



Greater New Haven Convention & Visitors Bureau

The Compass

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Greetings,

It is hard to believe summer is already winding down and it is time to look forward to fall activities and holiday packages. We would like to thank all of our advocates in the community who have been doing their part to support tourism by contacting legislators, encouraging local attractions to list their businesses and post events on our web site. In these uncertain times, all of these little things have a significant impact and we urge everyone to keep up their efforts.

Event Listings

In addition to listing your events on the visitNewHaven.com site, there are additional sites that offer free listings. Get your event listed on the local INFO New Haven website by logging on www.infonewhaven.com. Click on "events calendar" and place your own event online. Likewise, you can add your event by visiting www.whofish.org and click on "add your

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event." You can easily contribute your events, news, business or other information that you wish to share with your community. You don't need to register and it is free!

Legislative Update

With the 2010-2012 Connecticut state budget and implementer bills passed, we now have the legislative requirements for the next two years.

- The Greater New Haven and River Valley tourism regions will be merged to become the Central Tourism Region, Litchfield Hills and Coastal Fairfield will be merged to become the Western Tourism Region and the Eastern Tourism Region (Mystic Country) will remain unchanged.
- The number of cities and towns represented by the Central Tourism Region will be 65. There are currently 19 cities and towns in the Greater New Haven Region. Each municipality can appoint one representative to the board of directors. An additional 21 board members can be appointed to represent tourism interests.
- Not later than February 1, 2010, CCT will assist the new regions in establishing a committee to draft a chart and bylaws and to organize an initial meeting of the board of directors to be held no later than February 15, 2010.
- The Central Tourism Region office shall be located within the Hartford offices of CCT.
- Any former region having a cash surplus may distribute such surplus to the regional tourism region or regions serving the towns formerly served by such region. Greater New Haven is scheduled to distribute 33% of any cash surplus to the Western Region, even though none of our current towns will be served by the Western Region in 2010-2012.
- State-wide marketing is funded at one dollar.

Smith Travel Research - August Report



While the lodging industry in Connecticut continues to feel the impact of the recession, Greater New Haven is faring better than the rest of the state. The year-to-date decline in RevPar is 11%, while Stamford/Danbury is at 22%, Hartford 19% & Groton/Norwich at 20%.

The one bright spot in the data is the minimal YTD decline in actual rooms sold in our region, down a meager 0.5%.

Marketing & Public Relations

Did you see Michael Nassar's [article on fall foliage](#) in Sunday's New York Daily News? Lyman Orchards, Gouveia Vineyards and the Wallingford Victorian B&B were included in the Connecticut section. Keep your eye out in the next couple of weeks for Michael's feature on state parks. You may see some familiar places from Greater New Haven in that article too!

www.visitNewEngland.com has updated the [Connecticut page](#) with new images of Greater New Haven, including images of the Greene Art Gallery in Guilford and a spectacular aerial view of the New Haven Green in its autumnal splendor. Additional images have been provided so you should check back regularly to see what is currently being featured on the site.

Another site with lots of great information about New England is GoNewEngland.about.com. Check out the weekend calendars for information about Greater New Haven and the rest of New England.

Sales

Amy Healy returned from last month's American Society of Association Executives in Toronto with 111 prospects. Follow up with these parties is underway.

A girls' basketball program is in the process of selecting hotels for their skills' camp in early July. This will result in 600 room nights for the region.

Regards,

Ginny Kozlowski, President/CEO
Greater New Haven Convention & Visitors Bureau