

7 Reasons to Enhance Funding for Statewide Tourism Marketing

1. Tourism is a \$14.7B contributor to Connecticut's economy.



\$14.7B

in sales supported by traveler spending



\$1.7B

in tax revenues, including \$910 million in state/local taxes



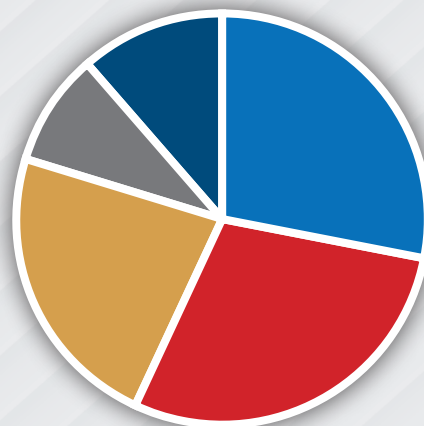
82,688

jobs directly supported by tourism (121,327 total direct and indirect jobs)

Source: Tourism Economics Study, Economic Impact of Travel in Connecticut, 2016

2. Traveler spending benefits every single region of the state.

	River Valley	28.1%
	Mystic Country	28.9%
	Fairfield County	22.9%
	Greater New Haven	8.9%
	Litchfield Hills	11.2%



Sources: Longwoods International, NTTO, Tourism Economics

3. Tourism marketing effectively drives more people to visit our state.

We need marketing to motivate people to visit our state. In fact, our analytics show that consumers in our primary target audience (NYC residents) who have been exposed to our marketing visited more—and stayed longer.



Source: Arrivalist, Spring/Summer 2018 data measuring actual travelers to state (control group compared to those exposed to our advertising)

4. It's expensive to reach the target markets for Connecticut tourism.

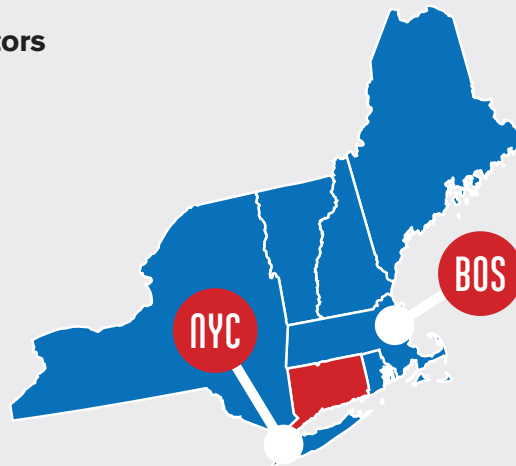
The majority of Connecticut visitors come from NYC and Boston.

New York

1 most expensive U.S. advertising market

Boston

9 9th most expensive U.S. advertising market



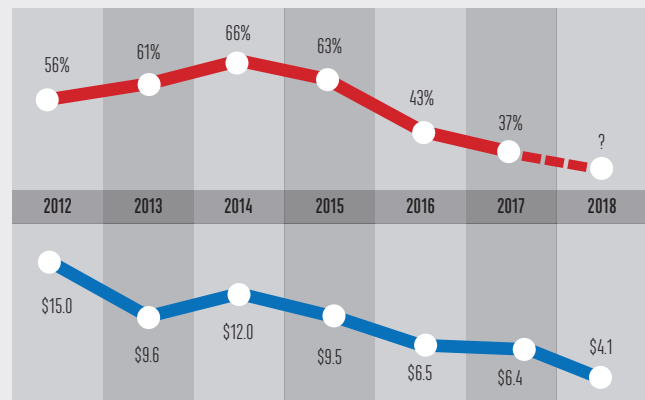
Sources: Media Storm, 2018

5. The less we invest in marketing and support, the less likely people will visit in the future.

As the state's investment in tourism marketing has declined, so too has the consumer's interest in visiting Connecticut.



Interest in Visiting CT



Amount Invested in Tourism Marketing

Source: H2R Attitudes and Awareness study, 2012-2017

6. The more we invest in marketing, the more tax revenues we'll generate.

Our statewide tourism marketing has delivered a strong ROI. In fact:

For every \$1 Connecticut invested in paid media for tourism marketing...

...the state received an estimated \$14 in state and local taxes from marketing-influenced travelers!

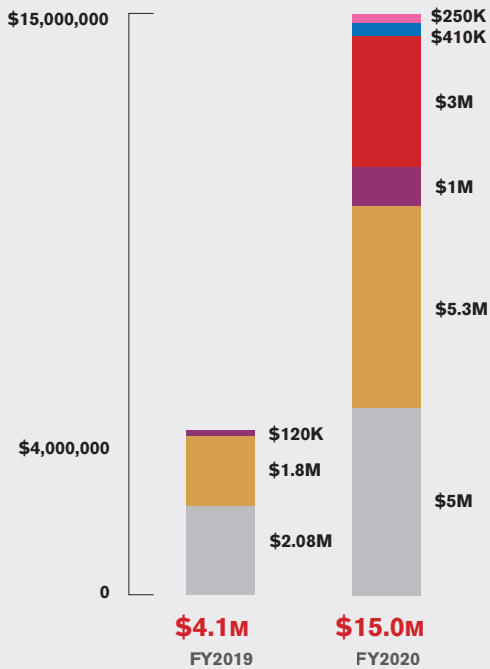


Without tourism tax revenues, each CT household would pay \$675 more in taxes!



*Calculated using 2017-2018 Arrivalist measure of traveler visitation lift from those who viewed summer campaign messaging on digital devices that subsequently arrived in the state, and OmniTrak's TravelTrakAmerica data on average spend per visitor.

7. The more we reinvest those revenues in tourism marketing, the more travelers we can reach.



Statewide Tourism Marketing needs to be adequately funded at **\$15 million** for FY2020, which would put up to \$10 million toward advertising, reaching more markets in more ways.

■ Digital
 ■ Out of Home
 ■ TV
 ■ Radio
 ■ Print
■ Non-media Expenses, e.g. Research, PR, Website, Marketing Support, and (for 2020) Welcome Centers

A cautionary case study...

Why we need a sustained investment in statewide tourism marketing...



When Colorado cut its tourism marketing budget from \$12 million to zero in 1992, the state lost 30 percent of its market share within a two-year interval.



After Colorado reinstated its promotional spending, it took 11 years to regain the market share it lost.



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