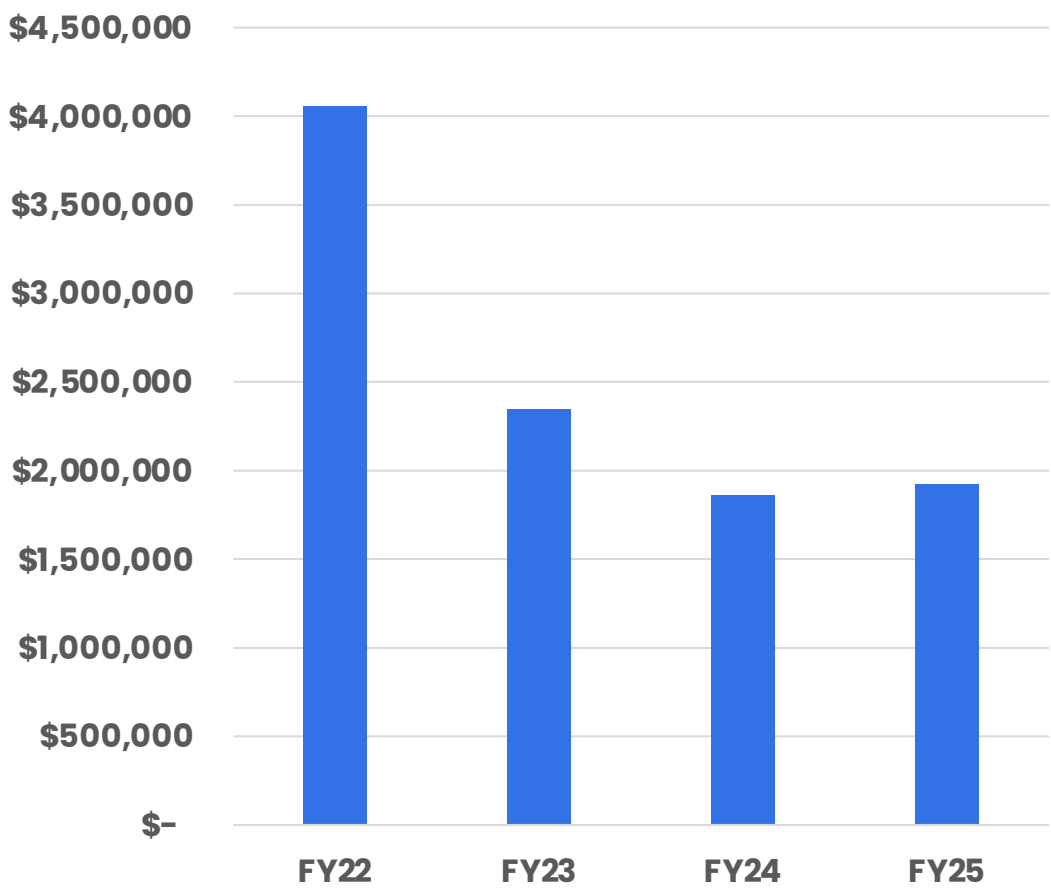




CT Tourism Council

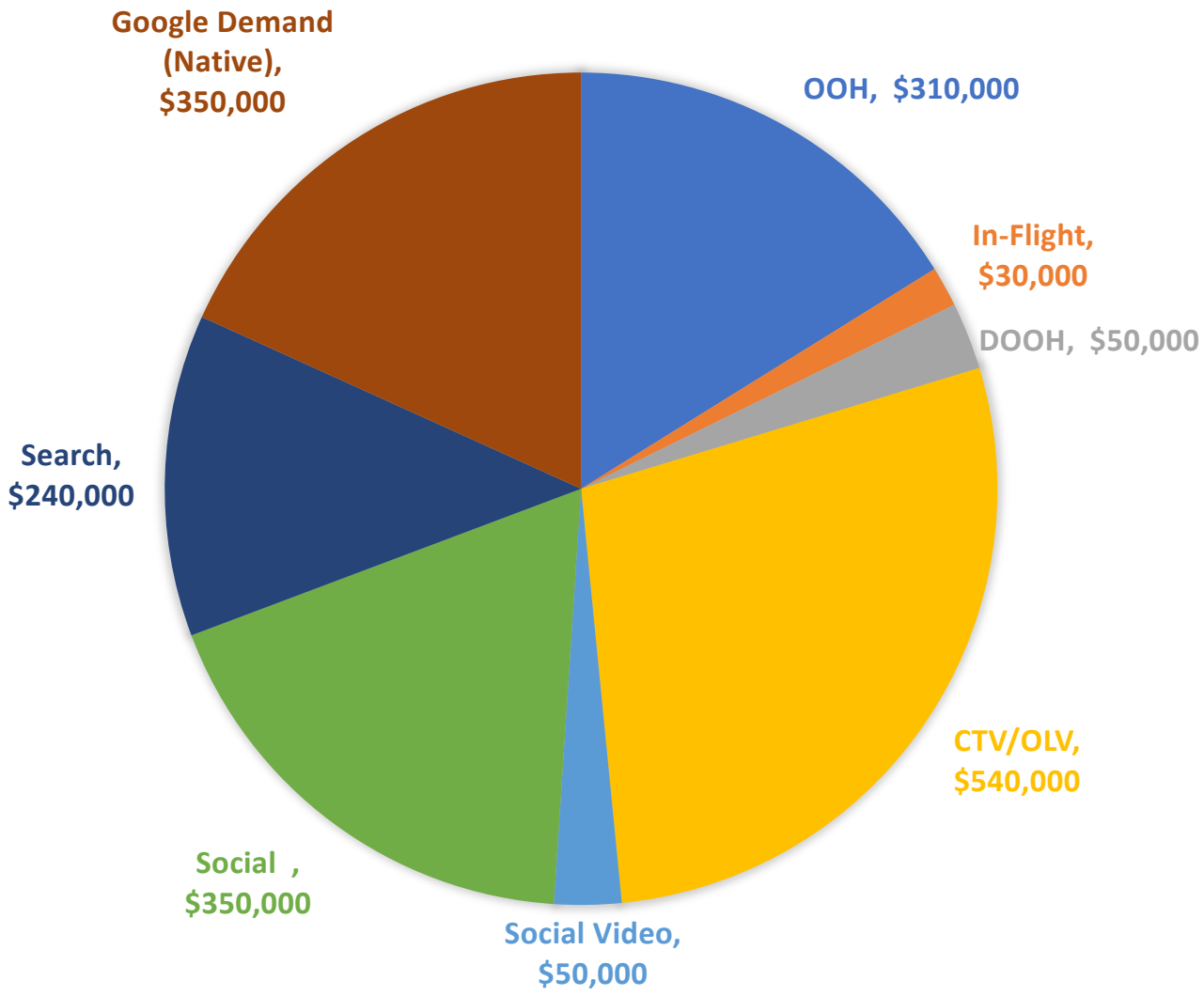
February 2025

