

CONNECTICUT Tourism

Moving Forward

and the CCT Marketing Grant Workshops

CONNECTICUT



Connecticut Commission
on Culture & Tourism

AGENDA

- Preview the new CTvisit.com
- How to Post your FREE listings - New CTvisit Partner CMS
- Q/A

- 2011 Cooperative Marketing Opportunities
- CCT Marketing Grant Workshop
- Q/A



CONNECTICUT Tourism
Moving Forward

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on Culture & Tourism

CONNECTICUT Tourism
Moving Forward

-Preview-

NEW CTvisit.com

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CTvisit.com

- Connecticut's Official Tourism Website
- Converted Prospects
 - 2 million visitors
 - 9.7 million page views
 - 5+ minutes/visit
- Search Engine Optimized
- Experience-based Content

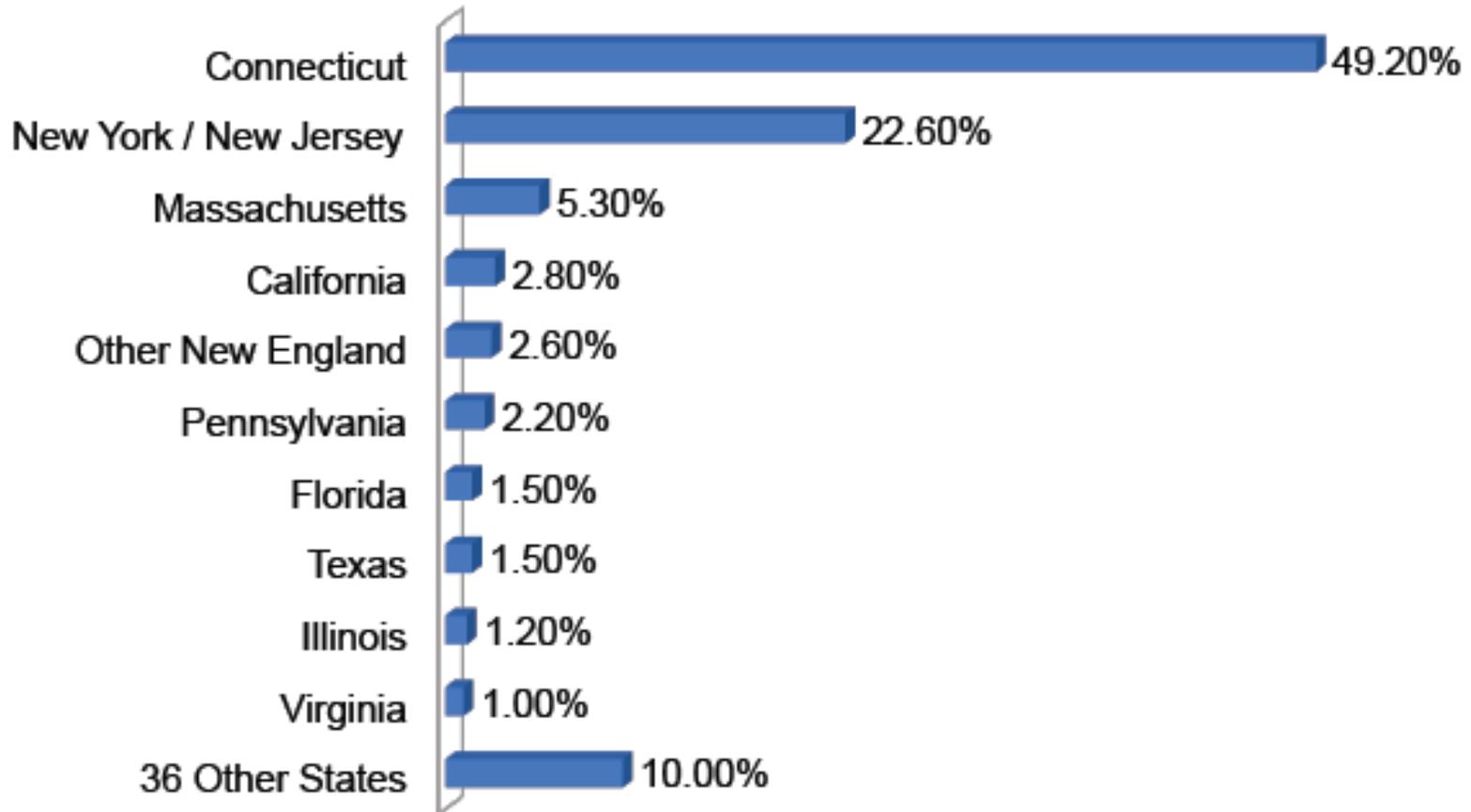
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Connecticut Commission
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CTvisit.com

Visitor's Geographic Origin U.S.



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Connecticut Commission
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“Give the people what they want and they'll turn out every time.”

--Red Skelton, Entertainer & Comedian

- **New Design & Features** (launching 2/11)
 - More content, images and video
 - Improved listings
 - Social networking interfaces & RSS feeds
 - Future partner opportunities
- **New Partner Content Management System (CMS)** (launching 11/10)

Welcome to Connecticut's Official State Tourism Website

Main Page

CONNECTICUT

1-888-CTvisit / CTvisit.com

FAIRFIELD COUNTY
GREATER NEW HAVEN
LITCHFIELD HILLS
MYSTIC COUNTRY
RIVER VALLEY

1 (888) CTvisit

HOME 52 GETAWAYS THIS WEEKEND TRAVEL DEALS MY TRIP

Search CTvisit

Don't Miss

- Connecticut to Celebrate its 375th Birthday!
- Connecticut Fireworks Displays 2010
- Blue Star Museums Offer Free Admission To Military Families Through Labor Day
- Sportsman Channel Selects Connecticut's Fairfield County As Top Sportsman Summer Destination
- Weekend Getaways Starting at \$0

View Interactive Getaway Guide
REQUEST FREE INFO

Receive our e-Newsletter
GET CONNECTED

Be a Connecticut Ambassador
SIGN UP TODAY

Governor's Welcome
Read the welcome message from M. Jodi Rell, Governor.
READ MESSAGE

Connect with Us

- FOLLOW US ON FACEBOOK
- FOLLOW US ON TWITTER
- GET OUR RSS FEEDS
- SEND E-POSTCARD
- MEETING & GROUP INFO
- GETTING HERE & AROUND
- RESOURCES & LINKS

Quick Search

WHAT TO DO WHERE TO STAY EVENTS

Enter Keywords

Category

Region

Connection

START OVER GO

CONNECTICUT
Connecticut Commission on Culture & Tourism
One Constitution Plaza, 2nd Floor
Hartford, CT 06103
Toll Free Travel Planning Assistance
(Within United States and Canada)
888-CTvisit (288-4748) • Email Us

