

CRTD Key Accomplishments Fiscal year 2019-20 (May –June)

Maintained and continued working within the “New District Model” and implemented a strategic marketing plan

(see separate Marketing Plan document)

Coordination with the State Office of Tourism (COT)

Marketing Plan Complements and is coordinated with the State Office of Tourism’s Initiatives. The COT has worked with the district to maintain branding guidelines and cooperative initiatives.

Collateral

Updated and created new collateral including, Greater New Haven and River Valley/Greater Hartford rack cards, Updated SMOKIN’ in Central CT (Barbecue Trails Brochure), updated BEERTOPIA (Microbrewery Trails brochure), updated DINERS of Central CT brochure, updated FAMILY FUN in Central CT brochure, and created a new TACO TRAIL in Central CT brochure. We also have created a series of bookmarks based on rack card designs that will be distributed to the town and city libraries when they resume operation from COVID-19. We have also created a website page for a campaign titled, “Every Town Has a Story” that describes all 65 towns in Central CT in a short biography. We then created new Profile Sheets for Tour Operators and Media Kits for media inquiries and story pitching. Electronic press kits have been created for legislators and other officials to educate them on the marketing activities of the District and the return on the investment for Regional Tourism marketing. All Marketing collateral has been reinforced through many social media campaigns as well.

Collateral Distribution (6 Months) July 1 – December 31, 2020

<u>CTM Distribution Network</u>	<u>Locations</u>
Boston Transportation, incl. South Station	14
Eastern CT & Mystic Country	85
Hartford, I-84 & I-91 CT	124
Southeastern MA & Seacoast	67
Springfield, Northampton & I-91 MA	54
Westchester Train Stations	7
TOTAL	351

Other Locations (Non CTM)

Capitol Building, Hartford Welcome Center, Union Station - Hartford, Farmington Valley Info. Center, DOT Library - Berlin, Old Saybrook Chamber, UCONN, Wesleyan, Hartford Hospital, Central CT State University, St. Francis Hospital, UCONN Medical Center, The Hartford Insurance Company, Travelers Insurance, Mark Twain House, Harriet Beecher Stowe Center, Eastern CT State University, State Welcome Centers (TBA), the Big E, the Durham Fair, Hartford Courant Travel Show, and CT Connections Premier Business Expo.

By the end of December 2020, the Tourism District will have distributed over 415,000 brochures and rack cards!

NCM Cinema advertising in three strategic locations starting in March, 2021 and running through the Summer. – on hold indefinitely due to COVID-19

15 spots were created in partnership with COT and their ad agency Adams & Knight. Digital assets can be used for social media and digital campaigns.

In the following locations for 20 weeks:

New Rochelle, New York ,19 screens
Port Chester, New York, 14 screens
Somerville, Massachusetts, 12 screens
Boston, Massachusetts, 19 screens
Framingham, Massachusetts, 16 screens
Hadley, Massachusetts, 15 screens
West Springfield, Massachusetts, 15 screens

CRTD maintains moving billboards with 2 Wrapped DATTCO Motor Coaches

Buses were unveiled at a media event at Essex Steam Train and Riverboat with State officials. It's worth noting that these two buses will be on the road and in service an average of 275 days/year resulting in 30,000 – 70,000 views per day. Call to action is CTvisit.com. Buses have been generating a lot of excitement wherever they are and will help intensify and reinforce traffic to the State's website.

CRTD Digital Marketing Campaign launches on August 3rd – October 12th, 2020

Campaign is projected to reach over 12 million impressions by July 1, 2019.
Campaign will run through Columbus Day weekend and will have a "Fall" emphasis.
Target will also include in-state in response to COVID-19 recovery planning
(Please see separate Digital campaign documents).

Created and hosted a Tourism Summit in Partnership with Middlesex Chamber's 2019 Business Expo

District had educational workshops and Key Note from Trip Advisor

CTvisit.com wrapped bus was displayed at event

District had a booth and distributed promotional materials

Hartford Courant Travel Show November, 2019

District had a booth and distributed promotional materials

Maintaining and adding high quality images to CRTD Photo Library

Photo library created using Smug Mug software

New photos uploaded throughout the year

Every Town Has a Story, Website Page, January 2020

This campaign includes all 65 towns in the central region and includes a summarized biography of history, attractions, accommodations, popular events, suggested getaways, family fun and more.

Collaboration with the Eastern and Western Regional Tourism Districts

Cooperative marketing initiatives under the guidance of the COT for CT's recovery efforts.

Sharing Marketing plans and print materials

CRTD Market Research/Intercept study FY 19-20

Intercept studies of visitors to a set of CRTD's key attractions and events will be run as part of a study which was developed for the Connecticut Office of Tourism. It is the only research of real tourists *during their actual visits* (i.e. not members of a panel statistically weighted to represent them) and includes all tourists whether local resident or from out-of-State (i.e. not limited to those who traveled a minimum distance, used an electronic device or visited a certain website). This will provide statistics about visitor profiles, origin, primary motive, supporting itinerary during their visit (e.g. other attractions, dining, shopping, lodging, transportation) and more importantly, spending distribution during their visits and thus, economic impact measures of CRTD and participating attractions and events themselves. This year's research is also looking at COVID-19 and its effects on tourism and consumer's behavior in relation to the Pandemic and recovery.

A significant benefit of the study is that in addition to CRTD receiving an overall report, each individual participating attraction or event can receive a summary of their own intercepts, each with benchmark comparisons to CRTD's overall results and those Statewide.

Additional Cooperative Marketing with the COT



CRTD Participating in Reopen Connecticut Tourism TV Campaign Opportunity in Partnership with the COT and other Districts

To complement this Summer's, Reopen Connecticut Tourism marketing campaign, COT has invited CRTD to collaborate along with the other Regional Tourism Districts to fund an in-state broadcast TV media buy. Built around a unifying campaign theme "*So Good to See You, Connecticut*," these TV spots will invite our target audiences to view Connecticut through fresh eyes and experience the rich array of things to see and do across our diverse regions.

THE INVESTMENT

\$25,000 from each of three Connecticut Regional Tourism Districts and the Connecticut Office of Tourism (total \$100,000)

THE RETURN

New TV Spots. As part of this campaign, we will capitalize on the efficiencies of shooting and editing as part of one initiative to deliver:

- A specific spot for each region, featuring tourism partners from that region
- Several compilation spots leveraging the footage from all regions.

Other upcoming Events and Initiatives for this Summer and Fall

Two (2) Familiarization Tours, one late Summer and a second in the Fall.

Press release for BBQ Trails Brochure in conjunction with National BBQ day July 4, 2019.

Press release and event TBA for release of Taco Trails Brochure as part of National Taco Day.

Press releases for Cultural Heritage Brochures, Fall 2019.

District-wide event for release of Market Research Study results, TBA

Brochure Swaps, TBA

Participation and collateral distribution at the BIG E, September 2019

Travel Writer Media Blitz, August 2019

CRTD booth display at all Middlesex Chamber breakfast events

Virtual CRTD Constituent Tourism Workshop in partnership with Middlesex Chamber, TBA

It has been a challenging year navigating the Covid-19 pandemic and its effects on Connecticut's Tourism industry. With lots of pivots in marketing strategies and flexibility with our partners, we feel that we

can play a meaningful part in the region's recovery efforts! We wish to thank our Board members, volunteers, constituents and our partnerships with the Middlesex Chamber of Commerce, Rex Development, DATTCO, Inc. and the Connecticut State Office of Tourism.

	Fiscal Year START Date (mm/dd/yy): 07/01/19	7/1/2020 (budget) 06/30/20	7/1/2020 (Spent as of March 1, 2021) 06/30/21
Programmatic Services			
Advertising Production	0.00	0.00	0.00
Social Media Placement	40,475.00	58,851.00	58,851.00
Cooperative Marketing State Office of Tourism	58,500.00	30,000.00	18,000.00
Photography/Videography	25,000.00	38,000.00	30,000.00
Collateral Material	16,200.00	30,000.00	50,000.00
Market Research	46,442.07	50,000.00	
Brochure Distribution	4,000.00	6,000.00	
REX Development - Direct Marketing	24,799.00	35,000.00	35,000.00
Middlesex Chamber of Commerce - 10 % Admin - 90% Direct Marketing	55,000.00	55,000.00	41,247.00
Trade Shows, Promos	80,090.00	80,000.00	59,994.00
Local Meetings and Mileage	4,912.29	4,500.00	
Public Relations	2,045.18	3,500.00	1,500.00
Misc. Marketing	4,200.00	10,000.00	10,000.00
	Total Contracted Services	362,692.87	403,851.00
OTHER EXPENSES:			
Occupancy costs (rent/mortgage)		0.00	0.00
Utilities		0.00	0.00
Insurance	1,702.00	2,500.00	1,752.00
Advertising and promotion		2,500.00	0.00
Royalties		0.00	0.00
Travel		0.00	0.00
Other Key Expenses (describe below):		0.00	0.00
Supplies and Materials	1,557.01	3,000.00	759.36
Professional Development/Conferences		2,000.00	0.00
Audit & Legal Fees	8,250.00	10,000.00	50.00
Misc.	106.34	1,000.00	0.00
	Total Other Expenses	11,615.35	21,000.00
	TOTAL EXPENSES (for operating activities)	374,308.00	424,851.00
	CARRYOVER	25,705.53	854.53

