

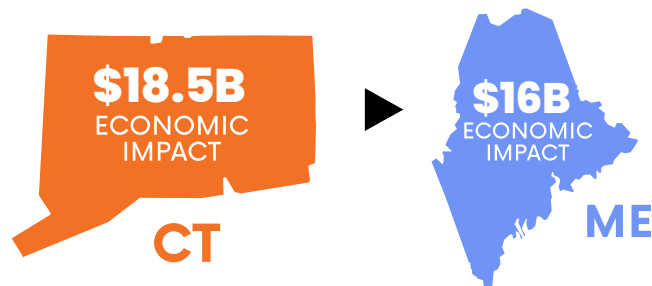
State of Tourism REPORT

ANNUAL RECAP ON CONNECTICUT STATEWIDE AND TOURISM MARKETING

The newly reorganized Statewide Marketing and Tourism Office has created incredible momentum for Connecticut. Below is a recap of recent gains in Connecticut's tourism industry under this new, bolder, and more innovative team.

TOURISM IS MORE IMPORTANT TO CONNECTICUT THAN YOU MAY THINK

Connecticut's tourism industry is **bigger than Maine's**, aka "Vacationland"



Economic impact supported by traveler spending (including over \$11B in direct visitor spending)*



\$1.2B in state and local taxes*



\$2.2B in lodging revenue, up 7.4% over 2022*



124,400 jobs supported by visitor spending*



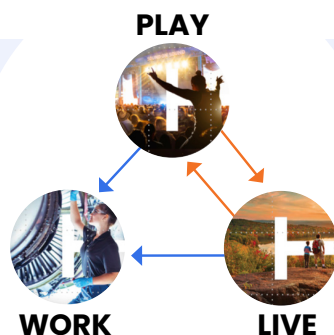
68M people visited CT in 2023, up 2% over 2022*

TOURISM GROWS MORE RESIDENTS, EMPLOYEES, AND TAXPAYERS

A new 2024 study fielded by Destinations International, Longwoods, Tourism Economics, and NextFactor shows that visitors to a destination are more likely to choose the destination as a place to live, work, play, and invest.

"More taxpayers, not more taxes."