Home
What to Do
Where to Stay
52 Getaways
This Weekend

Events
Travel Deals
Travel Stories
Tourism Industry
Meeting & Group Info

Press Room
Site Map
Disclaimer
Privacy Policy
Contact Us

Weather Now in Hartford:
Clear 66°F Humidity: 56%

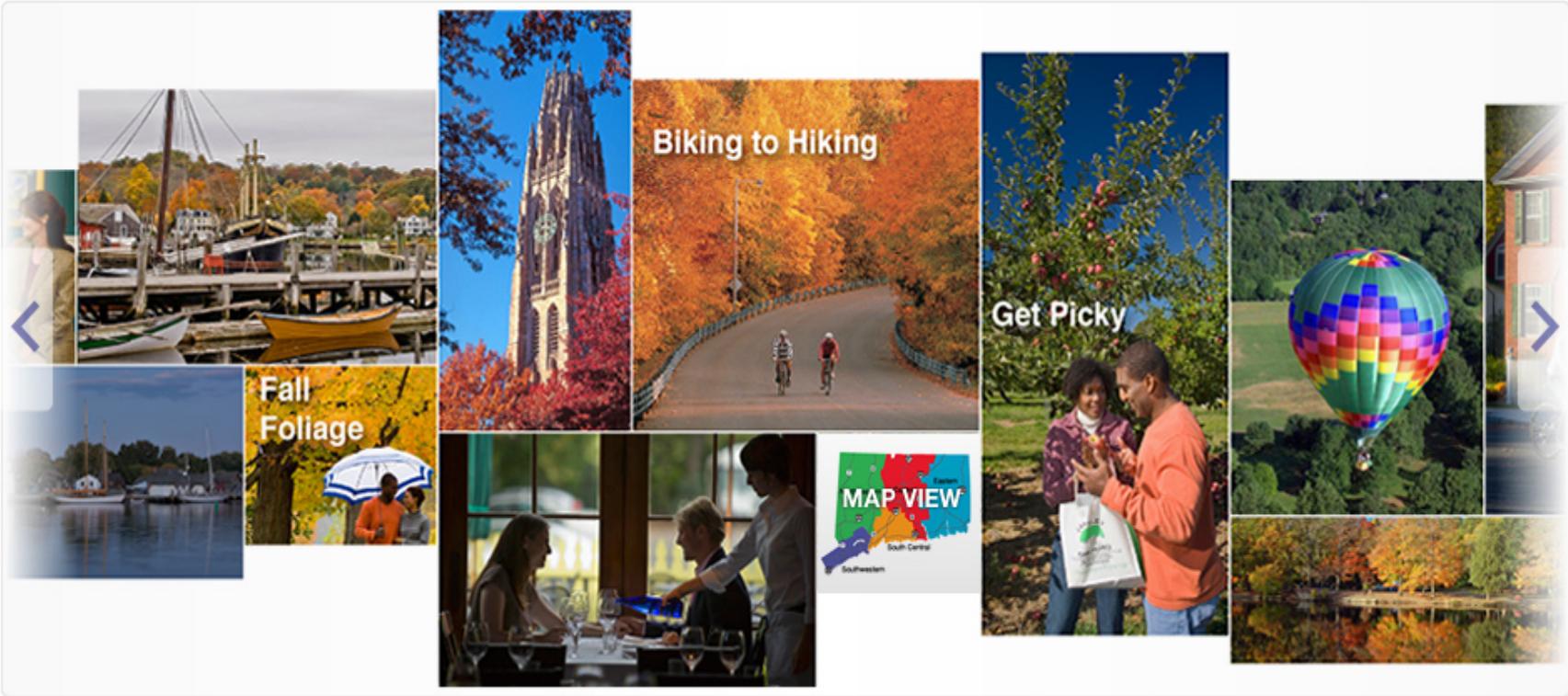
Copyright © 1997-2010 Connecticut Commission on Culture & Tourism

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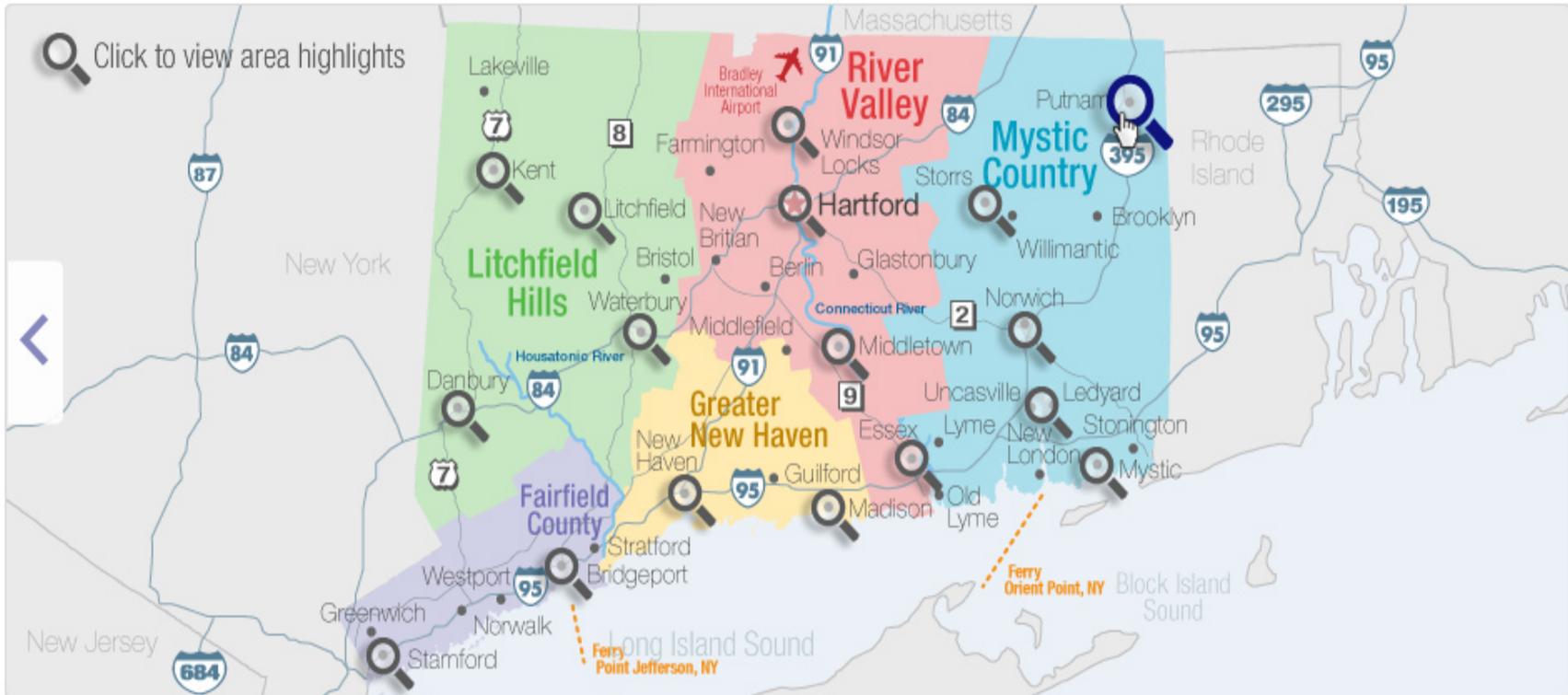
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More Content, Photos & Video