2021 Central Regional Tourism District Highlights

<u>Board & Sub-Committee Calendar</u>	<u>Important Events and Promotions</u>
<ul style="list-style-type: none"> ○ Board Meetings - 5:00 p.m. @ Zoom ○ College Sub – 3:00 p.m. @ Zoom ○ Development Sub – 8:30 a.m. @ Zoom ○ Finance Sub – 8:30 a.m. @ Zoom ○ Marketing/PR – 3:00 p.m. @ Zoom ○ Nominating - 4:00 p.m. prior to Board @ Zoom 	<p>January</p> <ul style="list-style-type: none"> ● Legislative Kits being prepared ● Legislative email blast ● Best Recipes from Central B&B <p>February</p> <ul style="list-style-type: none"> ● Shoptacular Brochure Release ● Every Town Has a Story podcast ● Shop local campaign ● The Taste of Central Connecticut campaign <p>March</p> <ul style="list-style-type: none"> ● Connecticut College Pass ● Winter Tourism Summit <p>April</p> <ul style="list-style-type: none"> ● National Beer Day Campaign ● Distributions of updated beer brochures ● National Library Bookmark campaign ● Let's Make a Deal Virtual Summer package event <p>May</p> <ul style="list-style-type: none"> ● Cinco de Mayo Taco Trail campaign ● Central Connecticut Garden Tour campaign ● Nature's Playscape campaign <p>June</p> <ul style="list-style-type: none"> ● Outdoor Adventure Campaign Begins ● Summer Itinerary "Fun in the Sun" Release Event and Campaign ● Connecticut Open House? <p>July</p> <ul style="list-style-type: none"> ● National BBQ Day Event & Fireworks Promotion Event <p>August</p> <ul style="list-style-type: none"> ● Fall Itinerary "Fall for Fall in CT" Release Event and Campaign ● Halloween "Scareventures" Campaign
<p>January</p> <ul style="list-style-type: none"> ● College – Jan 5 ● Finance – Jan 5 ● Development - Jan 8 ● Marketing/PR – Jan 25 <p>February</p> <ul style="list-style-type: none"> ● Finance – Feb 1 ● Development - Feb 5 ● Marketing/PR – Feb 8 ● College – Feb 15 ● Nominating – Feb 23 ● Board of Directors – Feb 23 <p>March</p> <ul style="list-style-type: none"> ● Finance – Mar 1 ● Development - Mar 5 ● Marketing/PR – Mar 8 ● College – Mar 15 <p>April</p> <ul style="list-style-type: none"> ● Development - April 2 ● Finance – April 5 ● Marketing/PR – April 12 ● College – April 19 ● Nominating – April 20 ● Board of Directors – April 20 <p>May</p> <ul style="list-style-type: none"> ● Finance – May 3 ● Development - May 7 ● Marketing/PR – May 10 ● College – May 17 	

<p>June</p> <ul style="list-style-type: none"> • Development - June 4 • Finance – June 7 • Marketing/PR – June 14 • College – June 21 • Nominating – June 22 • Board of Directors/Annual – June 22 <p>July</p> <ul style="list-style-type: none"> • Marketing/PR – July 12 • College – July 19 <p>August</p> <ul style="list-style-type: none"> • Finance – August 2 • Development - August 6 • Marketing/PR – August 9 • College – August 16 <p>September</p> <ul style="list-style-type: none"> • Development - September 3 • Marketing/PR – September 13 • College - September 20 <p>October</p> <ul style="list-style-type: none"> • Finance – October 4 • Development - October 5 • Marketing/PR – October 11 • College – October 18 • Nominating – October 27 • Board of Directors – October 27 <p>November</p> <ul style="list-style-type: none"> • Finance – November 1 • Development - November 5 • Marketing/Public Relations – November 8 • College – November 15 <p>December</p> <ul style="list-style-type: none"> • Development - December 3 • Finance – December 6 • Marketing/PR – December 13 • College – December 20 	<p>September</p> <ul style="list-style-type: none"> • Big E? • The Durham Fair? <p>October</p> <ul style="list-style-type: none"> • Hartford Courant Travel Show? • Fall Fam Tour • 2021 Fall Tourism Summit <p>November</p> <ul style="list-style-type: none"> • Winter Itinerary “Winter Wonderland” Release Event and Campaign • Shop Local Shopping Campaign <p>December</p> <ul style="list-style-type: none"> • Holiday Festivities Campaign
--	--

CRTD Digital Campaign ran from August 4th– October 14th 2020

2019/2020 before Covid-19, our campaign generated \$10.5 million in economic impact including \$701 Thousand in Tax Revenues.

We can see the effects of Covid on Revenue. This year's campaign attracted mostly in state visitors. Only 8.6% were from out of State, That's 25% less than last year.

Total economic impact was \$4.75 Million, and we generated just under \$317 Thousand in Tax Revenues.

Impressions: 11,376,120

Clicks: 12,417

CTR: .12%

Visits: 9,351

Spending Party in State \$298

Spending Party out-of-State \$764

Total Spending Tax multiplier 10%

Total Spending Impact Multiplier 1.50

Top Ad performance was Old Saybrook creative set has seen the most engagement with a Click Thru Rate of .15%

For the audience outside of Connecticut, Hammonasset Beach has been the top location

Essex creative set was also a top performer for conversions, 1,092 visitors for the CT audience and 122 from out of state.

All out of State visitors came from MA, NY and RI.

Tourism Marketing Plan 2021

Central Region Marketing Organization (Central RMO)

Background

In 2016 when Connecticut's three Regional Tourism Districts lost State funding, the Middlesex Chamber responded to their members who needed to fill the local void with regional tourism marketing efforts. The Middlesex Chamber Tourism Committee was formed with very active volunteers, many of whom were Board members from the Central Regional Tourism District (CRTD). This robust committee kept regional tourism marketing "alive" under their leadership, and with limited resources created and implemented successful campaigns, promotions and synergies with its diverse tourism-related entities across Middlesex County.

Situation

At the close of the 2020 legislative session, the Regional Tourism Districts have been funded with the CRTD slated to receive \$400K. It is important that this investment be wisely spent with fiscal responsibility on tourism marketing for the region with measurable results.

Opportunity

The Chamber and Tourism District have an opportunity to maintain what is the "State model" for optimizing investment in regional tourism marketing. In particular, how to leverage investments so that the majority is deployed with "real and meaningful" results for the region.

A New Way of Doing Business

With only \$400K, the Regional Marketing Organization (RMO) will not be able to support the staff, office space, equipment purchases/leases, phone systems, internet services, etc. it once did in years past. There simply wouldn't be enough money left for efficient or effective marketing, and Legislators wouldn't see meaningful results from their investment. The ongoing Partnership with the Middlesex Chamber creates a new way of doing business, and a proven model on how to successfully develop and maintain regional tourism marketing in Connecticut.

A Public-Private Model

The State's public \$400K investment will be supplemented with private funds from tourism entities, attractions, events and business leaders committed to the success of regional tourism marketing. The RMO has a private sector development committee and to help raise additional funds through "pay to play" initiatives and sponsorships. In addition to advertising and promotion, these organizations can participate in campaigns, trade shows and sales efforts under the RMO umbrella.

How Will this Work?

The RMO continues to replace the Chamber's Tourism Committee. All of those members can and will be active participants on the RMO board and committees. With limited resources, marketing efforts will be focused on digital marketing initiatives, social media campaigns, cooperative projects/opportunities and regionally focused niche campaigns that highlight the uniqueness of our tourism products. There will be no website expense as the district will

promote and participate in the State's website that already has an established internet presence and the highest traffic of any tourism site in the state. A higher emphasis will be placed on no-cost public relations campaigns and strategies. There will also be a dedicated and active marketing committee made up of the intellectual capital of tourism leaders that will drive and develop the strategic marketing planning and implementation.

The Benefits

The RMO will have instant credibility being associated with the stellar reputations of its primary partners, the Middlesex County Chamber of Commerce and the State Office of Tourism. This Partnership will ensure that the majority of the State's investment will actually be spent on regional tourism marketing with measurable results!

Why Digital Marketing is so important

A decade ago, digital advertising was nothing more than a banner ad placed on a website. Today, the internet is accessible everywhere, via mobile phones and tablets. This has spurred a tremendous growth in digital advertising. For the first time ever, digital ad spend was higher than TV this year.

Based upon a limited budget for the RMO, a digital marketing campaign is recommended. The main advantage of digital marketing is that the target audience can be reached in a cost-effective and measurable way. Digital advertising can be geo-targeted to the zip code level which eliminates waste. You can target people according to their demographics, behaviors, lifestyles, interests, and connections.

Utilizing digital tactics provides not only the most in-depth targeting options but allows for the analysis of results in real time for a stronger, more impactful campaign. Additionally, budgets are fluid and can be shifted instantaneously to the best performing tactics based on the campaign's Key Performance Indicator (KPI).

Tactics for this tourism campaign will be determined based on the final goals/objectives, target audience and marketing areas of the campaign. These tactics will include digital display, digital video, digital audio and paid social media.

What is the issue we are trying to solve?

The organization's fundamental goal is to increase visitation to the region's offerings resulting in increased revenue to the region and thus the State. To that end, investment will focus on enhancing the State's efforts by emphasizing the region's unique offerings and experiences. In particular, the strategy will provide data to and reinforce CTvisit.com, and increase traffic to it. Ultimately, the investment will supplement the State's campaign to attract in-state and out-of-state leisure travelers by building awareness about the particular diverse and unique offerings and experiences of the 65 towns and cities that make up the RMO (regional marketing organization) of Greater New Haven and River Valley/Greater Hartford.

What do we want to accomplish?

- Increase traffic to CTVisit.com
- Work in concert and provide regional support to the State Office of Tourism (COT)

- Build awareness of the 65 town/city region as a destination
- Increase visitation to region's "tourism assets" (attractions, events, experiences)
- Facilitate development of new and/or expansion of tourism assets
- Improve the visitor experience
- Coordinate and build synergies with other tourism marketing organizations in the region
- Monitor and track campaigns allowing for "pivot points" to keep activities on track
- Measure and benchmark the marketing, PR and communications activities
- Raise private-sector dollars to compound the marketing spend
- Optimize ROI

When do we want it?

X % of tourism business activity increase and X % of dollars spent between now and October 15th, 2019.

Who are we going to talk to?

