



A Life Outdoors  
is a Life Well  
Lived!



Opt to Act

#OPTOUTSIDE



## Promoting Trails for Tourism

October 24, 2019

Connecticut<sup>®</sup>





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



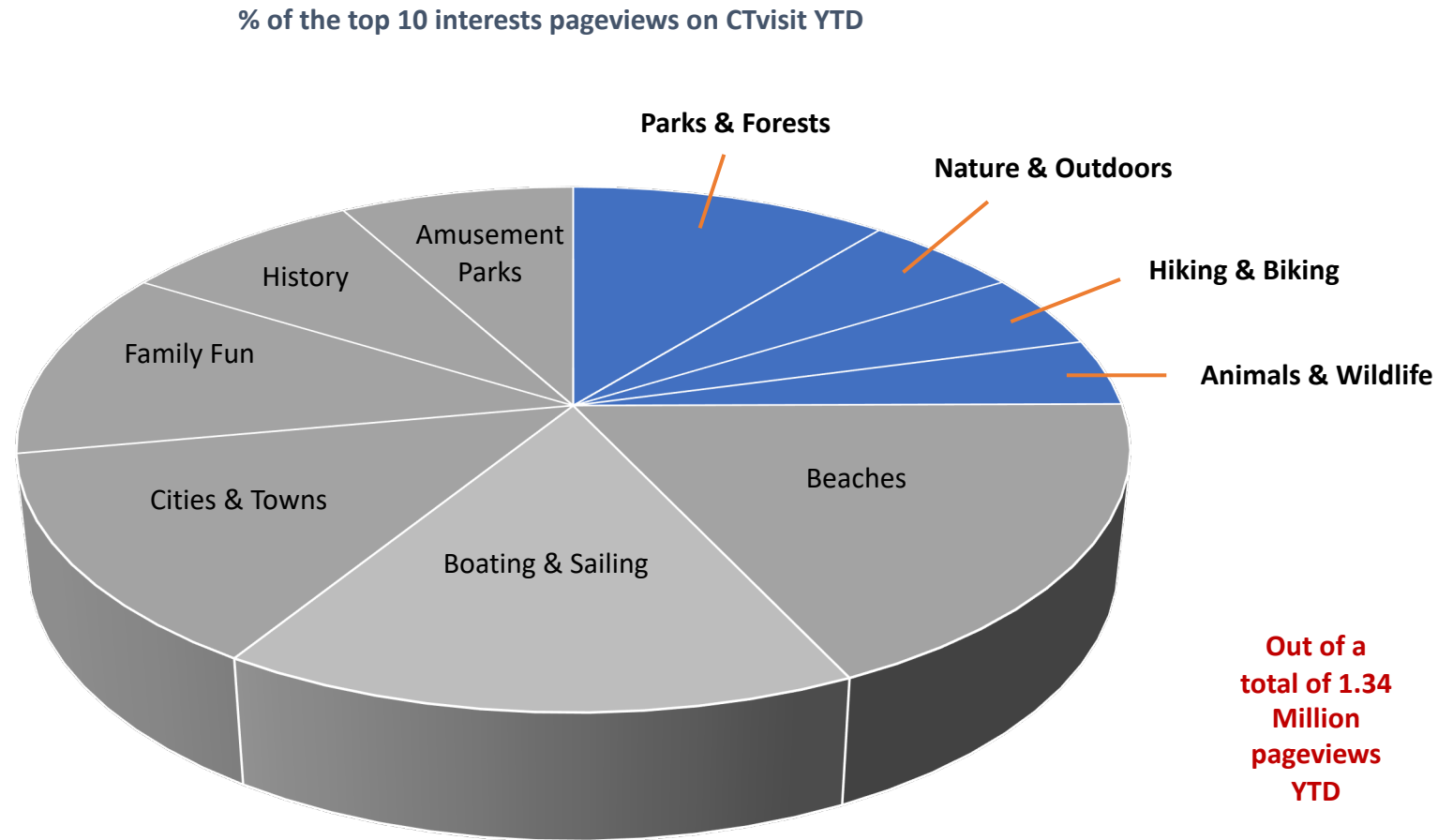
Generates **\$2.2 billion** in tax revenues, including **\$960 million** in state and local taxes.