FY '25 Spring & Summer Spend Total YoY



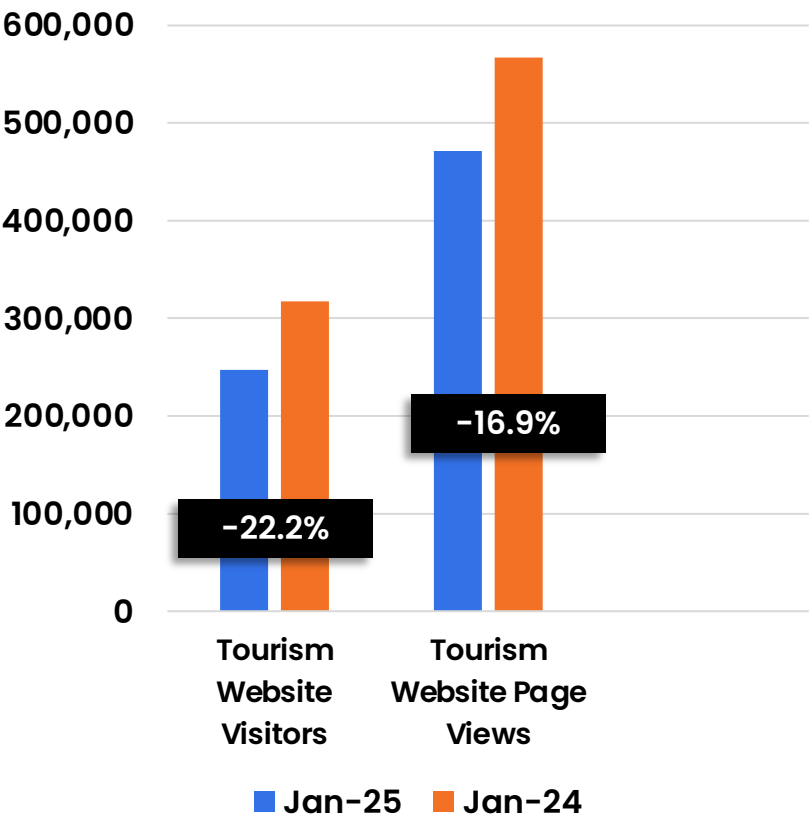
Spring & Summer Advertising Spend Breakdown