CONNECTICUT

More Maps

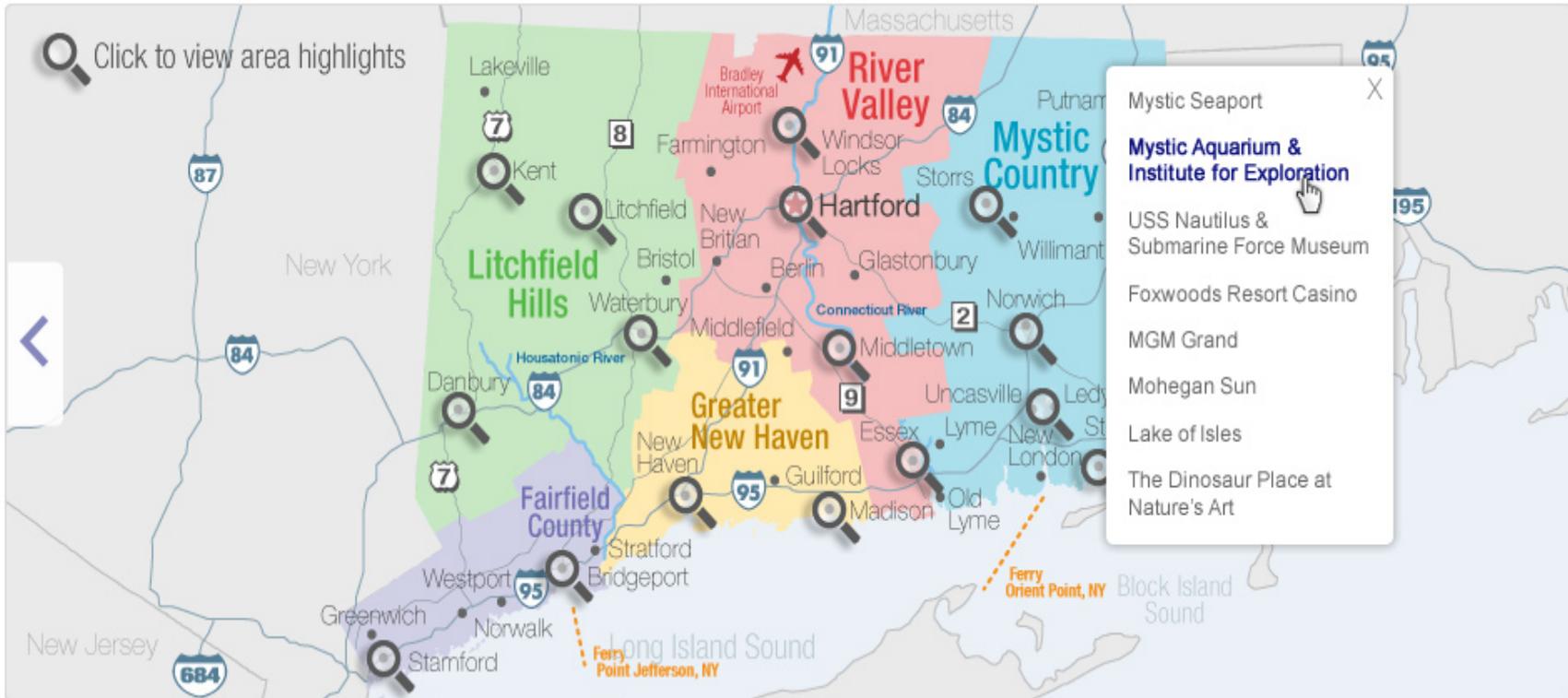


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More Ways to Locate **Current** Events, Activities & Travel Deals



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More Ways to Connect

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View Interactive
Getaway Guide

[REQUEST FREE INFO](#)



Receive our
e-Newsletter

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Be a Connecticut
Ambassador

[SIGN UP TODAY](#)



FAIRFIELD COUNTY
GREATER NEW HAVEN
LITCHFIELD HILLS
MYSTIC COUNTRY
RIVER VALLEY



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More Motivating

Don't Miss

- Connecticut to Celebrate Its 375th Birthday!
- Connecticut Fireworks Displays 2010
- Blue Star Museums Offer Free Admission To Military Families Through Labor Day
- Sportsman Channel Selects Connecticut's Fairfield County As Top Sportsman Summer Destination
- Weekend Getaways Starting at \$0

Featured Travel Deals

- Delamar Greenwich Harbor Weekend Escape with the Bruce Museum
- Cruisin' the Connecticut River
- Mystic Pass Card
- Connecticut Art Trail in Historic Waterbury
- Art Trail by Rail Waterbury Package
- Bed & Breakfast Art Trail by Rail Package with Yale

Nearby Attractions

- Active Outdoors: Coasting in Connecticut
- Denison Pequotsepos Nature Center

[See More](#)

Nearby Accommodations

- Catch Me If You Can
- Try-Athlete Weekend

[See More](#)

Related Getaways

- Cruisin' the Connecticut River
- Mystic Pass Card

CONNECTICUT



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Improved Search to Find Your Property or Event

Quick Search

WHAT TO DO 	WHERE TO STAY 	EVENTS 
--	---	--

 ▼
 ▼
 ▼
[START OVER](#)



Search results-what to do

in Page

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FAIRFIELD COUNTY
GREATER NEW HAVEN
LITCHFIELD HILLS
MYSTIC COUNTRY
RIVER VALLEY

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HOME 52 GETAWAYS THIS WEEKEND TRAVEL DEALS MY TRIP Search CTvisit

ARTS & CULTURE FINDING FALL FOLIAGE ARTS & CULTURE BIKING TO HIKING FUN AT THE HARBOR

SEARCH CONNECTICUT

Search Results

Send to a Friend Share

Your search for: **What To Do + Entertainment + River Valley + Family Fun**

Total results: **149** Results shown per page: 10 25 50 100

Page 1 of 15 <<FIRST < PREV NEXT >> LAST >> Sort By

ANDOVER

Champaign Canoeing LTD.

Region: River Valley
Category: Boat Rides
Description: Whitewater open canoe instruction trips. Two-day weekend camping trips, equipment and food provided.

ANSONIA

Ansonia Nature & Recreation Center

Region: Litchfield Hills
Category: Science & Nature
Description: Over three miles of nature trails in 149-acre park. Hiking, picnic areas. Interpretive building, gift shop.

AVON

Blue Fox Run Golf Course

Region: River Valley
Category: Golf Courses
Description:

Dorrin House

Region: River Valley
Category: Historic Site
Description: Restored 19th century farmhouse displaying period furniture.

BANTAM

All Wars Memorial

Region: Litchfield Hills
Category: Historic Site
Description: A memorial to those who served in the U.S. armed forces from the Revolutionary War to those serving in current missions.

