

HOW BRAND USA PROMOTES CONNECTICUT

📍 New Haven Lighthouse

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

ADVANCING TRAVEL TO THE U.S. IN THE GLOBAL MARKETPLACE

Through data-driven campaigns focused on boosting international travel to the United States, Brand USA helps generate visitor spending and economic benefits for communities and businesses across Connecticut. These efforts highlight destinations and experiences throughout the state, increasing awareness of Connecticut as a U.S. travel destination.

ECONOMIC IMPACT FROM TRAVEL AND TOURISM

International travel to Connecticut boosts spending in the state's travel and tourism sector, supports job growth, and increases economic activity.

State jobs supported by travel and tourism industry **46,600**

Travel spending **\$11.3 B**

Tax receipt **\$741 M**

Source: Tourism Economics

BRAND USA MARKETING & PROMOTIONAL ACTIVITY

▶ WITH THE HELP OF BRAND USA

320K

Connecticut welcomed **320,000** international visitors in **2024**, supporting jobs and economic growth statewide.
Source: National Travel and Tourism Office

▶ THROUGH COOPERATIVE MARKETING

Connecticut destinations participated in Brand USA programs to engage key international markets and drive



▶ THROUGH MEDIA AND DIGITAL ENGAGEMENT

Brand USA featured Connecticut experiences through:

8

Social media

107

Stories

1

Hosted media trip

📍 Mystic River

📍 Mystic Seaport



📍 Kent Falls State Park

TRAVEL TRADE ENGAGEMENT

Brand USA partners with international tour operators and travel advisors to expand offerings, promote new experiences, and train sales teams to drive bookings to communities across the country.

 **25%**

According to the National Travel and Tourism Office, **25% of international visitors** use a travel advisor to plan their trips to the United States.

SALES MISSIONS AND TRADE SHOWS

In FY24-FY25, Connecticut destinations participated in Brand USA sales missions and trade shows in key global markets.

- Australia & New Zealand B2B Day
- Brand USA Travel Week (UK and Europe)

DESTINATION IMMERSIONS

Destination Immersions brings international tour operators to the U.S. to experience destinations and create new itineraries. In FY24-FY25, Connecticut was featured in several of these programs.

2024 Destination Immersions:

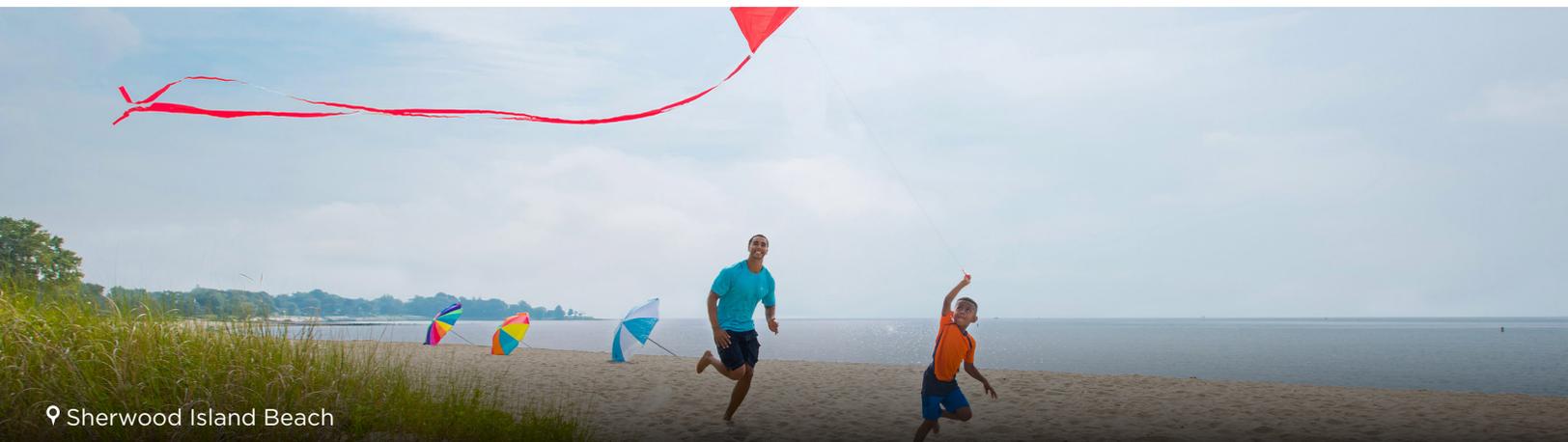
- Brazil ➡ Mystic, New Haven

2025 Destination Immersions:

- United Kingdom-Ireland ➡ Mystic, Mashantucket, Stonington, Old Saybrook, Madison, New Haven

BRAND USA PARTNERS WITH 8 ORGANIZATIONS IN CONNECTICUT

- American Cruise Lines / Pearl Seas Cruises
- Bradley International Airport
- Bridgeport, CT
- Connecticut Office of Tourism
- Priceline.com
- Starwood Hotels
- Visit New England
- Visit New Haven



📍 Sherwood Island Beach