A diverse array
of tactics across
live and digital

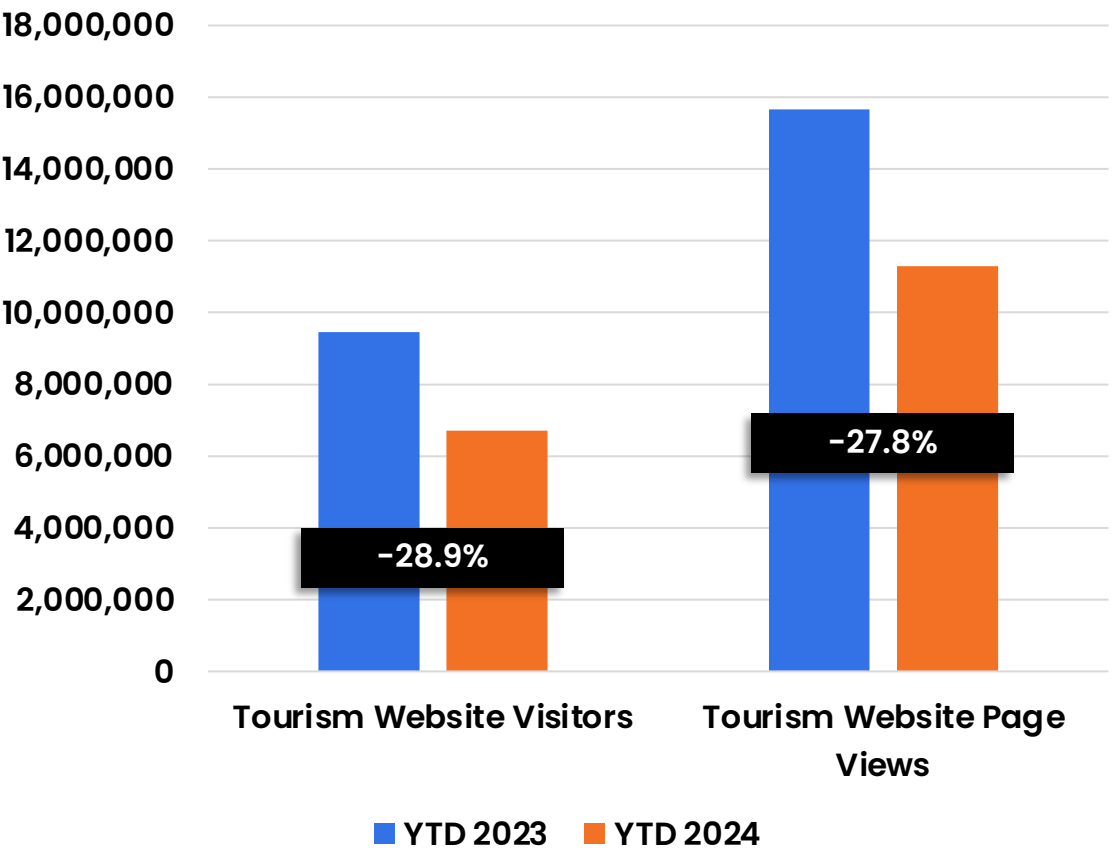


CT Visit Website Traffic Data

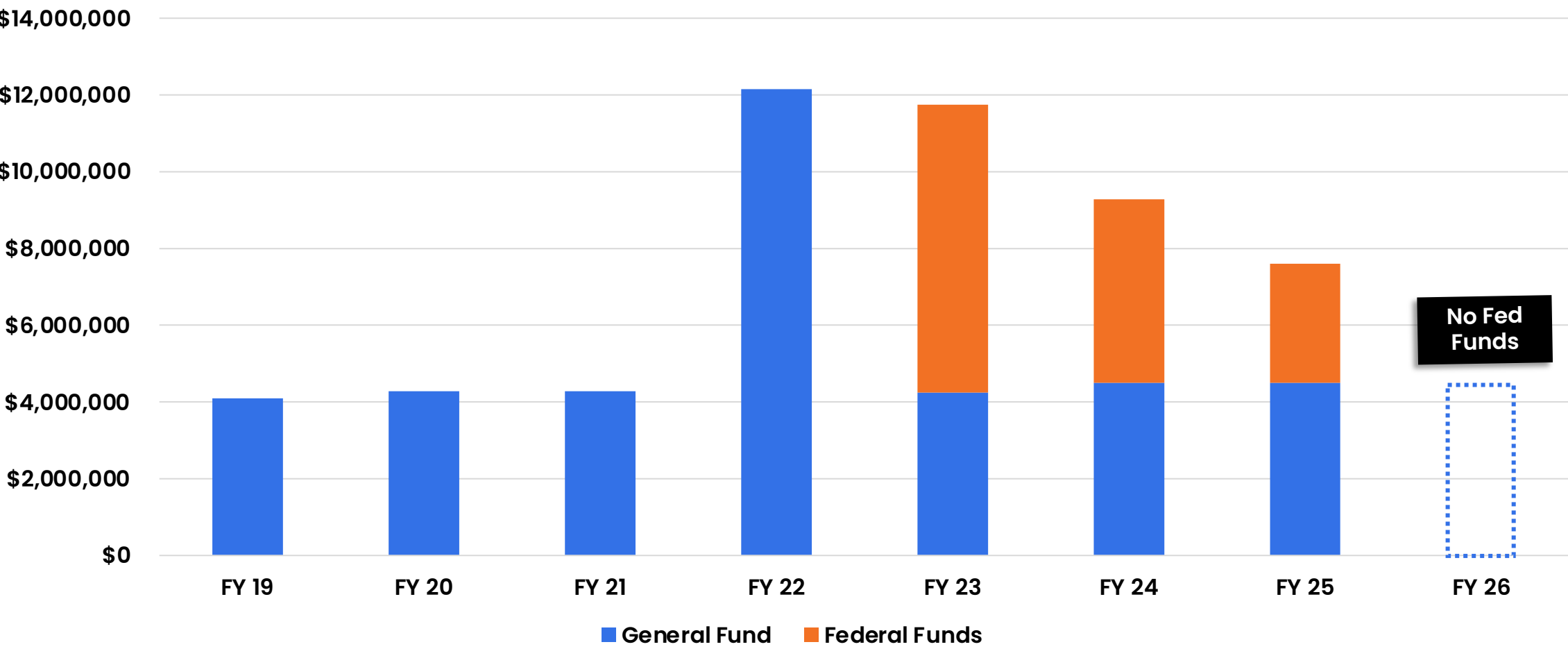
January 2025 vs January 2024



End of Year 2024 vs End of Year 2023

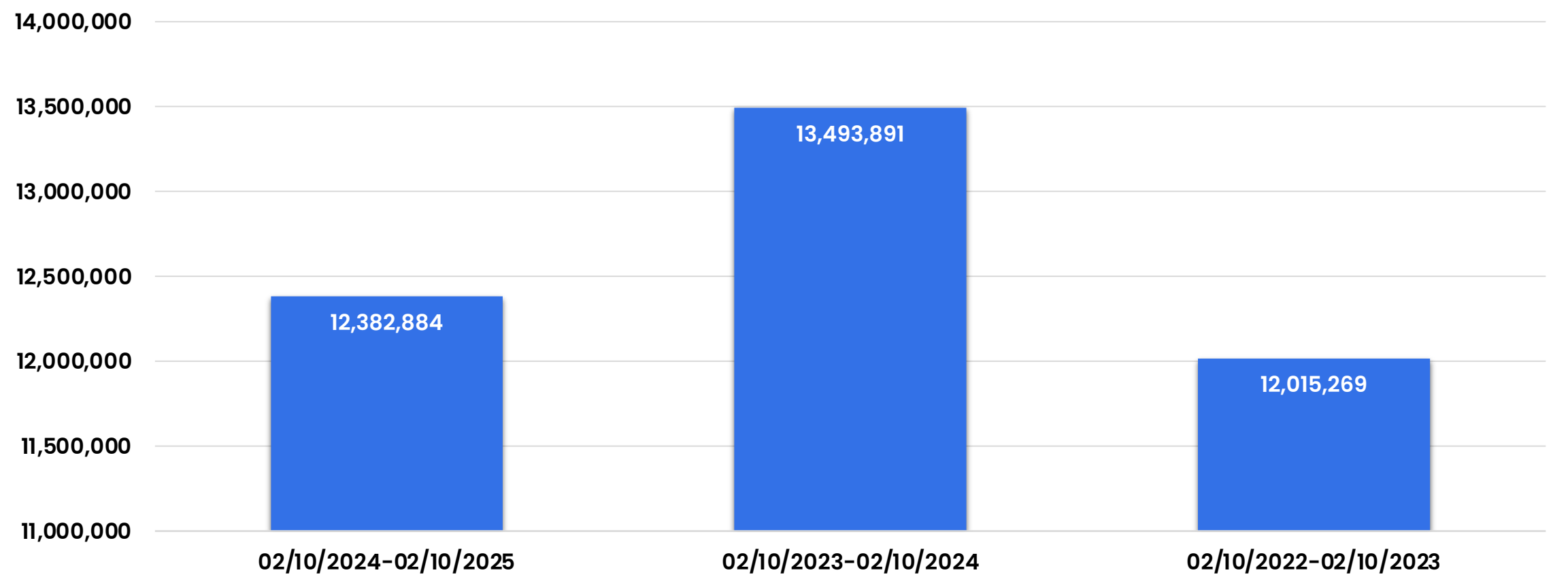


Total Tourism Marketing Spend YoY