Quick Search

WHAT TO DO WHERE TO STAY EVENTS

Enter Keywords

Filter by Category

All
 Handicapped Accessible
 Cultural Attraction
 Historic Site
 Museums & Galleries
 Performing Arts
 Special Interest Trails

Entertainment

Entertainment
 Science & Nature
 Shopping

Recreation

Biking Tour Cos.
 Boat Rides
 Farms & Gardens
 Fishing
 Golf Courses
 Horse Rides
 Hot Air Balloons
 In the Air
 Mountain Biking
 Parks & Forests
 Region/Town info
 Restaurant
 Ski Areas
 Sports
 Tours

Filter by Region

All
 Fairfield County

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FREE Listings- What to do

In Page

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ARTS & CULTURE FINDING FALL-FOLIAGE ARTS & CULTURE BIKING TO HIKING FUN AT THE HARBOR

WHAT TO DO

SUMMARY AMENITIES PHOTOS MAP TRAVEL DEALS

Foxwoods Resort Casino

Share

Print
Send to a Friend
Add to My Trip
Weather

Mystic Country

Category: Entertainment
Address: 350 Trolley Line Blvd. off Rte. 2
Mashantucket, CT 06338
Best Highway Access: Something goes here
Description: World-class gaming facility with over 7,000 slots, hundreds of table games, keno, race book and the only high stake bingo and poker in New England. Three hotels, variety of restaurants, specialty shops, 1,500-seat showroom hosting headline entertainment and live boxing. Join us 2007 for the opening of the MGM Grand at Foxwoods offering more restaurants, night clubs, a 4,000-seat performing arts center, a 50,000 square foot pillarless ballroom and additional meeting space.
Phone: (800) FOXWOODS
Fax: (123) 567-8910
Website: <http://foxwoods.com>
Email: info@foxwoods.com
Attraction Rate: \$\$\$\$
Dates of Operation: Some Date Range goes here
Hours: Something goes here
Credit Card: VISA and MASTERCARD
Handicapped Accessible: Yes

Quick Search

WHAT TO DO WHERE TO STAY EVENTS

Enter Keywords
Category
Region
Connection

START OVER GO

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MEETING & GROUP INFO
GETTING HERE & AROUND
RESOURCES & LINKS

CONNECTICUT TOP TEN

The Child Left Inside

Don't Miss

- Connecticut to Celebrate Its 375th Birthday!

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Nearby Attractions

Active Outdoors: Coasting in Connecticut
Denison Pequotsepos Nature

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FREE Listings - Where to stay

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ARTS & CULTURE FINDING FALL FOLIAGE ARTS & CULTURE BIKING TO HIKING FUN AT THE HARBOR

WHERE TO STAY

SUMMARY AMENITIES PHOTOS MAP TRAVEL DEALS

Interlaken Inn, Resort & Conference Center + Book it

Print
Send to a Friend
Add to My Trip
Weather



Category: Resort
Address: 74 Interlaken Rd. (Rte. 112)
Lakeville, CT 06039
Best Highway Access: Something goes here

Description: Connecticut Green Lodging certified property. Enjoy the romance and beauty of New England's country resort, with frontage on one of Connecticut's most beautiful spring-fed lake. Breathtaking scenery and winding country roads complete the experience. The Interlaken is a charming country resort set in the mountains and lakes of the southern Berkshires / Litchfield Hills of Connecticut. The inn is located in the heart of New England with 85 gorgeous guest rooms and townhouses on 30 manicured acres, nestled between shimmering lakes. All rooms have A/C, cable TV, VCR, phone and private bath. Interlaken Inn is complete with a full-service day spa and recreational facilities that include tennis, outdoor heated swimming pool, health & fitness center, saunas and massages, game room, golf, canoes and kayaks, and more... With more than two dozen trails and miles of forest, there are lots of hiking and biking opportunities too! Visit Tanglewood, the summer home of the Boston Symphony Orchestra. Also nearby - Music Mountain, America's longest running chamber music festival, Chesterwood, the home of Daniel Chester French who sculpted Abraham Lincoln for the Washington, DC memorial, Chesterwood, the home of Daniel and Hancock Shaker Village. And there is much more within a short driving distance. Corporate retreats and meetings choose the Interlaken for the wide variety of corporate incentive and team-building programs including Skip Barber Racing School, Endurance Karting, river rafting, mountain hiking, ropes courses, golf at 6 courses, and much more. Interlaken (a pet-friendly inn) offers a special P.U.P.S. amenity package (additional charge) as well as designated off-leash play areas and lake time for your pooch! On-property - dine at top-rated Morgan's Restaurant, featuring New American cuisine, with innovative, organic dishes prepared exclusively from fresh regional ingredients. Serving three meals daily, plus room service.

Phone: (860) 435-9878, (800) 222-2909

Quick Search
WHAT TO DO WHERE TO STAY EVENTS
Enter Keywords
Category
Lodging Rates
Region
START OVER GO

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MEETING & GROUP INFO
GETTING HERE & AROUND
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The Child Left Inside

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Travel Deals

Main Page

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TRAVEL DEALS

RSS Print Send to a Friend Share

Choose Type Choose Location Choose Connection SUBMIT

Specials in Branford

 Property: [By The Sea Inn & Spa](#)
Travel Deal: [Blissful Mid Week Escape](#)
Date(s): May 01, 2010 - December 31, 2010
Rates from: \$99 a night

Specials in Bridgeport

 Property: [Bridgeport Holiday Inn & Conference Center](#)
Travel Deal: [Family Adventure Package](#)
Date(s): July 01, 2010 - December 31, 2010
Rates from: \$199 a night

Specials in Cornwall Bridge

 Property: [Cornwall Inn & Restaurant](#)
Travel Deal: [Litchfield Hills Wine & Dine Week-End Excursion](#)
Date(s): June 10, 2010 - October 31, 2010
Rates from: \$149 a night

Specials in Farmington

 Property: [Centennial Inn Hotel & Apartments](#)
Travel Deal: [Scrapbooking Package](#)
Date(s): March 31, 2009 - December 31, 2010
Rates from: \$179 a night

 Property: [Centennial Inn Hotel & Apartments](#)
Travel Deal: [Scrapbooking Package](#)

Quick Search

WHAT TO DO WHERE TO STAY EVENTS

Enter Keywords

Category

Lodging Rates

Region

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- GETTING HERE & AROUND
- RESOURCES & LINKS

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LITCHFIELD HILLS
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RIVER VALLEY

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HOME 52 GETAWAYS THIS WEEKEND SPECIALS

Search CTvisit

ARTS & CULTURE FINDING FALL FOLIAGE ARTS & CULTURE BIKING TO HIKING FUN AT THE HARBOR

MY TRIP

Below are your My Trip items that you have saved.

GETAWAY MAP
PRINT
SEND TO A FRIEND

Getaways

Catch Me If You Can #21
Time flies when you're tying flies or watching cars fly around one of the nation's top racetracks.

Map it
Delete

Connecticut Safari #15
Connecticut's got animals.

Map it
Delete

Attractions

Connecticut River Museum
Essex, CT

Located on the waterfront, offers adventure, discovery and history in the making. Learn the story of the Connecticut River and its people through exhibits, educational programs and special events.

Map it
Delete

Accommodations

Connecticut River Museum
Essex, CT

Located on the waterfront, offers adventure, discovery and history in the making. Learn the story of the Connecticut River and its people through exhibits, educational programs and special events.

Map it
Delete

Travel Stories

A Fair to Remember

Delete

QUICKSEARCH

WHAT TO DO WHERE TO STAY EVENTS TO ENJOY

Keyword

Start Date
7/23/2010

End Date
8/22/2010

Region

Category

Connection

START OVER GO

GET OUR SPECIALS FEED
FOLLOW US ON FACEBOOK
MEETING & GROUP INFO
GETTING HERE & AROUND
RESOURCES & LINKS
SEND E-POSTCARD

DONTMISS
Connecticut to Celebrate Its 375th Birthday!

