

Maximize statewide tourism marketing resources & drive visitation to your destination.

CTvisit.com.

Attracted 4.2 million visits in 2016, and generated over 2 million leads for partners.

Keep your CTvisit.com listing page up to date with timely information, events, packages/deals and seasonal photography/videos. This is the BEST way to be considered for other aspects of the marketing program.

Content Marketing.

Drove 49 percent of traffic to CTvisit.com in 2016.

Participate in our content creation process by reviewing the CTvisit Content Calendar to see what types of articles we're working on now. We develop and refresh original content on the website every month. Then, we distribute that content to sites across the web.

Public Relations.

Featured 820+ partners in local, regional and national media outlets in 2016.

Tell us your story! What makes your destination a unique place to visit? What's new and/or exciting at your attraction this year? We'll consider it for inclusion in upcoming pitches and press releases.

Social Media.

Received 12 million+ post views in 2016 and drove traffic to CTvisit.com.

Engage with us on social media by tagging @CTvisit and using #CTvisit on Facebook, Twitter, Instagram and Pinterest. We'll retweet, share and like your posts whenever possible.

For more details on any of the marketing opportunities listed above, contact Rosemary Bove (rosemary.bove@ct.gov) or Jean Hebert (jean.hebert@ct.gov) at the Connecticut Office of Tourism.

Consumer e-Newsletter.

Reaches 200,000 potential visitors every month.

Update your CTvisit.com listing page often with events, photos, and deals/packages, so that we can consider including them in this popular email.

Visitors Guide.

Packed with articles, event listings and other great travel resources.

Promote your destination by taking advantage of advertising opportunities.

Industry e-Newsletter.

Provides tourism industry professionals with the latest information.

Sign up and engage! Stay informed of new marketing opportunities, tourism industry news and upcoming events, and engage with us by replying with news and suggestions.

Photos/Videos.

Send us the best photos/videos you have! We'll consider them for our marketing campaign, website homepage, articles, PR pitches and social media posts. Seasonal photography is especially key, so that we can promote your destination year round.

News/Updates.

Keep us in the loop! Send us your press releases, add us to your distribution lists or email/call us with news and information. We want to know what you're up to – and how we can help spread the word.

Connecticut[®]
still revolutionary