New Reopen Connecticut Tourism Campaign: So Good to See You!

To re-invigorate revenues for tourism businesses reopening across Connecticut, DECD's Office of Tourism is launching a new Reopen Connecticut Tourism Campaign — supported by more than $1 million of paid media.

**ECONOMIC IMPERATIVE:** Tourism businesses are major contributors to the state’s economy. They generate:
- $15.5B in business sales
- $2.2B in tax revenues, including $960M in state/local taxes
- 84,254 direct jobs (123,500 total supported jobs)

For the economic health of Connecticut — as well as the emotional health of our residents, we need to support the reopening of our many tourism-related businesses.

**MESSAGING:** Our unifying theme for this campaign is *So Good to See You.* This messaging works on two levels. It communicates that our tourism businesses are well prepared and eager to welcome visitors. And it invites consumers — whether or not they’ve visited us before — to see Connecticut through fresh eyes.

**TIMING/TACTICS:** Starting the week of June 22nd and extending through Labor Day, we will be running a $1.2M integrated, multimedia campaign targeted to deliver 94M impressions.

Tactics include:
- proactive PR outreach
- robust paid social media campaigns (Facebook, Instagram, Snapchat, Pinterest)
- new content on CTvisit.com, the state’s official tourism website (~7M visitors in 2019)
- paid search marketing and content seeding
- a new video series showcasing how tourism businesses have adapted their operations to enhance visitors’ safety as well as their experience
- a new TV campaign that will run in-state as well as on streaming TV in proximity states showcasing what’s so good to see in Connecticut.

For more information, contact Randy Fiveash, Director, Connecticut Office of Tourism at randall.fiveash.ct.gov.

**TARGET AUDIENCES:** Our campaign will strategically target Connecticut residents and travelers from New York, Rhode Island, and Massachusetts.