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

# Trails are important to tourism.

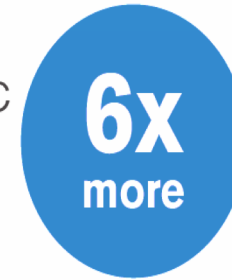
Trails and related interests make up 25% of the top 10 most sought after tourism activities in Connecticut:



### 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.

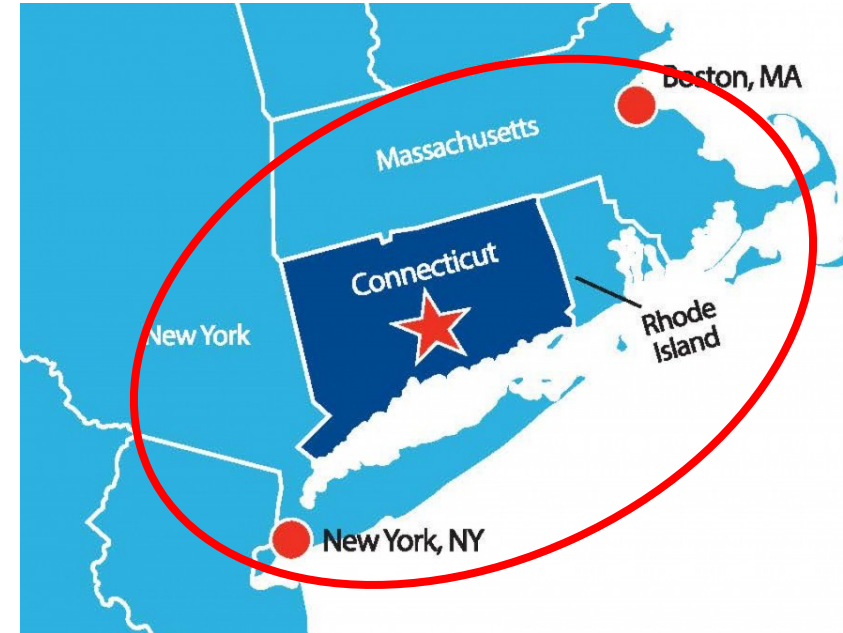
# Key objectives in all our marketing



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



- 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



## Diversity of Experiences



## Proximity



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

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.





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



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



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.

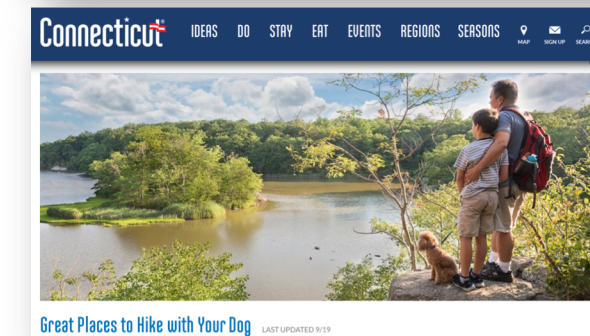


# Examples of our content marketing

## 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








Get a free listing on [CTvisit.com](https://www.ctvisit.com)



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



The screenshot shows the Connecticut website header with navigation links: IDEAS, DO, STAY, EAT, EVENTS, REGIONS, SEASONS, and icons for MAP, SIGN UP, and SEARCH. Below the header is a large image of two hikers on a rocky trail overlooking a green valley. The title "Mattabesett Blue Trail" is displayed in a large, dark blue font. To the right of the title is a "Print-Friendly Version" link and a "VISIT OUR WEBSITE" button. Below the title, a paragraph describes the 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."

### 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

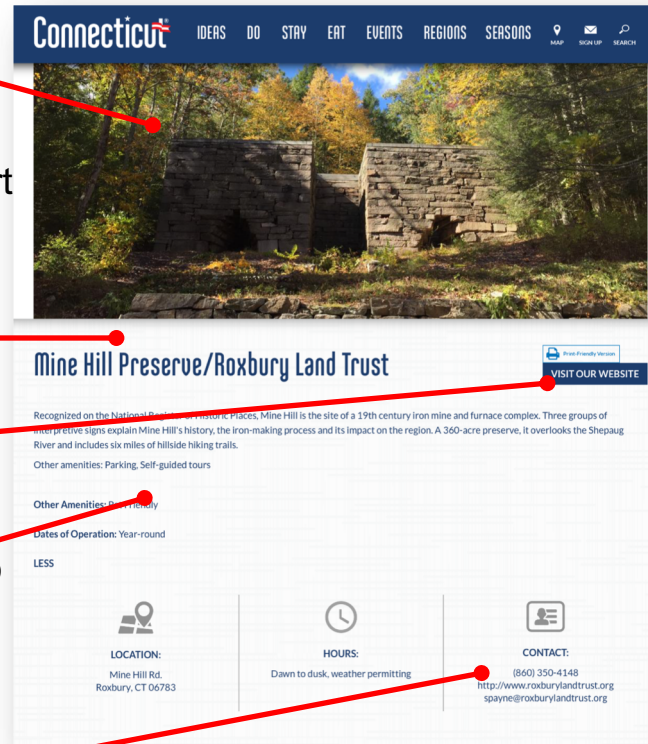
**Hero image.** Can be horizontal as shown (preferred), or square.