Leisure travelers

Media/influencers

Leisure travelers

"Vacationers" versus "day trippers" for out of state

Residents (to build awareness, visitation, hosting and ambassadorship)

Current Visitors (to encourage and facilitate re-visits, referral)

Prospective Visitors:

Geographic: CT, NY (NYC, Westchester, Suffolk County LI), Washington County, RI, MA (Springfield, Boston)

Demographic: Age 25+, Income \$75k+

Targeting: 50% with children.

Messages and media recognizing that females disproportionately are decision-makers

HHI (household income) \$75K+

Professionals

Customers (to encourage and facilitate re-visits, referral)

Tour Operators, Meeting and Event Planners

Geographic markets: as above plus NJ, PA, DC

Partners

Towns' and cities' organizations that promote arts, culture and/or tourism

Employers

What are we going to do? How Often? How will we track it?

Social Media, Facebook, Twitter, Instagram - Daily - Analytics

Boosted posts – TBD

Video/YouTube Marketing - Weekly - Views

Paid Social Media – weekly – Analytics

Google AdWords – Weekly – Analytics
Digital display – TBD - Analytics
Digital video – TBD - Analytics
Digital audio – TBD - Analytics
Content Marketing – TBD – Analytics
Guerrilla Marketing - TBD
Public Relations, Media Pitching (national, regional and local) – Ongoing – Impressions
Create, maintain and update RMO photo library – Ongoing
Create and print (3) specialty niche tri- fold brochures or Rack cards – Once a year –
Distribution/downloads
Strategic brochure distribution in NY, MA, CT, PA and RI including 95, 91 and 84 Corridors –
June-November, 2019
Create and print 2-3 Cultural Heritage tri-fold brochures or rack cards – Once a year –
Distribution/downloads
Provide social media content to COT and reinforce their social media efforts – Ongoing
NCM Cinema advertising in three strategic locations starting in March 2021 (Cinema campaign
creative can also be used with digital campaign)
Participate in COT coop campaigns and initiatives – TBD
Participate in trade shows/events in coordination with the COT – TBD
Host Familiarization (FAM) Tours - Summer and Fall 2021

What are we going to Spend?

\$400K

What is the main call to action?

CTVisit.com

What will the messages of the campaigns be?

Greater New Haven and River Valley/Greater Hartford's regions offer a dynamic blend of
complementary experiences - natural beauty, cultural, historical, active/adventure, shopping
and culinary.

Experience "everything New England"

Everything is close to you and close together!

Discover Connecticut's "hidden gems" in the region

How will we determine success?

Create and monitor benchmarks for:

Website analytics – measure between launch and October 15th, 2019

Conversion of ads

Brochure distribution and trends in Visitct.com traffic in relation to geo distributions

Hotel nights, meetings, tours, attendance at attractions and events

When will Strategies be evaluated?

Weekly: Social media and Digital campaigns

Monthly: CTvisit.com analytics, hotel nights, attraction attendance, meetings, tours

Annual: Market research awareness & perception/conversion studies (November)

Fiscal year 2020/21 Highlights

Newly released brochures:

- Taco Trail
- Children's Discovery
- Diners

Released Brochures and updated

- Shoptacular – shopping trail
- BBQ
- Beertopia

In Production:

- Garden Tours Brochure
- Outdoor Adventures
- Cultural Heritage

Social Media & Website Releases – running from July to March

- Natural Resources
- Micro Wedding Opportunities
- 12 Fall Itineraries including 4 day trippers, 4 overnight stays and weekend – all focused on socially distancing and things you can do NOW!
- 12 Winter Itineraries including 4 day trippers, 4 overnight stays and weekend – all focused on socially distancing and things you can do NOW!

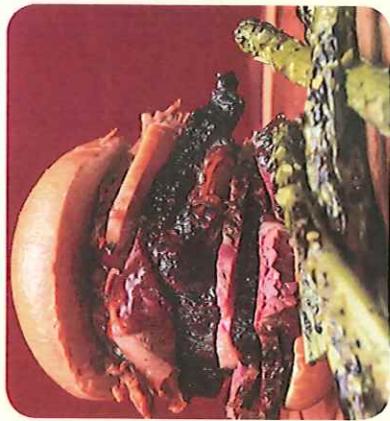
Everytown Has A Story

Cultivating our Every Town has a Story Podcast and video collection – focused on each town throughout the region – currently taped 21.



SMOKIN'

A Guide to
Central Connecticut's
BBQ Trail



Southington
Hen House BBQ
860-276-0798 • 192 Main St.
henhousebbq.com

Southington
Que Whiskey Kitchen
860-783-6056 • 461 Queen St.
qwhiskeykitchen.com

Southington
Mission BBQ
860-837-0497 • 785 Queen St.
mission-bbq.com

Stamford
The Boathouse at Smokey Joe's BBQ
203-406-0605 • 1308 E Main St.
smokeyjoessrubs.com

Vernon
Little Mark's Big BBQ
860-872-1410 • 226 Talcottville Rd.
littlemarksbbq.com

Wallingford
Pig Rig BBQ
203-285-0765 • 950 Yale Ave.
pigrigbbq.com

Wallingford
Roscoe's Smokehouse
203-678-4356 • 211 South Colony Rd.
roscoestravellingsmokehouse.com

The most popular flavors of barbecue sauce are hickory, followed by mesquite, honey, and then spicy-hot.

May 28th is National Brisket Day.

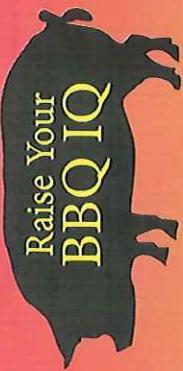
The American Royal BBQ Competition in Kansas City is considered the World Series of BBQ.

The world's largest barbecue had over 45,000 people. The massive event took place in Nuevo Leon, Mexico.

West Hartford
The Cook and the Bear
860-595-3345 • 50 Memorial Rd.
thecookandthebear.com

Westbrook
Hog Wild Smokin' Cue
860-662-3081 • Seaside Ave.
hogwildsmokingcue.com

Windsor
Bear's Smokehouse BBQ
860-785-8772 • 2152 Poquonock Ave.
bearssbbq.com



The most popular holidays for barbecuing are, in order, July 4th (71 percent), Memorial Day (57 percent), and Labor Day (55 percent).

May 16th and July 4th are both National Barbecue Days.

Page 16
A Guide to Central Connecticut's BBQ Trail

Connecticut

Greater New Haven
River Valley/
Greater Hartford

CTvisit.com

SMOKIN' BONES & BBQ IN CENTRAL CONNECTICUT

Canton
Nodine's Smokehouse
860-693-0551 • 192 Albany Turnpike
nodinecanton.com

Clinton
Chester's BBQ
860-669-6868 • 10 W. Main St.
chestersbbq.com

East Haven
The Rib House
203-469-7427 • 190 Main St.
theribhouseeh.com

Tessie's
Porky Pete's BBQ
860-767-1021 • 90 Plains Rd.
porkypetesbbq.com

Glastonbury
Gideon's BBQ Smokehouse
860-633-4227 • 345 New London Turnpike
gideonsbbq.com

Granby
Farmers Kitchen
860-653-3333 • 10 Hartford Ave.
farmerskitchengranby.com

Hartford
Black-Eyed Sally's Southern Kitchen & Bar
860-278-7427 • 350 Asylum St.
blackeyedallsys.com

Hartford
Bear's Smokehouse Barbecue
860-758-8772 • 25 Front St.
bearsbq.com

Meriden
Taino Prime
203-440-1600 • 1388 E. Main St.
tainoprime.com

Meriden
Southern Que BarBQ
203-238-1542 • 70 Pomeroy Ave.
southernqbbarbq.com/wb2

Middlefield
Cyr BBQ
860-398-1507 • 126 Strickland Rd.
cyrbqq.com

Middletown
Taino Smokehouse
860-358-9828 • 482 S. Main St.
tainosmokehouse.com

Moodus
Moodus BBQ
860-873-1234 • 12 Rae Palmer Rd.
moodusbq.com

New Britain
My Wife Didn't Cook
860-259-6987 • 89 W. Main St.
facebook.com/mywifedidntcook1

New Haven
Bear's Smokehouse BBQ at the Stack
203-350-9060 • 470 James St., Building 2
bearsbq.com

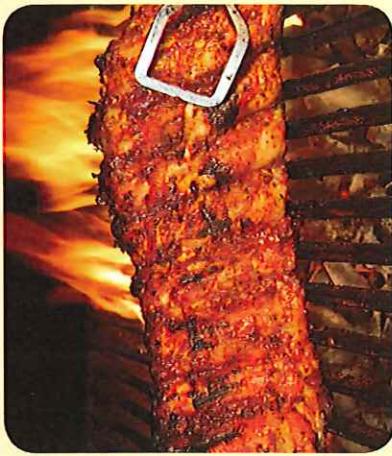
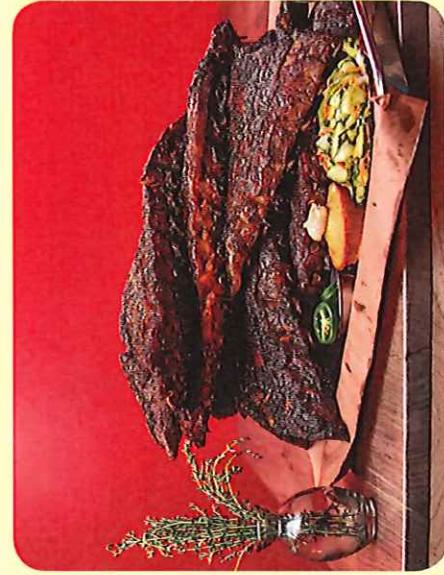
New Haven
Ricky D's Rib Shack
203-745-4998 • 302 Winchester Ave.
rickydribshack.com/restaurant-menu

New Haven
Fire & Slice-Smokehouse & Pizzeria
475-234-5955 • 27 Townsend Ave.
fireandsliceict.com

South Windsor
Bear's Smokehouse Express
860-785-8772 • 454 Ellington Rd.
bearsbbq.com

Southington
Smokin' With Chris
860-620-9133 • 59 W. Center St.
smokinwithchris.com

Thanks to Taino Prime, Meriden, CT for photos



BEERTOPIA

Central Connecticut's
Beer Trail



Discover More Than
50 Brewhouses and Breweries

What's Your Brew IQ?