VIEW INTERACTIVE GETWAY GUIDE
REQUEST FREE INFO

RELATEDGETAWAYS
Catch Me If You Can
Try-Athlete Weekend

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CONNECTICUT Tourism
Moving Forward

**How to Post Your FREE
Listings on CTvisit.com**

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CTvisit.com Partners

What to do

- Historic Sites, Museums & Galleries, Performing Arts, Special Interest Trails, Casinos, Entertainment, Science & Nature, Shopping, Biking Tour Cos., Boat Rides, Farms & Gardens, Fishing, Golf Courses, Horse Rides, Hot Air Balloons, In the Air, Mountain Biking, Parks & Forests, Region/Town Info, Restaurants, Ski Areas, Sports, Tours, Wineries & Breweries

Where to stay

- **Accommodations** –Bed & Breakfasts, B&B Directory & Reservation Service, Cottage/Cabin, Hostel, Hotel/Motel, Inns, Resorts, Vacation Rentals
- **Campgrounds**

Events

- Agricultural Fairs, Antique Shows, Arts and Crafts, Consumer Shows, Culinary, Especially For Kids, Ethnic Festivals, Festivals, Historic Events, Major Museum/Gallery Exhibit, Performing Art, Powwows, Seasonal/Holiday Delight, Special Community, Sport Events, Vehicle Shows

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Getting Started

<http://manage.CTvisit.com>

CONNECTICUT

[Log On](#)

Thursday, November 4, 2010

Please login.

Log On

Please enter your username and password. [Register](#) if you don't have an account.

Account Information

User name

Password

Remember me?

Log On

If you have forgotten your password, click [here](#) to recover it.

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Register If You Don't Have an Account

CONNECTICUT

Thursday, November 4, 2010

[Log On](#)

Please login.

Register

1
Register

2
Add
Properties

Username	<input type="text"/>
Password	<input type="password"/>
Confirm Password	<input type="password"/>
Address	<input type="text"/>
	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Postal Code	<input type="text"/>
Phone	<input type="text"/>
Company	<input type="text"/>
Email	<input type="text"/>
Full Name	<input type="text"/>

Register & Choose Properties

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Register & Choose Properties

CONNECTICUT

Welcome Rob Damroth | [logoff](#) | [view the site](#)

Thursday, November 4, 2010

- [HOME](#)
- [PROPERTIES](#)
- [SPECIALS](#)
- [EVENTS](#)
- [USERS](#)
- [ACCESS LEVELS](#)
- [CONTENT](#)
- [MISC DATA](#)

Edit Site User Properties

Tester Rob 2

View Messages:

1
Edit User

2
Edit User Properties

[Return To Site User Administration Main](#)

Add New Property Association

Associated Properties

Delete	Property Name
	1A New Museum & Gallery
	1A New Property 1

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Work Flow Process

Save (Finish) = In Process

Submit for Approval

Comments to CTvisit
Review Staff

Submit for Approval

Auto E-mail to
CTvisit Review Staff

Review - Approve - Comment
Auto E-mail to User

User Additions/Edits
Now Live on CTvisit.com

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Accommodations & Attractions

Step 1 - Summary

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Welcome Tester Rob 3 | [logoff](#) | view the site

Thursday, November 4, 2010

- HOME
- PROPERTIES
- SPECIALS
- EVENTS

Edit Property Summary

- 1 Summary
- 2 Amenities
- 3 Photos
- 4 Attributes
- 5 Specials

1A Best Attraction in Connecticut

LIVE Version

View Messages:

You can edit this record by simply typing changes to the record below and clicking save.

Save Cancel Submit for Approval

Name* 1A Best Attraction in Connecticut

Short Description* If there is one attraction you want to see in Connecticut, this is the one!

125chars remaining.

Long Description*

B I abc ← → ↺ ↻ ↵ ↶ ↷ Source

If there is one attraction you want to see in Connecticut this is the one! Close to the casinos and the country, you have to make this part of your journey. For young and old alike, a visit to us will leave you with an experience you will never forget. Come see us soon!

Address* 1 Main St.

City* Norwich State* CT Postal Code* 06000

Mailing Address* 1 Main St.

Please enter the mailing address for your property - i.e. P.O. Box 000

Mailing City* Norwich Mailing State* CT Mailing Postal Code* 06000

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Accommodations & Attractions

Step 2 – Amenities

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Thursday, November 4, 2010

- [HOME](#)
- [PROPERTIES](#)
- [SPECIALS](#)
- [EVENTS](#)

Edit Property Amenities

- 1 Summary
- 2 Amenities
- 3 Photos
- 4 Attributes
- 5 Specials

1A Best Attraction in Connecticut

[LIVE Version](#)

View Messages:

i You can edit this record choosing an Amenity Category and check all items that apply. Once finished please click on save.

General Attraction Amenities

Please check those that are applicable to your property.

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> ADA Compliant | <input type="checkbox"/> Advance Reservation | <input type="checkbox"/> Babysitting |
| <input type="checkbox"/> Brochures | <input checked="" type="checkbox"/> Bus Parking | <input type="checkbox"/> Catering |
| <input type="checkbox"/> Concessions | <input type="checkbox"/> Dining Nearby | <input type="checkbox"/> Food/Beverage Services |
| <input type="checkbox"/> Gift Shop | <input type="checkbox"/> Indoor Activity | <input type="checkbox"/> Maps Available |
| <input type="checkbox"/> Meeting Facilities | <input type="checkbox"/> Meeting/tour groups welcome | <input checked="" type="checkbox"/> Parking |
| <input type="checkbox"/> Pets on Leash | <input type="checkbox"/> Printed Guides | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Security | <input type="checkbox"/> Self-guided tours | <input checked="" type="checkbox"/> Special Packages |

[Save](#) [Cancel](#) [Submit for Approval](#)

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Accommodations & Attractions

Step 3 - Photos

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Thursday, November 4, 2010

- [HOME](#)
- [PROPERTIES](#)
- [SPECIALS](#)
- [EVENTS](#)

Edit Property Photos

- 1 Summary
 - 2 Amenities
 - 3 Photos
 - 4 Attributes
 - 5 Specials
-

1A Best Attraction in Connecticut

View Messages:

i You can update your photo gallery by making changes below and clicking save.

The photo was updated successfully.

You may upload up to 6 photos. Images must be in JPEG (*.jpg) file format. Oversized images will be automatically resized.

Add New Property Photo

Fullsize Photo:

Caption:

Existing Property Photos

		Fullsize Photo	Caption	Primary Image
			Artwell	No
			Balloon	No
			Balloon 2	Yes

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Accommodations & Attractions

Step 4 - Attributes

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Thursday, November 4, 2010

- [HOME](#)
- [PROPERTIES](#)
- [SPECIALS](#)
- [EVENTS](#)

Edit Property Attributes

1 Summary 2 Amenities 3 Photos 4 Attributes 5 Specials

LIVE Version PENDING Version

1A Best Attraction in Connecticut

View Messages:

i You can update Other Attributes by making changes below and clicking save.