- Gov. Lamont

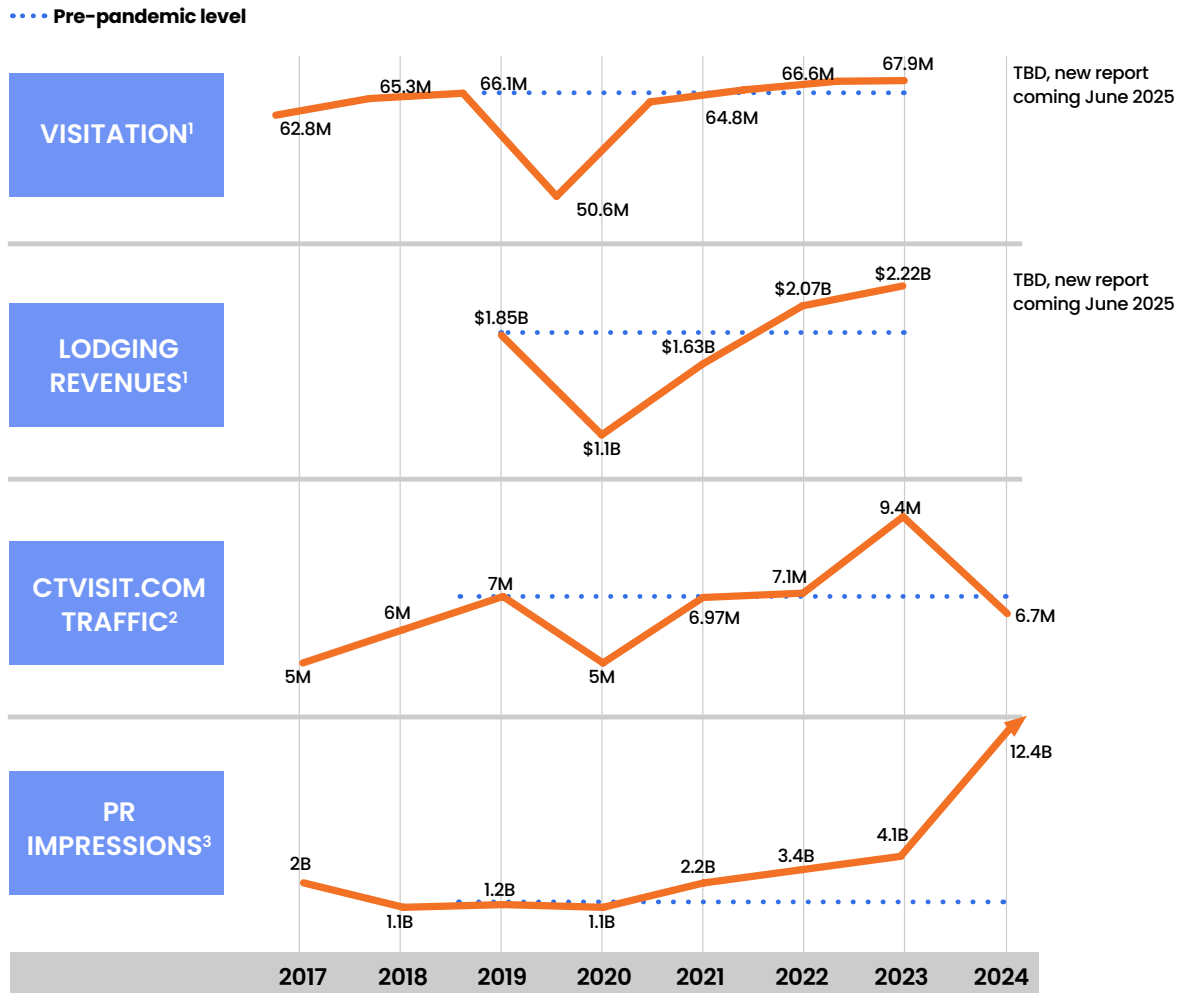


"Every 10% of tourism growth leads to 2.5% of growth in every other industry."

- Tourism Economics nationwide report, 2024

TOURISM MARKETING WORKS!

Increased state and federal funding helped ignite growth and momentum through 2024.



Those who saw CT’s marketing showed:

59% took action to visit the state.

115% greater likelihood of visiting in the next 12 months.

112% more interested in visiting.

85% lift in rating positive business characteristics of the state, such as **“lots of educated potential employees,” “great place to raise a family,”** and **“encourages innovation.”**

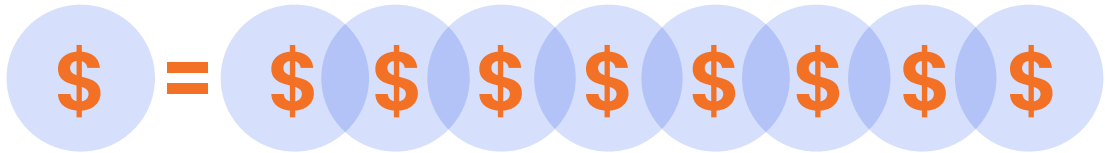
Also showed a 67% lift in:

- rating positive descriptions of the state, such as **“Vibrant,” “Beautiful,”** and **“Welcoming,”** over those who did not see marketing.
- rating positive characteristics of the state, such as **“has lots to see and do,” “offers great culinary experiences,”** and **“offers beautiful scenery,”** over those who did not see marketing.

EVERY DOLLAR INVESTED IN TOURISM RETURNS \$8

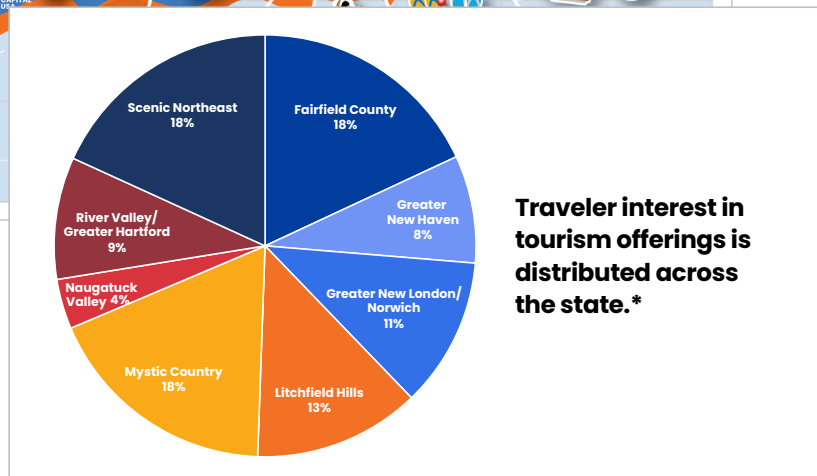
Across 200 destination marketing organizations, including many U.S. states, each dollar spent on tourism advertising returned an average of \$8-\$9 in incremental tax revenue to the destination, according to a prominent 2024 study from Destinations International, Longwoods, Tourism Economics and NextFactor.

**\$8:\$1
ROI**



TOURISM IS IN EVERY CORNER OF OUR STATE

Tourism is not just prominent in one area of our state. All of Connecticut is a tourism destination. All 169 towns.



Traveler interest in tourism offerings is distributed across the state.*

THIS IS NOT YOUR GRANDFATHER'S MARKETING TEAM

Connecticut has completely reinvented its Statewide Tourism and Marketing Office, now a team of 10 led by Chief Marketing Officer Anthony Anthony, Tourism Director Rachel Lenda, Brand Director Ellen Woolf, and Creative Director Morgan Nyerick.

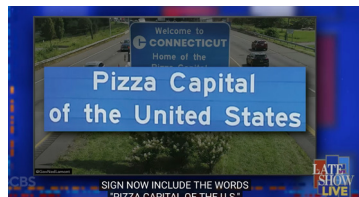
This new team brings a bolder, more innovative approach that is capturing the world's attention like never before, generating national and global buzz about Connecticut with over 15.4 billion press impressions—more than four times the previous high-water mark.



Bold claims put Connecticut in many national conversations.



Jimmy Fallon, Lindsay Lohan, and Jon Hamm dramatized the announcement of the **Connecticut Christmas Movie Trail**.



Stephen Colbert spread the word about **Connecticut pizza** in his Late Show monologue.



Recent efforts to put **Connecticut oysters** on the world map are gaining momentum, with the state's Rising Tide to Table film earning recognition at the Bridgeport Film Festival.