The Oldest Brewery in the state of Connecticut is the Willimantic Brewing Company. It was established in 1993 in Willimantic, CT. This Connecticut brewpub is a historic USPS building that was abandoned by the Feds in 1967.

Did you know, a Brewery is also called a Beerhouse?

Cenosillicaphobia is the fear of an empty glass. You can make sure your glass is always full at any of our finest breweries in Connecticut.

A unique waterfront space with a brew house just steps from the Branford River is the Stony Creek Brewery. Sit right next to the river while sipping on a cold fresh brew.

Are you an animal lover and love beer? You can find beer and get to hang with some fury pals at The Brewery at Maple View Farm. You can even go horseback riding!

Explore Connecticut with man's best friend at Counter Weight Brewing Co. in Hamden, CT. Dog-friendly atmosphere. Ruff!

Love cats and love beer? Hang with some adorable cats roaming around while you enjoy a cold brew at Fat Orange Cat Brew Co. in East Hampton, CT. Meow!



Center Street Brewing Co.	Westbrook
224 Wallace Ave.	Braise & Brew
203-626-9056	1835 Boston Post Rd.
	860-399-8888
	Braisenbrew.com
Lippopeteo Brewing Co.	Windsor
	LippopeteoBrewing.com
New Park Brewing	Woodbridge
485 New Park Ave.	New England Brewing
860-232-2033	20 Main St. Unit 18
	Lippopeteo.com
West Haven	Fifth Year Brewery
550 Island Ln.	175 Amity Rd.
203-891-6074	203-387-2222
	Newenglandbrewing.com
One Way Brewery	
36 Compass Ln.	1waybrewing.com



Connecticut

Greater New Haven/
River Valley/
Greater Hartford

CTvisit.com

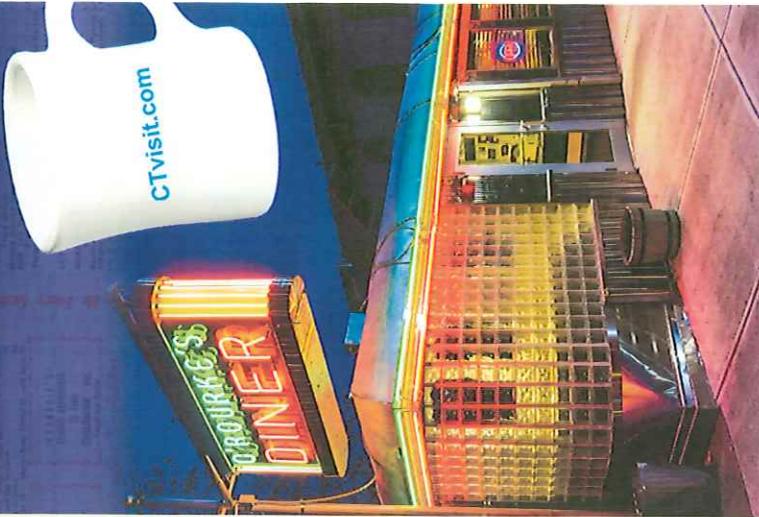
Photos thanks to Fat Orange Cat Brew Co. - East Hampton, CT

Produced by the Central Regional Tourism District, Inc.

Avon Hopmeadow Brewing 205 Old Farms Rd. 860-878-5083 https://www.facebook.com/hopmeadowbrewingcompany/	Colchester Hop Culture Farms & Brew Co. 144 Cato Corner Rd. 860-305-9556 https://www.badsons.com	No Worries Brewing Company 2520 State St. 203-691-6662 Noworriesbeer.com
Berlin Concentric Brewing Company 817 Farmington Ave. Coming Soon!	The Brewery at Maple View Farm 198R Salmon Brook St. 860-655-2036 Mapleviewhorsefarm.com/the-brewery-hml	Thomas Hooker Brewery at Colt 140 Huijshape Ave. 860-461-0345 Hookerbeer.com
Bloomfield Thomas Hooker Brewery 16 Tobeys Rd. 860-242-3111 Hookerbeer.com	Haddam Steady Habit Brewing Company 95 Bridge Rd. 860-544-5387 Shbcbeer.com	Granby Cambridge House Brew Pub 357 Salmon Brook St. 860-653-2739 cnh.beer
Back East Brewing Company 1296 Blue Hills Ave. 860-242-1793 Backeastbrewing.com	East Haven Armeda Brewing 250 Bradley St. 475-441-3759 http://armadabeer.com/	Thomas Hooker Brewery 2520 State St. 203-691-6662 Noworriesbeer.com
Bolton Breakaway Brew Haus 19 5 Steeles Crossing Rd. 860-712-2955 Breakawaybrewhaus.com	Overshores Brewing Company 250 Bradley St. 203-909-6224 overshores.com	East Windsor Problem Solved Brewing Company 2 N Rd. #4 860-623-1511 Problemsolvedbrewing.com
Brantford Stony Creek Brewery 5 Indian Neck Ave. 203-433-4545 Stonycreekbeer.com	Ellington Cold Creek Brewery 6 Industrial Dr. 860-858-1900 duvlg.com	Thimble Island Brewing Company 16 Business Park Dr. 203-208-2927 Thimbleislandbrewery.com
DuVig Brewing Company 59 School Ground Rd. Ste. 10 203-208-2213 duvlg.com	Enfield Powder Hollow Brewery 504 Hazard Ave. 860-996-0092 Powderhollowbrewery.com	New Haven Bear's Smokehouse at the Stack 470 James St. Building 2 203-350-9060 bearssbbq.com
Cheshire Little House Brewing Company 16 Main St. • 860-322-4153 Littlehousebrewing.com	Plainville Connecticut Beer Tours 1 Town Line Rd. 860-255-8446 http://ctbeertours.com/	Middletown Stubborn Beauty Brewing Company 180 Johnson St. 860-874-7459 Stubburnbeauty.com
Page 19		New Milford Bad Dream Brewing 16 Danbury Rd. Unit 3 860-777-4546 http://baddreambrewing.com/

Connecticut | Greater New Haven
River Valley/Greater Hartford

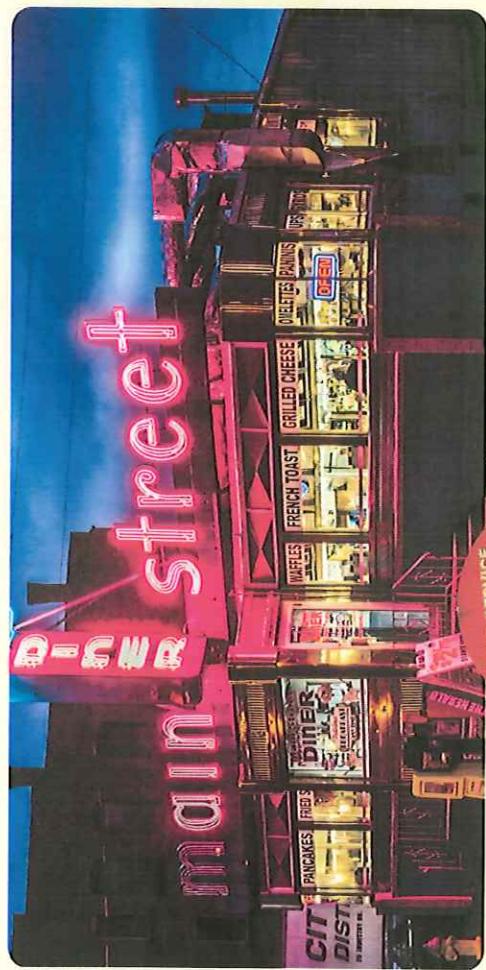
DINERS OF CENTRAL CONNECTICUT



Georgie's Diner 427 Elm St. • 203-933-1000 theredcabin.com	The Wethersfield Diner 718 Silas Deane Hwy. • 860-969-0600 thewethersfielddiner.com	Makris Diner 1737 Berlin Turnpike • 860-257-7006 ilove-makris.com	Scooter's Restaurant 50 Ella Grasso Turnpike • 860-623-6100 scooterrestaurant.com
Vernon Diner 453 Hartford Turnpike • 860-875-8812 vermondiner.com	Colony Diner & Restaurant 611 North Colony Rd. • 203-269-9507 colonydiner.com	Windsor Locks 345 North Main St. • 860-906-1419 bpkwesthartford.com	Windsor Locks Diner 255 Main St. • 860-286-6644 windsonlocksdinerct.com
Wallingford Diner 453 Hartford Turnpike • 860-875-8812 vermondiner.com	Blue Plate Kitchen 345 North Main St. • 860-906-1419 bpkwesthartford.com	Quaker Diner 319 Park Rd. • 860-232-5223 facebook.com/quakerdinerwesthartford	West Haven Dutchess Dinerant 706 Campbell Ave. • 203-933-9128 facebook.com/WestHavenDutchess
New Haven (continued)	Olympia Diner 604 Ella T Grasso Blvd. • 203-865-6877 facebook.com/pages/Olympia-Diner/314606585276400	Amity Diner 1426 Whalley Ave. • 203-397-1556 facebook.com/amitydiner.net	Elm Diner 111 Elm St. • 203-933-9966 theelmdiner.com



Athena Diner II 320 Washington Ave. #1306n • 203-229-0663 facebook.com/pages/category/Diner/Athena-Diner-102186913158280	Parthenon Diner • Old Saybrook 809 Boston Post Rd. • 860-395-5111 parthenondiner.net	Plainville Main Street Diner 40 West Main St. • 860-793-1616 mainstreetdiner.net	Rocky Hill Town Line Diner 80 Town Line Rd. • 860-563-7643 facebook.com/TownLineDiner
Page 20	The Sloppy Waffle 2551 Berlin Turnpike • 860-436-6893 thesloppywaffle.com	North Haven	



