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Greater New Haven/CONNECTICUT
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Visit New Haven Compass Newsletter

The Compass

June 2010

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Fall Packages
 We have a media opportunity for fall packages. Please supply your information to barbaram@visitnewhaven.com, by end of day Wednesday June 30th.

Sales & Marketing Update
 We have distributed over 32,000 Visitor Guides since April. This is well below previous years, but not unexpected given the lack of advertising at the state level. We are at a clear disadvantage as we compete with Massachusetts and Vermont who have robust television advertising. Web hits have also declined with the decreased advertising.
 On the up side, we have received 2200 requests from the Spring/Summer FSI and almost 1400 from our People ad. We have also seen a 5% increase in the number of folks following us on Twitter, primarily as a result of our Eat & Tweet promotion. We still have a few slots open for the E&T program, so if you are interested, please contact barbaram@visitnewhaven.com.

- Media hits:
- [Arts & Ideas with Andy Chatfield on spotlightct.com](#)
 - [Branford Jazz Festival with Ed Tankus on spotlightct.com](#)
 - [Downtown Culinary Tours on offmanhattan.com](#)
 - [Madison, CT in New England Seaside Getaways in AAA Horizons Southern New England](#)

STR Update
 Well, it is certainly not time to put on our party hats, but the May STR report indicates some positive change for the lodging industry.
 May occupancy in 2010 was almost 8 points higher than 2009 and 0.1% higher than 2008. The increase in occupancy may be the direct result of lower room rates, but it is still an increase. And having folks in the hotels helps the restaurants, attractions and other ancillary businesses.
 YTD, we are also inching our way back to 2008 levels. We are currently 0.6% below the 2008 YTD occupancy rates. Hopefully, ADR will soon start to improve as well.



Distribute your Brochures at Connecticut's Welcome Centers - FREE! **CONNECTICUT**
1-888-CTvisit / CTvisit.com

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The summer season is upon us and visitation to the State's Official Connecticut Welcome Centers is increasing. The Connecticut Commission on Culture & Tourism (CCT) is offering members of the Connecticut tourism industry the opportunity to distribute promotional materials and discount coupons to visitors seeking information on what to do and where to stay. Last year more than 400,000 visitors were provided customized planning services by state travel counselors. There is no cost to have literature displayed. Companies and organizations are responsible for getting their materials to each center. All literature must be approved by the CCT Welcome Center Manager prior to shipment and/or delivery. The maximum quantity is 200 per delivery to each center and additional quantities will be requested by staff as needed. Brochure placement is based on a first come, first serve basis. To best market your events, please remember it is important to provide a 2-month lead time for literature promoting performances, events, seasonal activities, etc. Centers open this season are located on I-95 Northbound in Darien and Westbrook, I-95 Southbound in North Stonington, and I-84 Westbound in West Willington. For more information please call Rosemary Bove at 860-256-2725 or email at rosemary.bove@ct.gov.