Traffic into Connecticut YoY

Arrivalist Data 2022-2025



Note: statistics do not include international travelers or people under 18 years of age



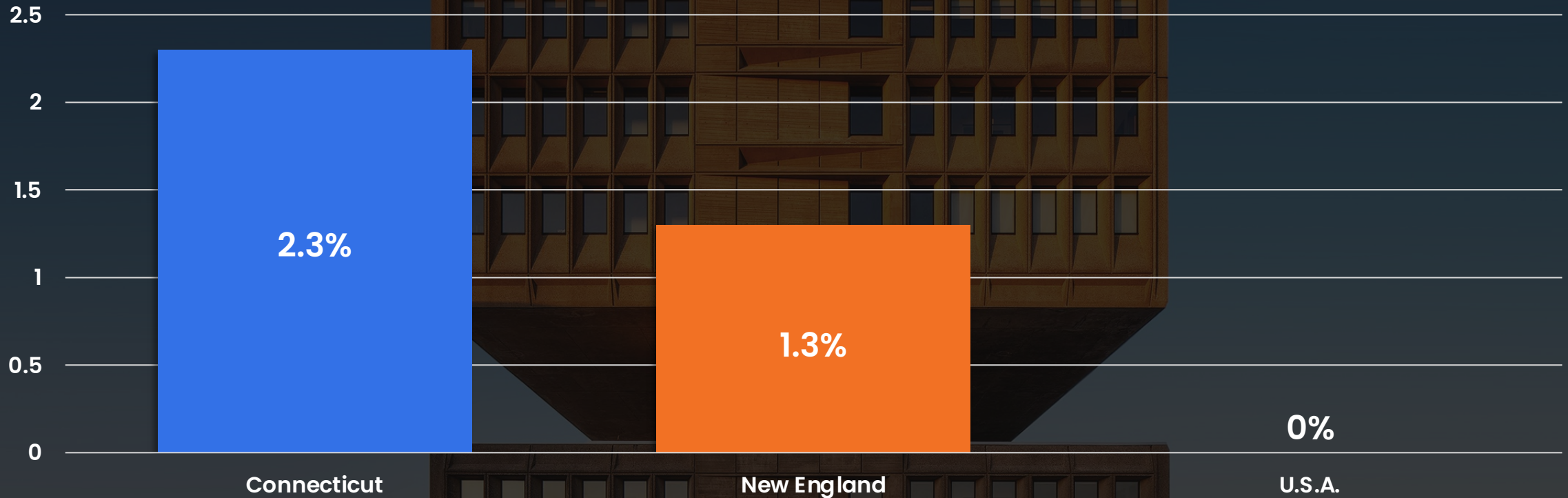
15.4 Billion

Earned Media Impressions in 2024

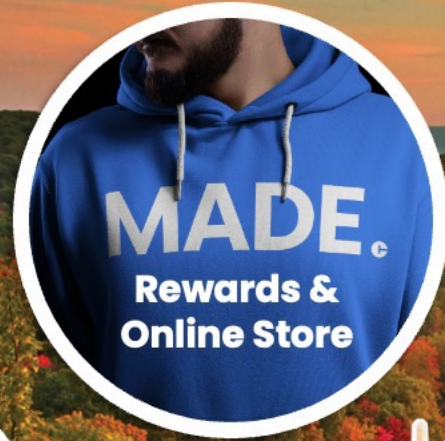
Increasing Occupancy Numbers

CT's growth rate beats the national and regional averages

Occupancy % YoY 2023 – 2024



Looking Forward



America 250 Marketing Updates



**Dedicated America 250 C
T Visit Page**



**Special events tag
on CT Visit**



**Sponsorship
Opportunities
on CT Visit**



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