Enfield

Country Diner

111 Hazzard Ave. • 860-763-5338
thecountrydiner.com

Guilford

Shoreline Diner & Vegetarian Enclave

345 Boston Post Rd. • 203-458-7380
shorelinediner.com

The Brownstone House Family Restaurant

961 Boston Post Rd. • 203-458-1238
thebrownstoneshouse.com

Hamden

Acropolis Diner

1864 Dixwell Ave. • 203-288-0400
acropolisdinerct.com

Hamden Town House

2256 Whitney Ave. • 203-288-8118
hamdентownhouse.com

Three Brothers Diner

1038 Dixwell Ave. • 203-777-9420
threebrothersdiner.com

Brown Stone House Restaurant

2365 Whitney Ave. • 203-281-0446

Hartford

Gold Roc Diner

61 Kane St. • 860-236-9366
facebook.com/pages/Gold-Roc-Diner/120579054624418

Manchester

Chez Ben Diner

527 Center St. • 860-649-4011
chezbendiner.com

Town & Country Restaurant

135 Berlin Rd. • 860-635-7112
cromwelldiner.com

East Berlin

Uncle D's Diner

869 Mill St. • 860-828-8981
uncled-diner.com

East Granby

Three Brothers II

58 Rainbow Rd. • 860-413-3435

Branford

The Sloppy Waffle

665 Park Ave. • 860-216-6090
thesloppywaffle.com

Bloomfield

Parthenon Diner Restaurant

820 Park Ave. • 860-242-9089
townandcountryrestaurantonline.com

Cheshire

Paul's Restaurant

1127 Highland Ave. • 203-271-3663
paulsrestaurant.net

Berlin

Page 21

1126 Amity Rd. • 203-393-1489
townandcountrydiner.com

Bethany

Country Corner Diner

1209 Main St. • 860-239-1685
triple-a-diner.com

Bloomfield

The Gathering Diner

471 Hartford Rd. • 860-432-7800
breakfast-manchester-gathering.com

Bethel

Chez Ben Diner

527 Center St. • 860-649-4011
chezbendiner.com

Bethel

Pop's Family Restaurant

134 Old Gate Ln. • 203-876-1210
popsfamilyrestaurant.com

Bethel

New Britain Diner Restaurant

1130 Corbin Ave. • 860-827-1215
newbritaindiner.com

Bethel

New Haven

1130 Corbin Ave. • 860-827-1215
newbritaindiner.com

Bethel

Cody's Diner

85 Water St. • 203-552-0044
codysdiner.com

Bethel

91 Diner Restaurant

420 Middletown Ave. • 203-562-6410
91-diner-restaurant.business.site/?utm_source=grm-b&utm_medium=referral

Bethel

Olympios Diner

1130 East Main St. • 203-235-5636
olymposdiner.com

Bethel

Twin Pines Diner Restaurant

34 Main St. • 203-468-6887
twinpinesdiner.net

Green Olive Diner Restaurant
443 South Broad St. • 203-379-0927
greenolivediner.com

Cindy's Diner
297 West Main St. • 203-859-8751
cindysdiner.business.site

Middletown
O'Rourke's Diner
728 North Main St. • 860-346-6101
o'rourkemiddletown.com

Ford News Diner
358 Main St. • 860-346-4655
fordnewsdinerct.com

Athenian Diner II
864 Washington St. • 860-346-2272
atheniandiners.com

Millford Flyer Diner
1064 Boston Post Rd. • 203-878-5680
atheniandiners.com

Millford Diner
886 Bridgeport Ave. • 203-693-2033
themillforddiner.com

Bridgeport Flyer Diner
249 Bridgeport Ave. • 203-878-5121
bpflyerdiner.com

New Britain Family Restaurant
134 Old Gate Ln. • 203-876-1210
popsfamilyrestaurant.com

Pop's Family Restaurant
134 Old Gate Ln. • 203-876-1210
popsfamilyrestaurant.com

New Britain Diner Restaurant
1130 Corbin Ave. • 860-827-1215
newbritaindiner.com

New Haven

Cody's Diner
85 Water St. • 203-552-0044
codysdiner.com

91 Diner Restaurant
420 Middletown Ave. • 203-562-6410
91-diner-restaurant.business.site/?utm_source=grm-b&utm_medium=referral

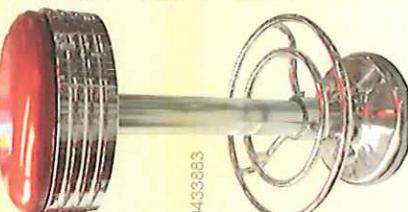
Meriden

Parthenon Diner Restaurant
374 East Main St. • 203-481-0333
parthenondiner.com

56 Diner
30 Learies Island Rd. • 203-208-4646
56diner.com

Canion

Dish 'N Dat
144 Albany Turnpike, #700 • 860-693-4927
dishnanddat.com



Family Fun in Central Connecticut

Greater New Haven
River Valley/Greater Hartford

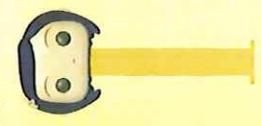
Brownstone Exploration Park

Essex Steam Train & Riverboat

New England Air Museum

Family Fun in Central Connecticut

Old Saybrook	Old Saybrook	Old Saybrook	Old Saybrook
Mini-Golf at Saybrook Point	Saybrook Point	Saybrook Point	Saybrook Point
154 College St. 860-388-2407 oldsaybrookct.myrec.com/info/facilities/details.aspx?FacilityID=8307	750 Hopmeadow St. 860-777-5099 greaescottmysteryrooms.com	355 Prindle Hill Rd. 860-230-298-0201 us.pez.com/pages/hours-and-locati	Great Scott! Mystery Rooms
Orange	Orange	Orange	Orange
Pez Visitor Center	Pez Visitor Center	Pez Visitor Center	Pez Visitor Center
154 College St. 860-388-2407 oldsaybrookct.myrec.com/info/facilities/details.aspx?FacilityID=8307	750 Hopmeadow St. 860-777-5099 greaescottmysteryrooms.com	355 Prindle Hill Rd. 860-230-298-0201 us.pez.com/pages/hours-and-locati	Great Scott! Mystery Rooms
Southbury	Rosedale Farms & Vineyards	Rosedale Farms & Vineyards	Rosedale Farms & Vineyards
25 East Weatogue St. 860-651-3926 rosedale1920.com	349 Main St. 860-733-5454 sonnysplace.com	349 Main St. 860-733-5454 sonnysplace.com	Rosedale Farms & Vineyards
Wethersfield	Lara's Labyrinth	Lara's Labyrinth	Lara's Labyrinth
168 Center St. Suite 112 860-226-0084 escapismct.com	860-276-2337 crystalbees.com	860-276-2337 crystalbees.com	Escapism
New Haven	The Children's Museum	The Children's Museum	The Children's Museum
950 Trout Brook Dr. 860-231-2824 thechildrensmuseumct.org	188 Center St. Suite 112 860-226-0084 escapismct.com	188 Center St. Suite 112 860-226-0084 escapismct.com	New Haven
River Valley	New England Air Museum	New England Air Museum	New England Air Museum
36 Peirce Rd. 860-623-3305 nearm.org	36 Peirce Rd. 860-623-3305 nearm.org	36 Peirce Rd. 860-623-3305 nearm.org	New England Air Museum
Greater Hartford	Axe It!	Axe It!	Axe It!
129 Ella Grasso Turnpike 860-623-2597 sparetimeentertainment.com/windsoflocks	898 Silas Deane Hwy. 860-500-7919 axeitct.com	898 Silas Deane Hwy. 860-500-7919 axeitct.com	Axe It!
Greater New Haven	Spare Time Vernon	Spare Time Vernon	Spare Time Vernon
350 Talicotville Rd. 860-875-2583 spartumeentreainment.com/vernon	342 Quinnipiac St. 203-619-3008 quandaryroom.com	350 Talicotville Rd. 860-875-2583 spartumeentreainment.com/vernon	Spare Time Vernon
Wallingford	Sky Zone Trampoline Park	Sky Zone Trampoline Park	Sky Zone Trampoline Park
100 Bidwell Rd. 860-230-1177 nomadsadventurequest.com	342 Quinnipiac St. 203-619-3008 quandaryroom.com	100 Bidwell Rd. 860-230-1177 nomadsadventurequest.com	Sky Zone Trampoline Park
Windsor	Nomads Adventure Quest	Nomads Adventure Quest	Nomads Adventure Quest
500 Boston Post Rd. Unit 9 860-233-553-9544 escaperoomsct.com	100 Bidwell Rd. 860-230-1177 nomadsadventurequest.com	100 Bidwell Rd. 860-230-1177 nomadsadventurequest.com	Nomads Adventure Quest
Windsor Locks	Revolution's Bowling and Lounge	Revolution's Bowling and Lounge	Revolution's Bowling and Lounge
129 Ella Grasso Turnpike 860-623-2597 sparetimeentertainment.com/windsoflocks	46 Kennedy Rd. #1 860-925-5800 puzzletehtheory.co	46 Kennedy Rd. #1 860-925-5800 puzzletehtheory.co	Revolution's Bowling and Lounge
Windsor Locks	Fairways Mini Golf	Fairways Mini Golf	Fairways Mini Golf
36 Peirce Rd. 860-623-3305 nearm.org	60 Bidwell Rd. 860-282-2695 nomadsbowling.com/bowlingandlounge	60 Bidwell Rd. 860-282-2695 nomadsbowling.com/bowlingandlounge	Batting and Ice Cream
Windsor Locks	Portland Brownstone Exploration & Discovery Park	Portland Brownstone Exploration & Discovery Park	Portland Brownstone Exploration & Discovery Park
129 Ella Grasso Turnpike 860-623-2597 sparetimeentertainment.com/windsoflocks	151 Brownstone Ave. 860-860-0028 brownstonexpark.com	151 Brownstone Ave. 860-860-0028 brownstonexpark.com	Brownstone Exploration & Discovery Park
Windsor Locks	Dinosaur State Park	Dinosaur State Park	Dinosaur State Park
129 Ella Grasso Turnpike 860-623-2597 sparetimeentertainment.com/windsoflocks	400 West St. 860-529-8223 dinosaursatstatepark.org	400 West St. 860-529-8223 dinosaursatstatepark.org	Dinosaur State Park
Windsor Locks	Rocky Hill Codeword Escape	Rocky Hill Codeword Escape	Rocky Hill Codeword Escape
129 Ella Grasso Turnpike 860-623-2597 sparetimeentertainment.com/windsoflocks	2139 Silas Deane Hwy. 860-999-3385 index.html	2139 Silas Deane Hwy. 860-999-3385 index.html	Codeword Escape
Windsor Locks	Connecticut	Connecticut	CTvisit.com
Windsor Locks	Greater New Haven	Greater New Haven	Greater New Haven
Windsor Locks	River Valley	River Valley	River Valley
Windsor Locks	Greater Hartford	Greater Hartford	Greater Hartford
Windsor Locks	West Hartford Mission Escape Games	West Hartford Mission Escape Games	West Hartford Mission Escape Games
Windsor Locks	Quinnipiac River Archery Park	Quinnipiac River Archery Park	Quinnipiac River Archery Park
Windsor Locks	Blue Ox Axe Throwing	Blue Ox Axe Throwing	Blue Ox Axe Throwing
Windsor Locks	Portland Revolution's Bowling and Lounge	Portland Revolution's Bowling and Lounge	Portland Revolution's Bowling and Lounge
Windsor Locks	Fairways Mini Golf	Fairways Mini Golf	Fairways Mini Golf
Windsor Locks	Greater Hartford Mission Escape Games	Greater Hartford Mission Escape Games	Greater Hartford Mission Escape Games