**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



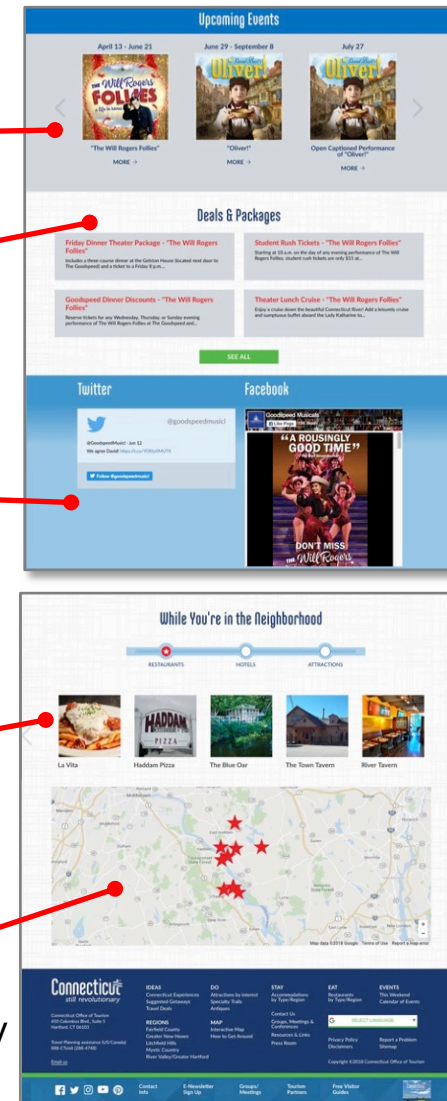
## Upcoming Events (optional)

**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**

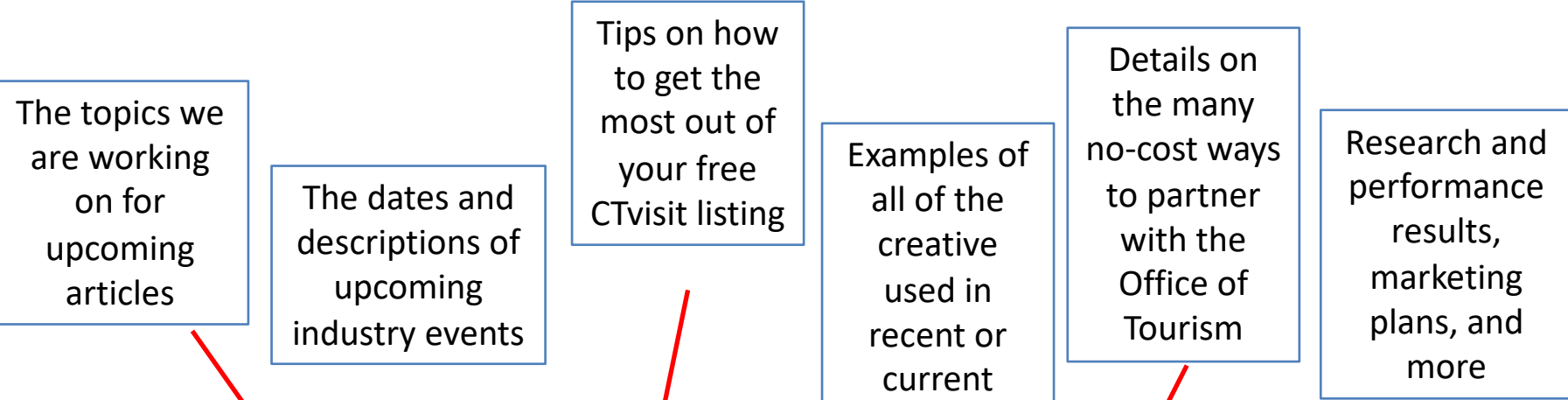


Partners asked for one place to find everything the Office of Tourism has done/is planning. So we built it!



