



Connecticut Wins Gold *HSMIA* Adrian Award for *Still Revolutionary* Recent Campaign Results Show Positive Impact on CT State Tourism

(Hartford, CT) – The State of Connecticut was honored with three Adrian Awards for its brand campaign, *still revolutionary*, last evening. The Hospitality, Sales and Marketing Association International (HSMIA) Adrian Awards recognize excellence in advertising, public relations and digital marketing specifically tailored for the hospitality, travel and tourism industries. *Still revolutionary* was awarded gold in television creative, silver in digital marketing and bronze in repositioning.

“We are honored that the Adrian Awards recognized the value of our new brand. And we’re thrilled that results from our ad tracking study demonstrate that the *still revolutionary* campaign is working and inspiring people to visit the state of Connecticut,” said Randy Fiveash, Director of Tourism.

Connecticut’s Department of Economic and Community Development (DECD) and its Office of Tourism recently unveiled new advertising results that demonstrate the state’s \$15 million investment in the *still revolutionary* brand and tourism marketing campaign is having a positive effect:

- 53% of those who saw the new campaign advertising are interested in visiting, claim to have visited or plan to visit Connecticut as a result of seeing or hearing the ads
- 18% increase in awareness of Connecticut as a place to visit, significantly above the average gain for competing states
- 70% increase in advertising awareness for Connecticut, the largest increase of any other Northeast state
- 21% increase in perceptions of Connecticut as a dynamic, innovative state

The Connecticut tourism industry also had a strong year in 2012, with major destinations reporting an increase in visitation upwards of 6.5 percent YTD12 and YTD11.

Since launching *still revolutionary* in May 2012, campaign advertising has reached the target consumer nearly 500 million times with messaging. CTvisit.com, the state’s official tourism website, saw nearly a 50 percent increase in site traffic year-to-date, and more than 180,000 people have watched the two-minute tourism campaign video on YouTube. Connecticut Office of Tourism has provided travel assistance to 43 percent more potential visitors via traditional inquiries, web traffic and counseling in state welcome centers. The state’s tourism Facebook page has grown a community of more than 137,000 and is currently the 12th largest Facebook page among all U.S. states.

For more information on Connecticut’s revolutionary past and present, events, 52 getaway ideas and great deals, visit www.CTvisit.com. Connect through social media by becoming a fan/follower on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

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