New Haven	IT Adventure Ropes Course
40 Sargent Dr. 203-812-9981 itjordans.com	
Escape New Haven	
103 Whitney Ave. 860-576-9997 escapenewhaven.com	
Connecticut Children's Museum	
22 Wall St. 203-562-5437 childrensmuseum.org	
Yale Peabody Museum of Natural History	
170 Whitney Ave. 203-432-5817 peabody.yale.edu	
Newington	
Jump On In	
45 Alumni Rd. 406-435-5600 jumponin.com/newington	
Page 22	
Montana Nights Axe Throwing	
80 Fenn Rd. 860-655-5930 montananiightsaxethrowing.com	
Laser Quest	
3005 Berlin Turnpike 360-666-2097 laserquest.com/ct-newington	



Berlin	Canton Roaring Brook Nature Center 1752 Berlin Turnpike 860-829-5278 gokartrides.com	Essex Essex Steam Train & Riverboat 1 Railroad Ave. 860-767-0103 essexsteamtrain.com/?s=ro=Nfamact&B	Hartford Harriet Beecher Stowe Center 77 Forest St. 860-522-9258 harrietbeecherstowecenter.org	Killingworth Lavender Pond Farm 318 Roast Meat Hill Rd. 203-350-0367 lavenderpondfarm.com
Team vs Time	Matterhorn Mini Golf 10 Dryer Cemetery Rd. 860-795-0234 matterhormingolf.com	Connecticut River Museum 67 Main St. Steamboat Dock 860-767-8269 ctrivermuseum.org	Madison Hammonasset Beach State Park 1288 Boston Post Rd. 203-245-2785 ct.gov/deep/cwp/view.asp?p2a=2716&q=325210&deep-Nav_GID=1650%20	Hartford Yard Goats 1214 Main St. 860-246-6288 milb.com/hartford
Putters Paradise	Extreme Air Indoor Trampoline Park 540 West Johnson Ave. 203-439-0250 http://extremeairfunusa.com	Farming Complexity: A Puzzling Adventure 2 Eastview Dr. 860-409-7009 complexityrooms.com	Hartford Wolf Pack 1 Civic Center Plaza 860-722-59425 hartfordwolfpack.com	Manchester Lutz Children's Museum 247 South Main St. 860-643-0949 lutzmuseum.org
Mini Golf	Barker Character Comic and Cartoon Museum 1188 Highland Ave. Building B 203-659-3822 barkermuseum.com	Connecticut Science Center 250 Columbus Blvd. 860-724-3623 connecticsciencecenter.org	Launch Trampoline Park Hartford 91 Brainard Rd. 860-246-5867 launchtrampolinepark.com	Lyman Orchards 32 Reeds Gap Rd. 860-349-1793 lymanorchards.com
Berlin Batting Cages	Farmington Miniature Golf & Ice Cream 1048 Farmington Ave. 860-677-0118 farmingtonminaturegolf.com	Glastonbury Central Rock Gym 259 Easthill Blvd. 860-659-8260 centralrockgym.com/glastonbury	Stone Age Rock Gym 195 Adams Street 860-645-0015 stoneagelocksgym.com	Adventure Rooms 282 Main St. Ext. 860-645-9130 myadventurerooms.com
Page Britain Youth Museum at Ningerford Park	Clinton Bounce! Fun Center 18 Knollwood Dr. 860-552-4650 bouncefuncenter.com	Bushnell Park Carousel 1 Jewell St. 860-555-5411 bushnellpark.org/attractions/the-carousel	All In Adventures Escape Rooms 194 Buckland Hills Dr. 860-4-14-3606 allinadventures.com	Milford All In Adventures Escape Rooms 1201 Boston Post Rd. #1220 203-290-1916 miladventures.com
Bolton Fish Family Farm	East Hartford Hall of Fame Silver Lanes 748 Silver Ln. 860-569-2990 bowlero.com/location/hall-of-fame-silverslanes	Hall's Arrow Indoor Archery Range & Archery Equipment Sales 291 Middle Turnpike West 860-646-0443 hallarrow.com	Pine & Iron Axe Throwing 1428 Park St. Suite 102 860-205-3940 pineandiron.com	Bounce Town USA 1770 Boston Post Rd. 203-892-4541 bouncetownusa.com
Mar-Lea Miniature Golf-Driving	Guilford Shoreline Segway 1310 Boston Post Rd. 203-53-0588 seawaytoursandrentals.com	Powder Ridge Mountain Park & Resort 99 Powder Hill Rd. 860-860-0208 powderridgemountainpark.com	EMPOWER Leadership Sports & Adventure Center 282 Main St. 860-788-6734 funintrampolinepark.com	New Britain Flight Fit N Fun 140 Production Ct. 860-905-8218 flightfitnfun.com/locations/newbritain/?utm_source=google&utm_medium=organic&utm_campaign=GMB
Brantford Sea Mist Thimble Island Cruise	East Haven The Shore Line Trolley Museum 17 River St. 203-467-6927 shorelinetrolley.org	Middletown KidCity Children's Museum 119 Washington St. 860-347-0495 kidcitymuseum.com	The Board Room Cafe 514 Main St. 860-788-7824 boardroomct.com	Wadsworth Atheneum Museum of Art 600 Main St. 860-218-2670 thewadsworth.org
	East Wind Connecticut Trolley Museum 244 Boston Turnpike 860-649-7023 threputtingpenguin.com/files/minigolf/MarLea_Minature_Golf.htm	The Dudley Farm Museum 2331 Durham Rd. 203-457-0770 dudleyfarm.com	Haddam RiverQuest Eagle Landing State Park Rte. 82, 1 Maine Park 860-662-0577 criverquest.com	

Home Sweet Home

Andover
Over AndOver
Boutique
415 US-6
(860) 306-3858
overandoverct.com

Durham
A Touch of Country
354 Main St.
(860) 788-2365
facebook.com

Wild Wisteria
331 Main St.
(860) 349-1550
wildwisteriact.com

East Hampton
Wild Roots Eclectic
Home Décor
82 Main St.
(860) 267-1602
wildrootsehd.com

Willow
95 Main St.
(860) 716-9576
www.facebook.com

East Windsor
Decorating Den Interiors
72 Rye St.
(860) 627-8789
decoratingden.com



Ellington
Kloter Farms
216 West Rd.
(860) 871-1048
kloterfarms.com

Enfield
Stickley Audi & Co.
245 Enfield St Route 5
(860) 741-1000
stickleyaudi.com

Essex
Pough Interiors
1 Main St.
(860) 581-8344
poughinteriors.com

Glastonbury
Emmy Lou's Ltd
17 Hebron Ave. #1
(860) 633-9565
emmylousglfshop.com

Guilford
MIX Design Store
29 Whifford St.
(203) 453-0202
mixdesignstore.com

Killingworth
The Rustic Barn
157 CT-81
(860) 452-4145
therusticbarnct.com

Madison
Domestic Possessions
11 Garnet Park Rd.
(203) 350-0558
domesticpossessions.com

The Madison Stock Exchange
170 Boston Post Rd.
(203) 245-0348
themadisonstockexchange.com

Maggie's of Madison
705 Boston Post Rd.
(203) 318-8883
maggiesofmadison.com



Marlborough
The Shops at Marlborough Barn
45 North Main St.
(860) 295-1114
shopsatmarlboroughbarn.com

Middletown
Wood31 Creative Workshop
386 Main St.
(203) 535-9979
wood31creativeworkshop.com

New Haven
Ten Thousand Villages
1054 Chapel St.
(203) 776-0854
tenthousandvillages.com

Katahdin Furniture
60 Whitney Ave.
(203) 777-5551
facebook.com/themadisonstockexchange.com

Old Saybrook Saybrook Home
2 Main St.
(860) 388-0891
saybrookhome.com



Simsbury
Lighthouse Design
10 Jim Gallagher Way
(860) 371-1416
Lighthousedesign2018@hotmail.com

Thomas Mach Interiors
12 Jim Gallagher Way
(860) 408-1530
thomasmachinteriors.com

Somers
2 Sisters Furniture and Home Décor
62 CT-83
(860) 874-2199
facebook.com/2sistersfurnitureandhomedecor

Vernon
Primitive Renditions
309 Talcottville Rd
(860) 454-7493
primitiverenditions.com



Wallingford
Cindy's Unique Shop
32 North Colony St.
(203) 269-9341
facebook.com/cindysunique

West Hartford
Blaze & Bloom Vintage
485 New Park Ave
(860) 605-0172
blazeandbloom.com

Connecticut Home Interiors
830 Farmington Ave
(860) 236-5856
cthomeinteriors.com

Find Your Bargain in Central Connecticut!