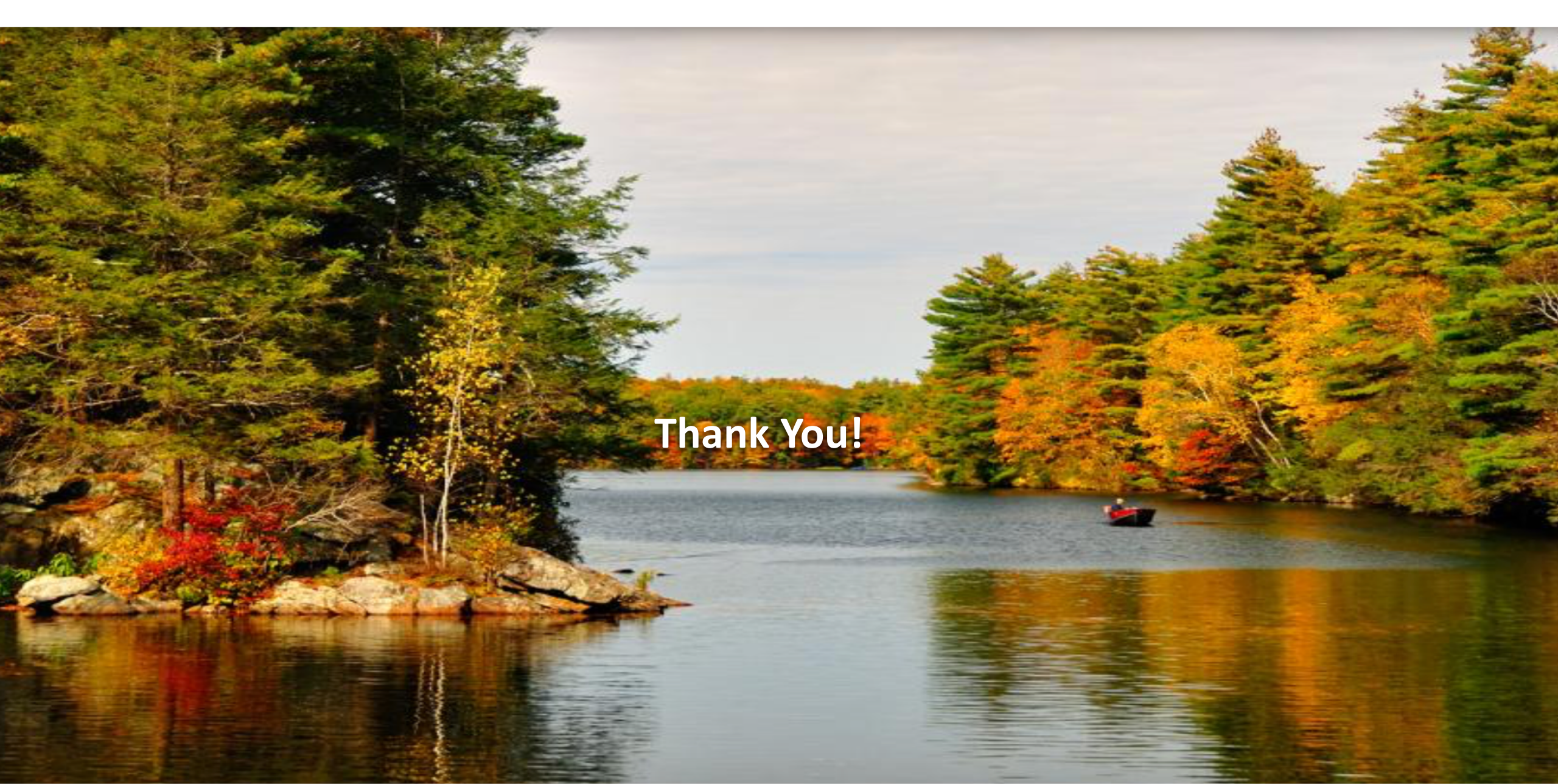


**Access the portal from the Tourism Partners link on the CTvisit footer.**



And the ability to search all COT marketing to see where any listing partner has been featured in PR, content, email and advertising.





Thank You!