Submit for Approval

Add New Attribute

Bus Fee

If you have the facilities for bus parking, do you charge a fee? Yes or No.

Existing Attributes

	Attribute	Value
	Airport Distance	15 miles

Submit for Approval

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Accommodations & Attractions

Step 5 – Specials

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Thursday, November 4, 2010

- HOME
- PROPERTIES
- SPECIALS
- EVENTS

Edit Property Specials

- 1 Summary
- 2 Amenities
- 3 Photos
- 4 Attributes
- 5 Specials

1A Best Attraction in Connecticut

[Add New Special](#)

Click on a row to view a specific Special's details.

Del	Submitted By	Title			Msg
✗	Tester Rob 3	1A Tester Rob 3 Attraction Special Test	In Progress	10-25-10 Tester Rob 3	
✗	Tester Rob 3	One Day Only Special	Pending	10-25-10 Tester Rob 3	

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HOME

SEARCH CTvisit

WHERE TO STAY

52
GREATGETAWAYS

Advanced Search

[SUMMARY](#) [AMENITIES](#) [PHOTOS](#) [MAP](#) [SPECIALS](#)

CONNECTIONS

52 GREAT GETAWAYS

SPECIALS

THIS WEEKEND

WHAT TO DO

WHERE TO STAY

EVENTS

MY TRIP

TRAVEL STORIES

Centennial Inn Hotel & Apartments
Website: <http://www.centennialinn.com>

[BOOK IT](#)

[PRINT](#)

[SEND TO A FRIEND](#)

[ADD TO MY TRIP](#)

 View Interactive Getaway Guide & Request Free Info

Category: Accommodation

Subcategory: Hotel/Motel

Region: River Valley

Address: 5 Spring Lane
Farmington, CT 06032

Highway Access: (I-84 Ex. 37E/38W)

Description: The Centennial Inn Hotel & Apartments offers a truly unique community in the Farmington River Valley. There are 56 spacious hotel rooms with either a Queen or King bed. All rooms come with free breakfast, internet access, cable television, full kitchen, living room and dining area. The 56 apartment homes are either Studio or one bedroom and offer a fireplace, all appliances, spacious closets, central air and cathedral ceiling in select homes. All of the hotel rooms and apartment homes are situated on 12 beautiful wooded acres. Both guests and residents have use of the outdoor pool, sports court, fitness center, and barbecue grills with picnic tables.

Phone: (860) 677-4647, (800) 852-2052 (outside CT)

Fax: 860-676-0685, 860-674-8487



Welcome message from M. Jodi Rell Governor



RIVER VALLEY





Spend a Weekend at a Connecticut seaside spa

Rejuvenate Your Body, Mind and Spirit

[CLICK HERE!](#)

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TOP TEN

 WEATHER

DONT MISS

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Event Organizers

How to Add a New Event

CONNECTICUT

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Thursday, November 4, 2010

- [HOME](#)
- [PROPERTIES](#)
- [SPECIALS](#)
- [EVENTS](#)

Edit Event

Tester Rob's New Event

View Messages:

1

Summary

2

Photos

[LIVE Version](#)

[PENDING Version](#)

You can edit this record by simply typing changes to the record below and clicking save.

[Save](#) [Cancel](#) [Duplicate](#) [Submit for Approval](#)

Name*

Start Date*

End Date*

Short Description

B *I* abc Source

Check out the best event in Connecticut!

body p

Long Description

B *I* abc Source

Check out the best event in Connecticut. Fun for all ages.

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Event Organizers

How to Add Event Photos

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Welcome Rob Tester Damroth | [logoff](#) | [view the site](#)

Thursday, November 4, 2010

- [HOME](#)
- [PROPERTIES](#)
- [SPECIALS](#)
- [EVENTS](#)

Edit Event Photos

Tester Rob's New Event

View Messages:

1

Summary

2

Photos

LIVE Version

PENDING Version

Submit for Approval

i You can update your photo gallery by making changes below and clicking save.

You may upload up to 6 photos. All images should be between 400 x 400 and 640 x 480 and the file size should not exceed 90 KB.

The photo was deleted successfully.

Add New Event Photo

Photo:

Caption:

Existing Event Photos

		Image	Caption	Primary
			Artwell 1	No
			Artwell 2	No
			xcv	No

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How to Edit Existing Events

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- [HOME](#)
- [PROPERTIES](#)
- [SPECIALS](#)
- [EVENTS](#)

Manage Event Admin - List View

Existing Events

[Add New Event](#) Total Records: 2 | Page 1 of 1 | [View All](#)

Search:

[i](#) Click on a row to view a specific Event's details.

Del		Name	Short Description	Start Date	End Date			Msg
		The Story of Thanksgiving	The true story of the first Thanksgiving. As told be period actors. Pumpkin Pie for all who attend.	11-04-10	11-24-10	In Progress	11-04-10 Rob Tester Damroth	
	CCT	Connecticut Best Event	The best event in Connecticut.	09-28-10	11-24-10	Pending	09-30-10 Rob Tester Damroth	

1

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Event Organizers

How to Add Multiple Events

Edit Event

Tester Rob's New Event

View Messages: 

1

Summary

LIVE Version

2

Photos

PENDING Version

 You can edit this record by simply typing changes to the record below and clicking save.

Name* 

Start Date* 

End Date* 

Short Description 

B *I* abc         Source

Check out the best event in Connecticut!

body p

To Get Help

<http://manage.CTvisit.com>



- Rob Damroth
 - 860-256-2749
 - robert.damroth@ct.gov
- Jean Hebert
 - 860-256-2739
 - Jean.hebert@ct.gov

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2011 Cooperative Marketing
Opportunities

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2011 Cooperative Marketing Opportunities

- Magazine Style FSI (Free Standing Insert)
- NEW Online Advertising Campaign
- Billboard Advertising



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Connecticut Getaway Guide FSI
with
Integrated Online Components

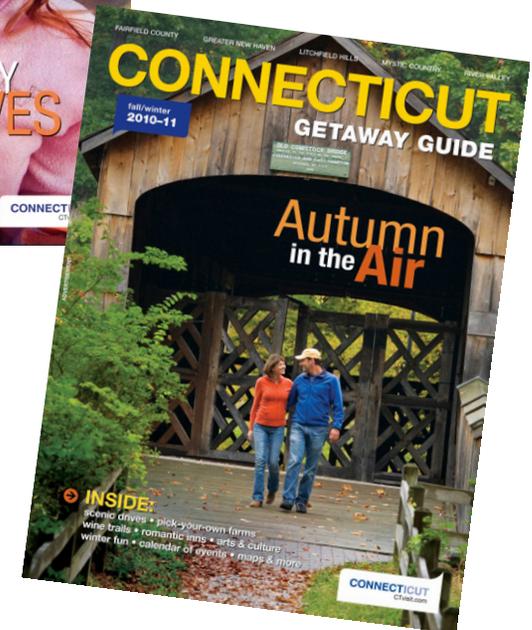
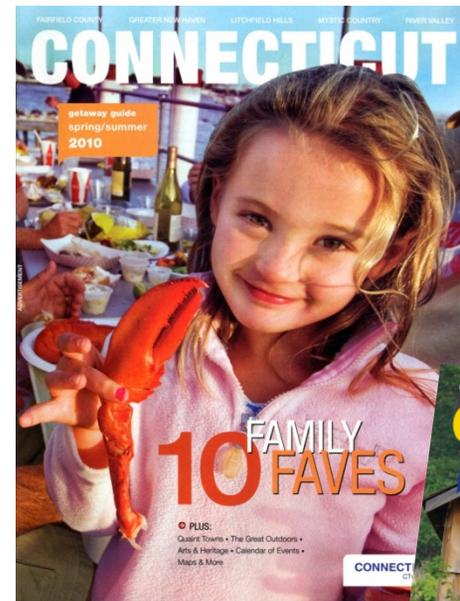
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Magazine FSI