Central Connecticut is your shopping playground! Start at the coast and follow the Connecticut River inland in search of bargains at antique shops, boutiques, and specialty stores. Find treasures that lead to adventure and create wonderful memories.

There are hundreds of stores throughout Central Connecticut. Here are just some of the wonderful merchants who make our communities strong and vibrant. Discover Central Connecticut and enjoy the shopping adventure of a lifetime.

Start your expedition today!

Connecticut

Greater New Haven/
River Valley/
Greater Hartford

CTvisit.com

Connecticut | Greater New Haven
River Valley/Greater Hartford

Shoptacular!!!

Central Connecticut's Shopping Trail



Connecticut

Greater New Haven/
River Valley/
Greater Hartford

CTvisit.com

One-of -a-Kind Finds

Bethany Whillock's Book Barn 20 Sperry Rd. (203) 393-1240 whillocksbookbarn.com	Farmington Design Forum Gallery 902 Farmington Ave. (860) 677-7568 designforumgallery.com	Lake View Creations 122 College St. (860) 884-8195 lakeviewcreations.com	Wild Birds Unlimited of Old Saybrook 434 Boston Post Rd. (860) 661-5567 wbu.com/oldsaybrook
Brantford P.S. Fine Stationery 1028 Main St. (203) 481-6683 psfinestationers.com	Hamden Books & Company 1235 Whitney Ave. (203) 248-9449 booksandcohamden.com	Spread Cheese Co. 386 Main St. (860) 740-5370 spreadcheeseco.com	Simsbury Ravenswood Natural Health 1606 Hopmeadow St. (860) 264-1587 ravenswoodnaturalhealth.com
SoundRunner 1088 Main St. (203) 483-8222 soundrunner.com	Hartford Hartford Prints! 4212 Pratt St. (860) 578-8447 hartfordprints.com	Pamela Roose Specialty Hand Knits & Yarn 88 Court St. (860) 788-2715 pamelaroose.business.site	Wisdom of the Ages 1414 Hopmeadow St. (860) 651-1172 wisdomoftheagesbiz
East Hampton Little Fish Gallery & Gift 72 Main St. (860) 652-5028 facebook.com	Killingworth Lavender Pond Farm 318 Roast Meath Hill Rd. (203) 350-0367 lavenderpondfarm.com	New Haven East Street Arts 597 East St. (203) 776-6310 eaststreetartsnh.org	Sew Inspired Quilt 8 Wilcox, Suite 1 (860) 651-8885 sewinspiredquilts.com
Essex Swanky's Cookout Supply 5 Main St. (860) 727-7252 swankyscookoutsupply.com	Madison R.J. Julia Booksellers 768 Boston Post Rd. (203) 249-3959 rjulia.com	Atticus Book Store 1082 Chapel St. (203) 776-4040 atticusbookstorecafe.com	Wallingford Sweet Cioccolata 28 North Main St. (203) 294-1280 sweetcioccolata.com
Essex Duck 51 Main St. (860) 581-8351 essexduck.com	Middlefield Perrotti's Country Barn & Christmas Shoppe 288 Baileyville Rd. (860) 349-0082 perrottiscountrybarn.com	DeIorio Hatter 47 Elm St. (203) 787-4086 deiloriolahatter.com	Woodbridge D'Aniello Amity Bicycles 18 Selden St. (203) 387-6734 amitybicycles.com
Toys Ahoy! 43 Main Street (860) 767-2067 toysahoyessex.com	Hull's Art Supply & Framing 114 Chapel St. (203) 865-4855 hullnewhaven.com	Hull's Art Supply & Framing 114 Chapel St. (203) 865-4855 hullnewhaven.com	Woodbridge Running Co. 7 Landin St. (203) 387-8704 woodbridgerunningcompany.com
Goods & Curiosities at The Griswold Inn 47 Main Street (860) 767-0210 store.griswoldinn.com	Middletown Amato's Toy & Hobby 395 Main St. (860) 347-1893 amatostmideltown.com	Old Saybrook Alcia Winalski Design/Nyman Jewelers 900 Boston Post Rd. (860) 388-9152 alciawinalski.com	Woodbridge Running Co. 7 Landin St. (203) 387-8704 woodbridgerunningcompany.com

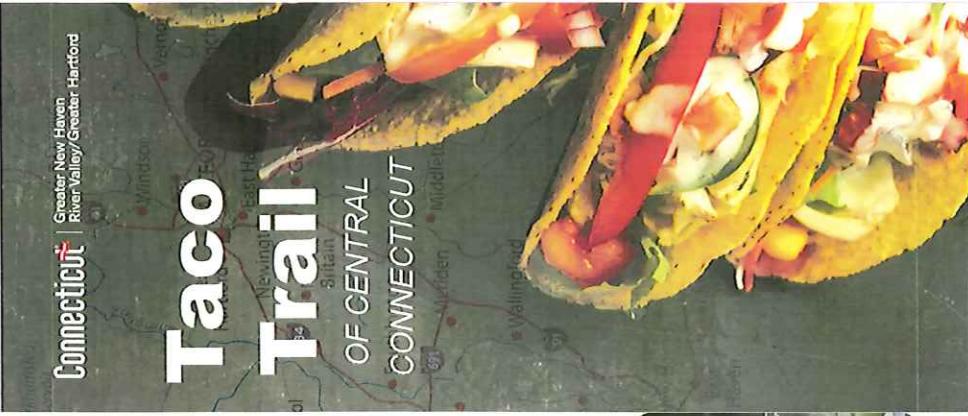


Cromwell Up In Smoke Fine Cigars	91 Berlin Rd. (860) 632-1962 boutiquecigar.com
--	--

Deep River Anchor and Compass	163 Main St. (860) 322-4327 anchorandcompass.com
---	--

Essex J. Alden Clothiers	17 Main St. (860) 767-7633 jadenclothiers.com
---------------------------------	---

Hartford Morneau's Stackpole	Moore Tryon 242 Trumbull St. (860) 522-0181 mornaults.com
-------------------------------------	--



North Haven	La Unica 351 Long Wharf Dr launicarestaurants.com	Don Bigote Mexican Restaurant 122 Middletown Ave (203) 772-3906 aztecgrocery.com	Pancho Loco 218 Talbotville Rd (860) 871-1819 pancholoco.mobi	Chiquita Queen 215 Saw Mill Rd (203) 932-1334
Old Saybrook	Old Saybrook pacificonewhaven.com	Tequila & Authentic Mexican 1333 Boston Post Rd (860) 391-8091 tequilasoldsaybrook.com	Rocky Hill On The Border Mexican Grill & Cantina 1519 Silas Deane Hwy (860) 859-1670 ontheborder.com	West Hartford Ocho Cafe 330 N Main St (860) 310-3063 ochocafe.com
Rubamaba Latin Gourmet	Rubamaba Latin Gourmet 25 High St. (203) 773-0032 rubambanewhaven.com	Cuckoo's Nest Mexican Food 1712 Boston Post Rd (860) 359-8189 cuckoosnest.biz	Rivas Taqueria 25 S Colony Rd (203) 626-5594 rivarco.com	Wallingford Taqueria Mexico 850 S Colony Rd (203) 265-0567 taqueriamexico.com
Cositas Deliciasas	Cositas Deliciasas 271 Grand Ave (203) 782-4757 deeprootsnewhaven.com/cositas.html	Los Mariachis Wallingford 105 N Colony St (203) 265-1838 lsmariachisgrill.com	West Haven Taqueria Mexicana 702 Boston Post Rd (203) 931-8554 f	Wethersfield The Whole Enchilada 1121 Boston Post Rd (860) 399-1221 twect.com
New Haven (cont)	Tacos Santa Ines 361 Long Wharf Dr (203) 843-6629 f	Puerto Vallarta 2355 Berlin Turnpike (860) 667-3080 puertovallartausa.com	South Glastonbury Sayulita Restaurant 865 Main St. (860) 430-9541 cantinasayulita.com	Woodbridge Las Brasas Mexican Grill 203 553-9844 f
Viva Zapata	Te Amo Tequila Bar & Tacos 182 Temple St. (475) 562-2499 vivazapanewhaven.com El Poblanito Mexican Food 365 Forbes Ave (475) 434-9032 el-poblanito-mexican-food.business.site	On The Border Mexican Grill & Cantina 220 Indian River Rd (203) 687-4300 ontheborder.com	South Windsor Mexicali Cantina Grill 935 Sullivan Ave (860) 432-2205 mexicalicantinagrl.com	West Hartford Ocho Cafe 330 N Main St (860) 310-3063 ochocafe.com
Tacos Santa Fe	La Carrera 930 State St #1 (203) 624-2442 ctvsl.com/listings/la-carrera	Baja 5 63 Boston Post Rd (203) 799-2252 f	El Sombrero 151 Queen St. (860) 621-9474 elsomberhoc.com	Wethersfield El Pollo Guapo 1866 Berlin Turnpike (860) 436-982 elpolloguapo.com
Barracuda Bistro & Bar	Barracuda Bistro & Bar 1180 Chapel St. (203) 691-5696 barracudanewhaven.com	Taco Town 199 Boston Post Rd (203) 298-4774 tacotownct.com	Puerto Vallarta Restaurant 826 Queen St. (860) 736-0060 f	Windsor Locks Hot Head Burritos 1049 Boston Post Rd (203) 507-2139 f
Taqueria Juancho Guacamoles	Manscas El Pescador 369 Grand Ave (203) 823-7243 f	Nicolas Pizza & Mexican Eatery 1125 Willard Ave (860) 667-0663 nicolaspizzamexicanateary.com	Ola 350 Boston Post Rd #3 (203) 891-0522 olarestaurantct.com	West Haven Taqueria Mexicana 520 Hartford Turnpike (860) 658-5230 fiestamexicanavermont.com
Ixtapa Taquerra	Salsas 4 Taqueria 2434 Berlin Turnpike #3 (860) 999-9065 f	Vermont Fiesta Mexicana 520 Hartford Turnpike (860) 658-5230 fiestamexicanavermont.com	Plainville El Paso Mexican Restaurant 6 E Main St. (860) 793-8933 elpasorestaurant.com	Wethersfield El Pollo Guapo 1866 Berlin Turnpike (860) 436-982 elpolloguapo.com
Food Truck Paradise	Food Truck Paradise 351 Long Wharf Dr streetfoodnhv.com			





