

Testimony by
Donald A. DeVivo
President, DATTCO, Inc. New Britain, CT
Before the Appropriations Committee
Thursday, February 24, 2011

Senator Harp, Chairwoman Walker and distinguished members of the Appropriations Committee, my name is Donald A. DeVivo. I am the President of DATTCO, Inc. located in New Britain, Connecticut. DATTCO is a family owned full service transportation company which was established in 1924. Our three main divisions, which include Motorcoach & Tour, Bus Sales & Service, and School Bus employ approximately 1,500 people. The Motorcoach & Tour division operates approximately 120 vehicles and provides receptive tour services for tourists arriving in Connecticut.

I am testifying today to make you aware how critical continuing funding for the regional tourism marketing is to our business. The presence of representatives of the Connecticut tourism districts at industry conventions and events is very important to influence national and international tour providers to include Connecticut destinations as part of their tour offerings. Connecticut is in a great location because of its proximity to the Boston and New York gateways. Tour operators clearly have many choices of destinations to include in their packages. The personal contact is important to influence their decision on which destinations to include and feature. In addition, the marketing efforts of the tourism district have generated interest in local tourism destinations and fall foliage tours. This marketing results in tour business for our company which keeps our drivers, mechanics, dispatchers and office staff working.

We employ about 200 people who are directly impacted by the tourism dollars that are spent in Connecticut. The funding for the regional tourism districts provides the tourism industry with a resource. Please recognize that we are clearly in a competition with other states and other regions of the country. We are competing with many states that are highly funded and established. The tourism districts in Connecticut have done a great job with limited resources to keep the tourism dollars flowing through the Connecticut economy. I encourage you to continue this funding and continue the investment in a very important industry in this state.

Thank you for providing me the opportunity to be heard today. I would be happy to answer any questions that you may have.