

Greater New Haven/CONNECTICUT
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Visit New Haven Compass Newsletter

The Compass

April 2010

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Dear Ginny,

As the travel industry continues to struggle, we are holding our own in occupancy, but seeing large drops in ADR. We know how difficult these times are, so we continue to actively pursue group and meeting business to help fill the hotels, restaurants and attractions.

As you will see below, we are exploring new ways to bring attention and visitors to our area. If you have additional ideas, please let me know.

Sincerely,

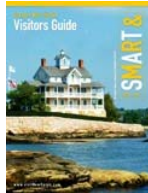
Ginny Kozlowski
 203-777-8550

Brochure Swap May 10 with RiverValley
 Come and pick up bulk quantities of the Greater Hartford/RiverValley and Greater New Haven 2010 Visitor Guides. Bring your brochures and trade with other tourism attractions and organizations.


Join us for this great networking, cross promotional and collateral distribution event. This is an excellent opportunity to meet the folks from RiverValley.

Please RSVP by May 4 to Barbara Malmberg at barbaram@visitnewhaven.com or 203-777-8550. We need an accurate count to be sure we have enough guides for everyone.

Monday, May 10, 2010
 Drop in anytime between 10 a.m. - 3 p.m.
 Crowne Plaza Hotel
 100 Bertin Rd.
 Cromwell, CT 06416



Zip Tripping with Fox61
 Visit New Haven is delighted to welcome back the folks from Fox61 for another episode of Zip Tripping. The morning show will be broadcast live from Union Station. With 4 hours of New Haven focused segments, everyone is bound to learn something about New Haven they didn't know. Make sure you tune in on Friday, April 30th.



Premiere Hotel & Suites Certified as Green Lodging Facility
 On February 2, 2010, the Premiere Hotel and Suites was Certified as a Green Lodging Facility by the State of Connecticut. We are the first hotel in the Greater New Haven area to achieve this certification. The hotel began implementing ongoing Environmental Initiatives in March 2007.



Saunders Hotel Group has often been credited with pioneering urban ecotourism in 1989. What began as a single initiative at one SHG property, 20 years ago, has evolved into a single unprecedented environmental campaign that has created positive ripples throughout the entire lodging industry. Saunders Hotel Group has received international recognition for the most comprehensive environmental management models in travel and tourism - the world's largest industry.

Social Media Marketing Opportunities

To increase our following on both [Twitter](#) and [Facebook](#), we are offering a number of exclusive offers to our followers. Whether your business, attraction or event has a social media account or not, you can still participate.



1. Offer discount or special. Here are some examples.

[New Haven Chorale](#): 20% discount on 5/16 concert
[Jolie Boutique](#): Free gift with purchase
[Absolute Transportation](#): 10% discount
[Bespoke](#): Free dessert with lunch purchase Monday-Friday
 Shoreline Segway: 10% off weekday rentals
 Art Trail/Omni New Haven Hotel at Yale: Package
[Peter Indorf](#): Weekly specials
 Premiere Hotel & Suites: 10% discount
 Omni New Haven Hotel at Yale: \$79 rate during Restaurant Week
 Spring Birdwalks at Hammonasset Beach State Park: Buy one, get one free
 NHSO: Savings with multiple concert purchase

2. Prize for FollowFriday promotion

To grow our following (and yours too if you have a Twitter account), we offer a prize to folks who include us in their FollowFriday message. For you non-tweeters, FollowFriday is essentially a referral service from your followers to their followers. Last week, we gave a \$100 gift certificate to Miya's Sushi. We had 15 followers include [@MiyasSushi](#) and [@visitnewhaven](#) in their message, which increased our audience by 4,272 viewers! I also had 25 people sign up to follow visitnewhaven on a permanent basis. It was a great interactive promotion and folks were very excited about the prospect of winning the gift certificate. Existing friends and fans also tweeted great comments about Miya's. Overall, it was very successful for our first promotion. Thanks to Bun Lai at Miya's Sushi for partnering with us on this event. Our next partner will be the [Yale Peabody Museum](#) which will offer family-packs of tickets.

We are looking for additional partners moving forward. Please keep in mind, FollowFriday prizes must have a "wow" factor.

3. Eat & Tweet

We will be kicking off this promotion in May. The idea is to provide 2 complimentary meals to a lucky twitter follower. Then, when the winners claim their prize, they will tweet commentary about the restaurant, meal, etc. This third party type of recommendation carries more weight than visitnewhaven touting the merits of a particular restaurant. Restaurants who have committed to the program are:

[116 Crown](#)
[Claire's Corner Copia](#)
[Miya's Sushi](#)

Again, with more participating restaurants, we believe this could generate a lot of enthusiasm among our current followers and help us to engage many more.

Sales & Marketing Update

In the first quarter of 2010, we sent out 14 leads for a total of more than 2,000 room nights.

Tangier Pritchett attended the NASC (National Association of Sports Commissions) in Columbus, OH April 13-15, 2010. She networked extensively with many sports associations and is moving forward to bring these groups to Greater New Haven.

Ginny Kozlowski attended DNE (Discover New England) in Newport, RI. The conference ran from April 19-21. The number of European tour operators was way down as a result of the volcanic ash issue (never thought I would include that phrase in a newsletter, but I digress). Nonetheless, she will be distributing the contact information to the hotels.

The 2010-2011 Greater New Haven Visitor Guide is winging its way toward you. We have printed 100,000 copies and will be issuing a press release upon completion of the on-line flash version. In addition, the Connecticut Magazine Travel insert has been released.

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