Glastonbury	Hartford	Monte Alban Restaurant 531 Farmington Ave (860) 523-7423 montealbanhartford.com	Mr. Taco 69 Miller St (475) 775-5708 mrtacocomx.com	Milford	Mexico Tipico 1061 Boston Post Rd (203) 713-8887 mexicotipicoct.com
	El Nuevo Sarape Restaurant	El Nuevo Sarape 931 Broad St #41 (860) 547-1884 epolloguapo.com	El Nuevo Sarape 931 Broad St #41 (860) 781-8356 epolloguapo.com	Rancho Viejo 9 Bank St (860) 844-0086	El Pollo Guapo 26 Front St (860) 246-2800 elpolloguapo.com
Granby	El Bajio	El Bajio 289 Franklin Ave (860) 296-2895	El Pollo Guapo 26 Front St (860) 246-2800 elpolloguapo.com	Rosita's Latin Cuisine 534 Middle Turnpike E (860) 432-3206	Rosita's Latin Cuisine 534 Middle Turnpike E (860) 432-3206
	El Pollo Guapo	El Pollo Guapo 800 Village Walk (888) 788-8226 iacopacifico.com	Arcelia's Foods Mexican & Puerto Rican 79 William Short Campbell St (860) 371-4982	Middletown	Salsas 3 Mexican Grill 120 Washington St (860) 316-5164 salsas3.com
Andover	Taco Spot on 6 66-Mid-Cape Hwy	Taco Spot on 6 191 E High S (860) 985-8822	The Whole Enchilada 361 Boston Post Rd (203) 453-2300 twctr.com	Meriden	La Poblanita 39 Colony St (203) 256-0910 la-poblanita-mexican-gro- cery-store.business.site
	East Hampton	Loco Perro 191 E High S (860) 267-2945 locoperro.com	La Casita Del Sabor 1405 Park St (860) 920-9560	Manchester	Tacos Mi Nacho 550 Broad S (203) 379-0259
Avery	Puerto Vallarta 15 W Avon Rd (860) 675-1999 puertovallartausa.com	Puerto Vallarta 405 Main St (203) 208-0695 margs.com	Toro Azteca 194 Buckland Hills Dr (860) 545-4454	Toronto	Tacos Mi Nacho 550 Broad S (203) 379-0259
Bethel	Guacamole's Mexican Cuisine	Ixtapa Grille 2547 Whitney Ave (203) 230-2586	Coyote Fuego 635 New Britain Ave (860) 953-1299 coyotefuoco.com	Three Amigos Mexican Taqueria	Tacos Mi Nacho 550 Broad S (203) 379-0259
	Casa de la Llama's Mexican Restaurant	Jalapeño Heaven 40 N Main St (203) 481-6759 jalapeñodeheaven.com	Agave Grill 100 Allyn St #1418 (860) 852-1557 agavehartford.com	Fridas Restaurant and Deli	Tacos Mi Nacho 550 Broad S (203) 379-0259
Carton	Onion Mountain	40 N Main St (203) 349-2300 onionmountaincatering.com	Aunt Chilada's 61 Palumbo Dr (860) 763-5000 acapulcos.net	151 Lewis Ave (203) 237-1212 fridorestaurtantandeli. restaurant	Tacos Mi Nacho 550 Broad S (203) 379-0259
	Carton	220 Albany Turnpike (860) 324-6629 onionmountaincatering.com	Sarape Restaurant 95 High St (860) 745-7781 saraperestaurant.com	Lucky Taco Cantina Food Truck	Tacos Mi Nacho 550 Broad S (203) 379-0259
Durham	The Whole Enchilada 370 Main St (860) 349-2300 twctr.com	3921 Whitney Ave (203) 230-4640 auntchilada.com/Default. aspx	495 Flatbush Ave (860) 965-1507 fuego-picante.negocio.site	El Pupu & Tapas Bar 46 Mellini Plaza (860) 782-7525 elpuputapasbar.com	Tacos Mi Nacho 550 Broad S (203) 379-0259
Farmington	Toro Loco Mezcaloteca 1274 Farmington Ave (860) 470-5944 torolococt.com	Texiko Tequila Bar 3000 Whitney Ave (203) 555-1717 texiko-tequila-bar.business. site	La Bamba Mexican Restaurant	La Bamba Mexican Restaurant 48 Center St (203) 440-9940	Tacos Mi Nacho 550 Broad S (203) 379-0259

Glastonbury	Hartford	Monte Alban Restaurant 531 Farmington Ave (860) 523-7423 montealbanhartford.com	Mr. Taco 69 Miller St (475) 775-5708 mrtacocomx.com	Milford	Mexico Tipico 1061 Boston Post Rd (203) 713-8887 mexicotipicoct.com
	El Nuevo Sarape Restaurant	El Nuevo Sarape 931 Broad St #41 (860) 547-1884 epolloguapo.com	El Nuevo Sarape 931 Broad St #41 (860) 781-8356 epolloguapo.com	Rancho Viejo 9 Bank St (860) 844-0086	El Pollo Guapo 26 Front St (860) 246-2800 elpolloguapo.com
Granby	El Bajio	El Bajio 289 Franklin Ave (860) 296-2895	El Pollo Guapo 26 Front St (860) 246-2800 elpolloguapo.com	Rosita's Latin Cuisine 534 Middle Turnpike E (860) 432-3206	Rosita's Latin Cuisine 534 Middle Turnpike E (860) 432-3206
	El Pollo Guapo	El Pollo Guapo 800 Village Walk (888) 788-8226 iacopacifico.com	Arcelia's Foods Mexican & Puerto Rican 79 William Short Campbell St (860) 371-4982	Middletown	Salsas 3 Mexican Grill 120 Washington St (860) 316-5164 salsas3.com
Andover	Taco Spot on 6 66-Mid-Cape Hwy	Taco Spot on 6 191 E High S (860) 985-8822	The Whole Enchilada 361 Boston Post Rd (203) 453-2300 twctr.com	Meriden	La Poblanita 39 Colony St (203) 256-0910 la-poblanita-mexican-gro- cery-store.business.site
	East Hampton	Loco Perro 191 E High S (860) 267-2945 locoperro.com	La Casita Del Sabor 1405 Park St (860) 920-9560	Manchester	Tacos Mi Nacho 550 Broad S (203) 379-0259
Avery	Puerto Vallarta 15 W Avon Rd (860) 675-1999 puertovallartausa.com	Puerto Vallarta 405 Main St (203) 208-0695 margs.com	Toro Azteca 194 Buckland Hills Dr (860) 545-4454	Toronto	Tacos Mi Nacho 550 Broad S (203) 379-0259
Bethel	Guacamole's Mexican Cuisine	Ixtapa Grille 2547 Whitney Ave (203) 230-2586	Coyote Fuego 635 New Britain Ave (860) 953-1299 coyotefuoco.com	Three Amigos Mexican Taqueria	Tacos Mi Nacho 550 Broad S (203) 379-0259
	Casa de la Llama's Mexican Restaurant	Jalapeño Heaven 40 N Main St (203) 481-6759 jalapeñodeheaven.com	Agave Grill 100 Allyn St #1418 (860) 852-1557 agavehartford.com	Fridas Restaurant and Deli	Tacos Mi Nacho 550 Broad S (203) 379-0259
Carton	Onion Mountain	40 N Main St (203) 349-2300 onionmountaincatering.com	Aunt Chilada's 61 Palumbo Dr (860) 763-5000 acapulcos.net	151 Lewis Ave (203) 237-1212 fridorestaurtantandeli. restaurant	Tacos Mi Nacho 550 Broad S (203) 379-0259
	Carton	220 Albany Turnpike (860) 324-6629 onionmountaincatering.com	Sarape Restaurant 95 High St (860) 745-7781 saraperestaurant.com	Lucky Taco Cantina Food Truck	Tacos Mi Nacho 550 Broad S (203) 379-0259
Durham	The Whole Enchilada 370 Main St (860) 349-2300 twctr.com	3921 Whitney Ave (203) 230-4640 auntchilada.com/Default. aspx	495 Flatbush Ave (860) 965-1507 fuego-picante.negocio.site	El Pupu & Tapas Bar 46 Mellini Plaza (860) 782-7525 elpuputapasbar.com	Tacos Mi Nacho 550 Broad S (203) 379-0259
Farmington	Toro Loco Mezcaloteca 1274 Farmington Ave (860) 470-5944 torolococt.com	Texiko Tequila Bar 3000 Whitney Ave (203) 555-1717 texiko-tequila-bar.business. site	La Bamba Mexican Restaurant	La Bamba Mexican Restaurant 48 Center St (203) 440-9940	Tacos Mi Nacho 550 Broad S (203) 379-0259



Connecticut
CTvisit.com

Greater New Haven
River Valley/
Greater Hartford

net