

Tourism Hearing

Brien Fox: Vice President of Sales, Waterford Hotel Group

- Waterford Hotel Group strongly supports continued funding of state tourism marketing
- We are a company that operates 16 properties throughout the state and our corporate office is located here in Connecticut, in Waterford.
- Tourism promotes all regions of the state and we have businesses and employ associates in all these areas.
- State funding of Tourism is working, with a \$15 million investment equating to \$161 million in tourism related spending during just the spring/summer season alone. Additionally, major attractions realized a 7% increase in visitation. These attractions are partners of Waterford Hotel Groups properties and our business success is tied to their success.
- In total, \$11.5 billion in economic activity is derived from tourism and travel related activities. This represents significant tax revenue to towns, cities and the state.
- The Connecticut Tourism industry employs 110,000, roughly 6.5% of the labor force and Waterford employs 1,500 of these associates here in Connecticut.
- The CTCSB generates leads to all parts of the state and is a critical player in driving group business to our hotels, a source of significant revenue and tax return. Their efforts drive much needed visibility and activity to hotels, attractions and other businesses throughout the state. These groups also represent future potential for return visits in the leisure market. This can only be accomplished through sustained funding of critical tourism dollars.