

WAYS TO LEVERAGE THE BRAND & CAMPAIGN

Use the Logo in Your Marketing & Press Materials

- Download the Logo & Brand Manual at www.cultureandtourism.org

Join the CTvisit.com Partner Content Management System (CMS)

- Post your listings, photos, events and travel deals
- Visit <http://manage.ctvisit.com> or e-mail jean.hebert@ct.gov

*Note: From March 18-April 3, there will be no access to CMS as we update the website. After April 4, you can again submit your listing into CMS using **CTvisitsupport.com**.*

Send News and Updates to the Public Relations Team

- E-mail emily.pangakis@adamsknight.com and kstevenspr@gmail.com

Get Social

- Tag us and each other on www.facebook.com/VisitConnecticut
- www.twitter.com/ctvisit
- www.youtube.com/user/ConnecticutTourism
- www.pinterest.com/visitct

Partner with the State's Co-Operative Advertising Opportunities

- E-mail rthiem@maddenmedia.com or noswaks@maddenmedia.com

Distribute Your Marketing Materials at State Welcome Centers

- 6 centers –
 - I-95: Darien, Westbrook & North Stonington and I-84: West Willington
 - Seasonal: Danbury I-84 & Greenwich Rte. 15
 - Connecticut Building at the Big E
 - Details at www.cultureandtourism.org and/or rosemary.bove@ct.gov

Participate in Connecticut's Open House Day, Saturday, June 11, 2016

- Details at www.cultureandtourism.org or e-mail jean.hebert@ct.gov

Cross Promote

- Reciprocal links with CTvisit.com
- Exposure and links in exchange for complimentary tickets, accommodations or services for media and tour operators
- E-mail rosemary.bove@ct.gov

You and Your Guests Can Take Advantage of the State's Information Services

- Connecticut's official tourism website, www.CTvisit.com
- Subscribe to Connecticut's official tourism e-newsletter featuring seasonal favorites and travel deals
- Concierge services at 888-CTvisit
- E-mail alfred.strong@ct.gov

Participate in Educational Opportunities

- Tourism Marketing Outreach Meetings – March 7-10, 2016
- Connecticut Governor's Conference on Tourism – April 27, 2016

Sign Up for Connecticut Tourism Industry's *The Outlook* to Receive New Marketing Opportunities

- E-mail robert.damroth@ct.gov

Spread the word that Connecticut is *still revolutionary*.
Let others know what a great place it is to live, work, play and visit!

CONNECTICUT TOURISM MARKETING TEAM March 2016

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Useful Links:

www.CTvisit.com –
State's official tourism website
<http://manage.CTvisit.com> –
Partner site for adding/updating listings
for CTvisit.com
www.cultureandtourism.org –
COT's programs & forms
www.ct.gov/ecd – DECD's website for
business assistance information
www.facebook.com/VisitConnecticut
www.twitter.com/ctvisit
www.instagram.com/ctvisit
www.pinterest.com/visitct
[www.youtube.com/user/
ConnecticutTourism](https://www.youtube.com/user/ConnecticutTourism)

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