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**To:** Honorable Senator Toni Harp  
Honorable Representative Toni Walker  
Appropriations Committee

**From:** Chuck Moran, Legislative Chair for the Connecticut Lodging Association

**Date:** February 24, 2011

**Subject:** Testimony for Public Hearing: Tourism Funding

Thank you for the opportunity to express our views in support of regional tourism.

My name is Chuck Moran, I am the General Manager of the Courtyard by Marriott, Cromwell. I am also the Legislative Chairman for the Connecticut Lodging Association as well as its Past President. This morning I would like to provide information to the Appropriations Committee regarding the value of regional tourism marketing.

Regional tourism marketing is the great equalizer, the protector of small businesses in the lodging industry. With all marketing being done by a single statewide entity, the ability to promote smaller local attractions and events will be severely impacted. B&Bs and other family-owned lodgings are dependent on the marketing efforts of their local tourism representatives. Whether it be email blasts, social media or press releases, the local tourism marketers promote the smaller events and drive occupancy at hotels, motels, inn and B&Bs.

The communication between all members of the tourism community creates opportunities to package events and attractions to generate interest in visiting the area. Constituent newsletters and gatherings promote the collaboration between lodging establishments, restaurants, attractions and events. By working together, these smaller establishments build robust traveler experiences that will bring visitors to the region for a unique experience. In today's economy, the lodging industry must continue to work in partnership with other tourism constituents. The local tourism marketers play an essential role in building relationships between these groups.

A single B&B won't draw a large group or convention but over the course of a year it will keep several Connecticut residents employed. Local tourism marketers recognize the value of these smaller entities and are best equipped to promote them.