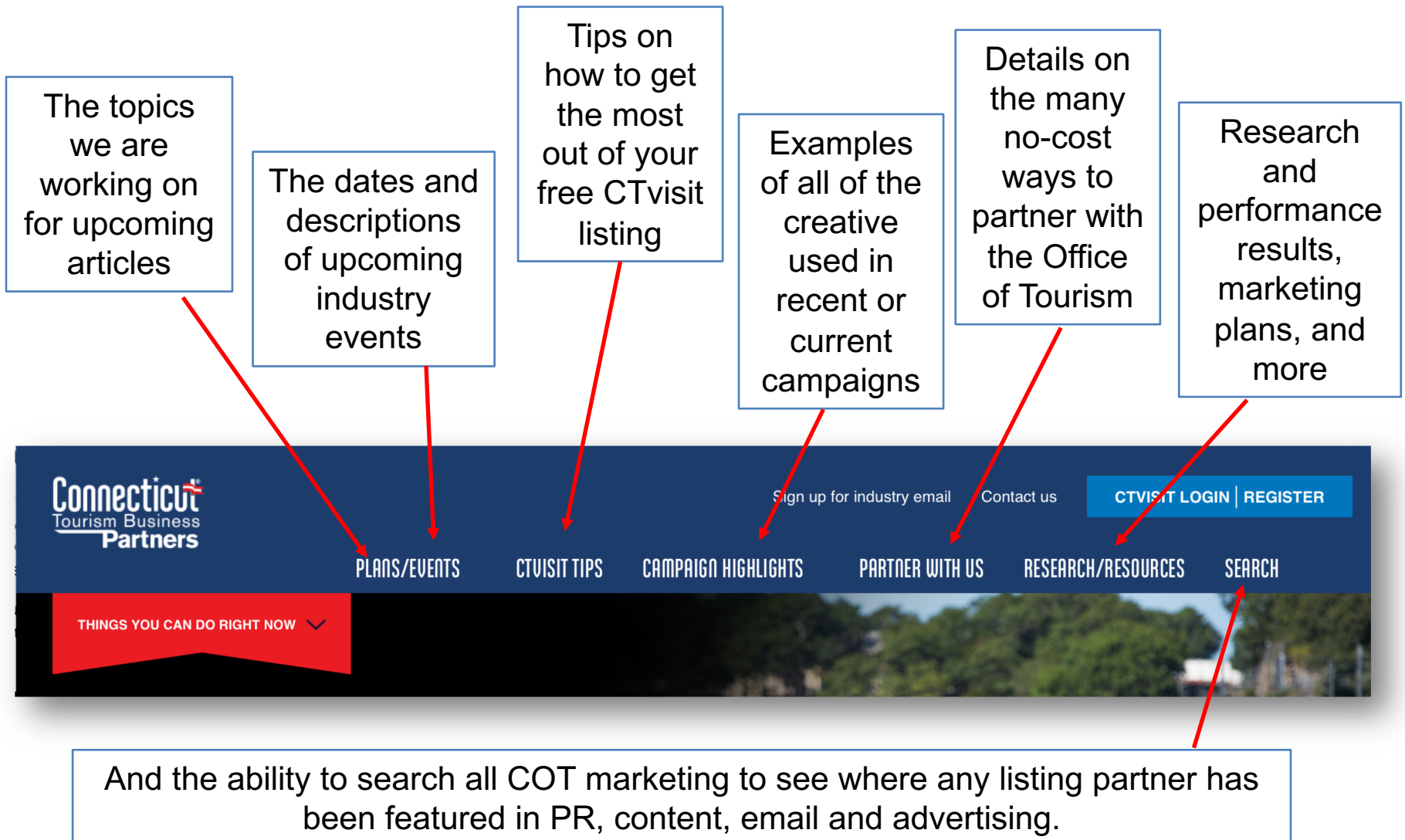


# Get to the portal via the footer of CTvisit



**Access the portal from the Tourism Partners link on the CTvisit footer.**

# Everything you need is on the portal!







Thank You!