

**Greater New Haven/CONNECTICUT**  
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Visit New Haven Compass Newsletter

The Compass

May 2010

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<p>Quick Links</p> <p><a href="#">International Festival of Arts &amp; Ideas</a></p> <p><a href="#">Info New Haven</a></p> <p><a href="#">Yale Calendar of Events</a></p>	<p>Eat &amp; Tweet on the Today Show</p> <p>Eat &amp; Tweet, our latest promotion, was recently included in Val D'Elia's Anatomy of a Travel Deal Segment. To view the entire segment, <a href="#">click here</a> to go to the Travel with Val website.</p>	


Post Specials and Packages on [www.CTvisit.com](http://www.CTvisit.com)

The new 40 page Connecticut Getaway Guide - Spring/Summer 2010, published by the Commission on Culture & Tourism's (CCT) partner, Madden Media, is now available and being distributed to targeted households in the Greater New York metro area and Connecticut. Online marketing efforts by Madden Media and CCT will further entice visitors to the State's Official Tourism website, [www.ctvisit.com](http://www.ctvisit.com), and encourage travel to Connecticut in the coming months.



**STR Update**

In April 2010, Greater New Haven saw a slight increase in RevPAR of 1.2% over April 2009. The increase was due to an 11% increase in occupancy which offset the decline in ADR.



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Be prepared to take advantage of the increased traffic to [www.ctvisit.com](http://www.ctvisit.com) by posting your packages, special travel deals and discounts online. There is no cost to you as this is a free service provided by CCT. More than 2 million visitors annual log onto CTvisit and today's visitors are highly motivated by packages and perceived value.

It is quick and easy for you to post your specials when you become a [www.ctvisit.com](http://www.ctvisit.com) partner at [www.partners.ctvisit.com](http://www.partners.ctvisit.com). We encourage hotels, campgrounds, local attractions, restaurants, retailers and spas to work together to create value rich and themed packages appealing to family fun, R&R, active outdoor and art and heritage enthusiasts.

If you have any questions, please contact Rob Damroth at 860-256-2749, [robert.damroth@ct.gov](mailto:robert.damroth@ct.gov) or Jean Hebert at 860-256-2739, [jean.hebert@ct.gov](mailto:jean.hebert@ct.gov).