- CT Traveler's Get
 - Inspiration & Information
 - Frequency of Message
- You Get
 - Branding & Leads
 - Push Marketing & Fulfillment
 - Print & Online



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Magazine FSI

- Highly Targeted
 - NY/NJ & CT Newspapers
 - CT Welcome Centers
 - Regional AAA offices
- High Conversion
- Compare & Save
- Integrated Online Promotion – VacationFun.com
 - Promotion & links
 - 2 Email blasts
 - Search engine marketing
- Value Added –
 - Interactive digital version on CTvisit.com



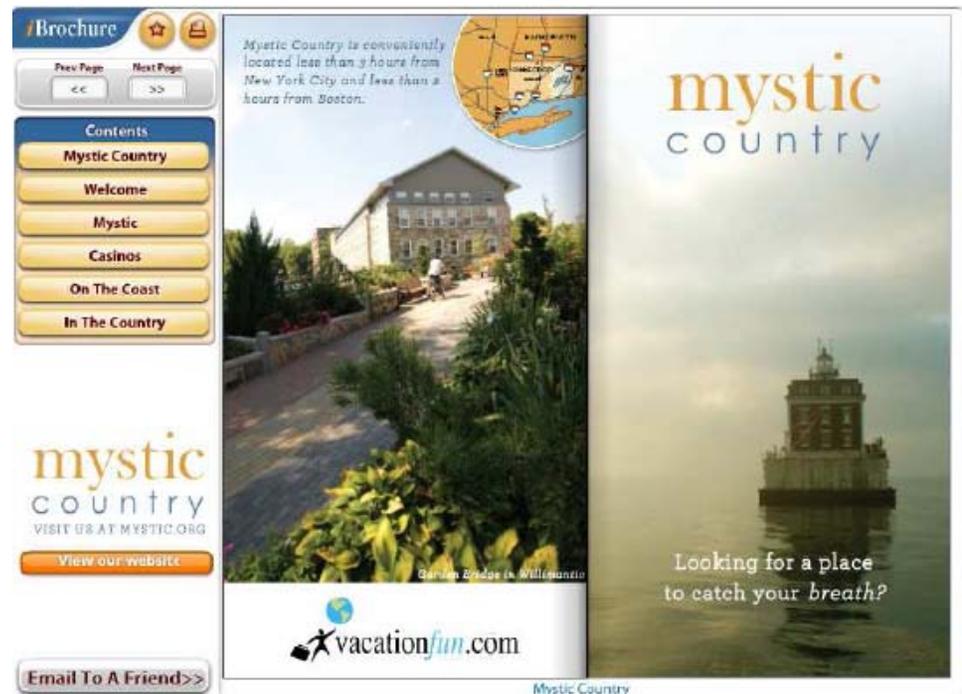
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Magazine FSI NEW iBrochure

- Year-long exposure
 - Seasonal changes
- Fulfill 65%-75% of your FSI inquiries instantly
- Multiple uses



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Magazine FSI

- Spring/Summer Edition (40 pages)
 - 1 million circulation includes 925,000 in newspapers
 - May 22, 2011 Newspaper Insert
- Fall/Winter Edition (28 pages)
 - 525,000 circulation includes 450,000 in newspapers
 - September 11 or 18, 2011 Newspaper Insert

Magazine FSI Rates (net)

- Spring/Summer Edition
 - \$5,985-\$23,942
- Fall/Winter Edition
 - \$2,825 -- \$20,547
- iBrochure
 - Special discounted CT rate \$1,495
- Display Advertising Qualifies for **CCT
Cooperative Marketing Grants**

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Magazine FSI Media Partner

- Madden Media
 - Pati Flannery
 - 708-386-6062
 - pflannery@maddenmedia.com
 - Jim Gillespie
 - 978-887-1211
 - jgillespie@maddenmedia.com
- www.MaddenMedia.com

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Online Advertising Campaign

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Online Advertising Campaign

- New Integrated Co-op
 - Email
 - Connect w/ known prospects
 - Paid Search
 - Reach 80% of travel planners
 - Banner Display Ads
 - Raise awareness
- Turn-Key Solution
 - Highly targeted
 - Highest ROI
 - Guaranteed Results
- 2 Flight Options
 - May-July
 - September-October

85% of all Travelers
go online to explore,
decide, plan &
navigate

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Online Advertising Campaign

- eMail Marketing
 - 2-4 mailings per flight
 - 175,000 CTvisit.com active opt-ins
 - Partners featured in every eMail
- Paid Search
 - Optimized based on specific partners
 - Partners featured on landing page
- Contextual Banner/Display Advertising
 - Optimized based on specific partners
 - Placed with contextually relevant content on premium websites
 - Partners featured in banner ad & landing page

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Online Advertising Campaign Guarantees*

- **Spring/Summer Flight** (May-July)
 - 525,000 email impressions
 - 25,000 qualified visitors to co-op landing page
 - 300,000 minimum exclusive online banner impressions
- **Fall Flight** (September-October)
 - 350,000 email impressions
 - 12,500 qualified visitors to co-op landing page
 - 200,000 minimum exclusive online banner impressions

* Per partner, base level with 6 partners minimum

Online Advertising Campaign Partner Fees (net)

- Spring/Summer Campaign
 - \$10,000
- Fall Campaign
 - \$5,000
- Qualifies for **CCT Cooperative Marketing Grants**

Online Advertising Campaign Media Partner

- eBrains
 - Larry Dickerson
 - 248-613-1984
 - larryd@destgroup.com
 - Renea Dettman
 - 608-838-9433
 - rdettman@ebrainsinc.com
- www.ebrains.travel

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Billboard Advertising

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Billboard Advertising

- Co-Op Billboards Partnership
 - Creates strong impact & awareness
 - Generates largest circulation in market
 - Provides higher visibility via greater collective presence
- Qualifies for **CCT Cooperative Marketing Grants**

Billboard Advertising

- **Media Options**
 - 2 Campaigns: Spring/Summer (April-August) & Fall (Sept.-Oct.)
 - Locations: CT & NY Interstates
 - Territories: NY Gateways to CT, Fairfield County, New Haven & Shoreline, Danbury to Hartford
- **Partner Investment**
 - Varies by location & board
 - Minimum 1 month purchase
 - Creative design services provided

Billboard Advertising

Play, Learn, Grow!



Stepping Stones Museum for Children Norwalk **CTvisit.com**

Green is in.
Travelers Championship
June 22 – 28



 TRAVELERS CHAMPIONSHIP  FedEx Cup Cromwell **CTvisit.com**

MYSTIC.
So cool. So close.



Sea Everything.® Exit 90 off I-95 **CTvisit.com**

**Tall Ship Tours
and Laser Light
Shows are...**



Here

**JUNE 26-28
NORWICH 350 CELEBRATION** **CTvisit.com**

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Billboard Advertising Media Partner

- Out of Home America
 - Moira McNally
 - 860-289-9001
 - moira@outofhomeamerica.com



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**The CCT Marketing
Grant Workshop**

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CCT Marketing Grants

Two types offered:

- Challenge Grant
- Cooperative Grant

Designed to:

- create partnership with constituents & CCT
- increase attendance & visitation
- support product development efforts
- extend statewide strategic marketing efforts

Both grant programs:

- require matching funds &
- are available to arts, history, film & tourism entities

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Challenge Grant

Provides funds to non-profits for:

- new & innovative marketing projects or
- expansion of current marketing project



Challenge Grant

Time Line

- Application Deadline January 12, 2011
- Award Notification March 2011
- Project Period April 15, 2011 – May 31, 2012

Grant and Matching Funds

- Minimum \$ 7,500
- Maximum \$30,000

Match

- Applicants 1 to 1 (100% match)
Must have a non-profit status

Project Mock-Ups:

All materials must be approved by CCT. A minimum of 5 working days is required for this approval.

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Challenge Grant

Eligible Project Expenses:

- Media Advertising
- Direct Marketing
- Promotional Pieces
- Production Projects
- Direct Sales
- Public Relations
- Research Programs and Studies
- Expansion of Existing Program
- Online: Development, design or promotion

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Cooperative Grant

Time Line

- Application Deadline January 5, 2011
- Award Notification February 2011
- Project Period 2/11-1/31/12

Grant and Matching Funds

- The maximum grant and matching funds varies dependent upon the co-op project.

Applicant: Non-profit as well as For-profit
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Cooperative Grant

3 marketing partnership grants offered by CCT:

- Magazine-Style Insert (Getaway Guide FSI)
- Online Marketing Campaign
- Billboards

Applicants may apply to more than one project.

Separate application package must be submitted for each proposed project.

Cooperative Grant

Calculate grant fund request on the **TOTAL PROJECT COST**.

Divide the corresponding index figure into the Total Project Cost to determine amount of Grant Funds to request.

Required Match	Index Figure
30%	1.3
40%	1.4
50%	1.5
60%	1.6

Note: The State **MUST** apply the match to the **GRANT FUNDS REQUESTED**. We **cannot** apply the match to the Total Project Cost.

Cooperative Grant Magazine-Style Insert FSI

Eligible Applicant and Required Match

- Non-Profit entities - Require **30%** match
- For-Profit entities - Require **60%** match

Maximum Grant Request (based on 1 full-page per edition)

- Non-Profit entities - \$34,222
 - With optional i-brochure \$35,372
- For-Profit entities - \$26,996
 - With optional i-brochure \$27,930

Magazine-Style Insert (FSI) Options

- Spring/Summer Edition
- Fall/Winter Edition
- Combination of Both Editions
- NEW iBrochure

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Cooperative Grant Magazine-Style Insert

			Total Project
Description	Grant	Match	Cost
<i>Non-Profit Figures - Sp/Su</i>			
Full Page (inc.brochure ad)	\$18,417	\$5,525	\$23,942
Half Page (inc. brochure ad)	\$10,129	\$3,039	\$13,168
Quarter Page (inc. brochure ad)	\$6,446	\$1,934	\$8,380
Eighth Page (inc. brochure ad)	\$4,604	\$1,381	\$5,985
ibrochure (optional)*	\$1,150	\$345	\$1,495
<i>For-Profit Figures - Sp/Su</i>			
Full Page (inc.brochure ad)	\$14,964	\$8,978	\$23,942
Half Page (inc. brochure ad)	\$8,230	\$4,938	\$13,168
Quarter Page (inc. brochure ad)	\$5,238	\$3,143	\$8,380
Eighth Page (inc. brochure ad)	\$3,741	\$2,244	\$5,985
ibrochure (optional)*	\$934	\$561	\$1,495

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Cooperative Grant Online Advertising Campaign

Eligible Applicant and Required Match

- Non-Profit entities - Require **30%** match
- For-Profit entities - Require **60%** match

Grant Funds can be used for

- Spring/Summer Flight Partner Fees
- Fall Flight Partner Fees

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Cooperative Grant Online Advertising Campaign

			Total Project
Description	Grant	Match	Cost
<i>Non-Profit Figures - Sp/Su</i>	\$7,692	\$2,308	\$10,000
<i>Non-Profit Figures - F/W</i>	\$3,846	\$1,154	\$5,000
<i>Non-Profit Combo</i>	\$11,538	\$3,462	\$15,000
For-Profit Figures - Sp/Su	\$6,250	\$3,750	\$10,000
For-Profit Figures - F/W	\$3,125	\$1,875	\$5,000
For Profit Combo	\$9,375	\$5,625	\$15,000

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Cooperative Grant Billboard Advertising

Eligible Applicant and Required Match

- Non-Profit entities - Require 40% match
- For-Profit entities - Require 50% match

Maximum Grant Request

- \$30,000 Spring/Summer Season
- \$20,000 Fall Season
- \$50,000 Both Seasons

Grant & Match funds can be used for the following

- Media purchase costs for the billboards*
- Billboard vinyl production costs
- Billboard installation costs
- Grant & Match funds cannot be used for digital billboards or billboards on State property.

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Applicant Package

1. Application
2. Application Narrative
3. Project Budget
4. Timeline
5. Strategic Marketing Plan or Strategic Marketing Questionnaire (available at www.cultureandtourism.org)
6. Promotional Materials (optional)
7. Sponsorship Opportunities Package (if applicable)
8. Tax Exempt Verification (original only)



What you need to know to apply for a grant.....

- Go to www.cultureandtourism.org
- Click on Funding Opportunities in the navigation panel on the left side
- Click Cross-Divisional Funding Opportunities
- Select the appropriate grant program (Challenge or COOP)

Download the Following

- Grants Overview Guidelines
- Grant Guidelines Booklets
- Application (enabled – you can type in it)
- Strategic Marketing Questionnaire (if you do not have a current strategic marketing plan)
- Pricing Guides

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- Commission on Culture & Tourism
 - Randall.Fiveash@ct.gov 860-256-2769
 - Barbara.Cieplak@ct.gov 860-256-2745
 - Robert.Damroth@ct.gov 860-256-2749
 - Jean.Hebert@ct.gov 860-256-2739
 - Rena.Calcaterra@ct.gov 860-256-2744
 - Rosemary.Bove@ct.gov 860-256-2725
 - Robert.Gregson@ct.gov 860-256-2740
 - Rachel.Gary@ct.gov 860-256-2743
 - Alfred.Strong@ct.gov 860-256-2751
- www.cultureandtourism.org

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