

69th Annual Advertising Club of CT Awards Show
Project Description: Connecticut Office of Tourism Map

While most travelers today use digital maps, tourism industry constituents demanded a reprint of road maps with highlighted destinations. Using federal relief funds, we decided to give them what they wanted—but with a twist. Instead of an old school road map, we created a fun, highly graphic tear-off pad with detailed road and rail information on the back. These new maps, designed for interactive conversations between tourism reps and travelers, have received rave reviews for being both useful and enjoyable. Reprints are already in discussion!

CTVISIT

"THE NOTCH" MASSACHUSETTS

#1 STATE FOR HIKING IN THE U.S.

HOME TO AMERICA'S #1 PIZZA

CT HARVESTS 200K BUSHELS OF OYSTERS PER YEAR

THE PROVING GROUND FOR MANY HIT BROADWAY SHOWS

RANKED A "TOP HAPPIEST STATE" IN THE U.S.

SO MUCH IN CONNECTICUT

NEW YORK

RHODE ISLAND

LONG ISLAND SOUND



The infographic map of Connecticut is densely packed with icons and labels for various locations and activities. Major cities are highlighted with orange circles and labels: HARTFORD, WEST HARTFORD, WILLIMANTIC, NORWICH, CHESTER, NEW LONDON, NEW HAVEN, NORWALK, STAMFORD, and GREENWICH. Other labeled locations include PUTNAM, MANSFIELD HOLLOW STATE PARK, FARMINGTON RIVER TUBING, MATTATUCK MUSEUM, and many others. The map features a variety of icons representing different types of attractions: parks (e.g., Sleeping Giant State Park, Talcott Mountain State Park), museums (e.g., Mark Twain House, Slater Memorial Museum), sports and recreation (e.g., Mohawk Mountain Ski Area, Ski Sundown), food and drink (e.g., Litchfield Distillery, Fascia's Chocolates), and nature (e.g., Enders State Forest, Farmington River Tubing). The map also includes geographical features like 'THE NOTCH' and 'LONG ISLAND SOUND', and is surrounded by state names: MASSACHUSETTS, NEW YORK, and RHODE ISLAND. A compass rose is located in the bottom right corner.

SCAN THE QR CODES BELOW FOR MORE THINGS TO SEE AND DO IN CONNECTICUT.



TRAVEL ITINERARIES
Need a little help planning? Try these travel itineraries for the perfect trip.



THEATER
CT's theater scene — including six producing theaters — is world-class.



DINING
97% of CT restaurants are independently owned — giving us a top-notch foodie scene.



ARTS
Offering world-class museums and galleries, CT is a top destination for visual arts.



ACCOMMODATIONS
By the sea, in the country, or in the city, find stunning accommodations to fit your vibe.



STATE PARKS
Discover the natural beauty of CT's 110 state parks and 32 state forests.



FAMILY FUN
Keep the kiddos entertained. Find cool attractions the family will love.



MUSIC
Find major music festivals, outdoor concerts, intimate indie venues, and more.



SPORTS
See professional teams or get in on the action. CT's sports bring great game-day vibes.



ADRENALINE ACTIVITIES
Find skydiving, UTV-ing, thrill rides, zip lining, ropes courses, race cars, and more.



HISTORY AND HERITAGE
Explore CT heritage in our amazing museums that bring history to life.



AGRITOURISM
CT offers agritourism experiences from pick-your-own orchards to vineyards and oyster farming.



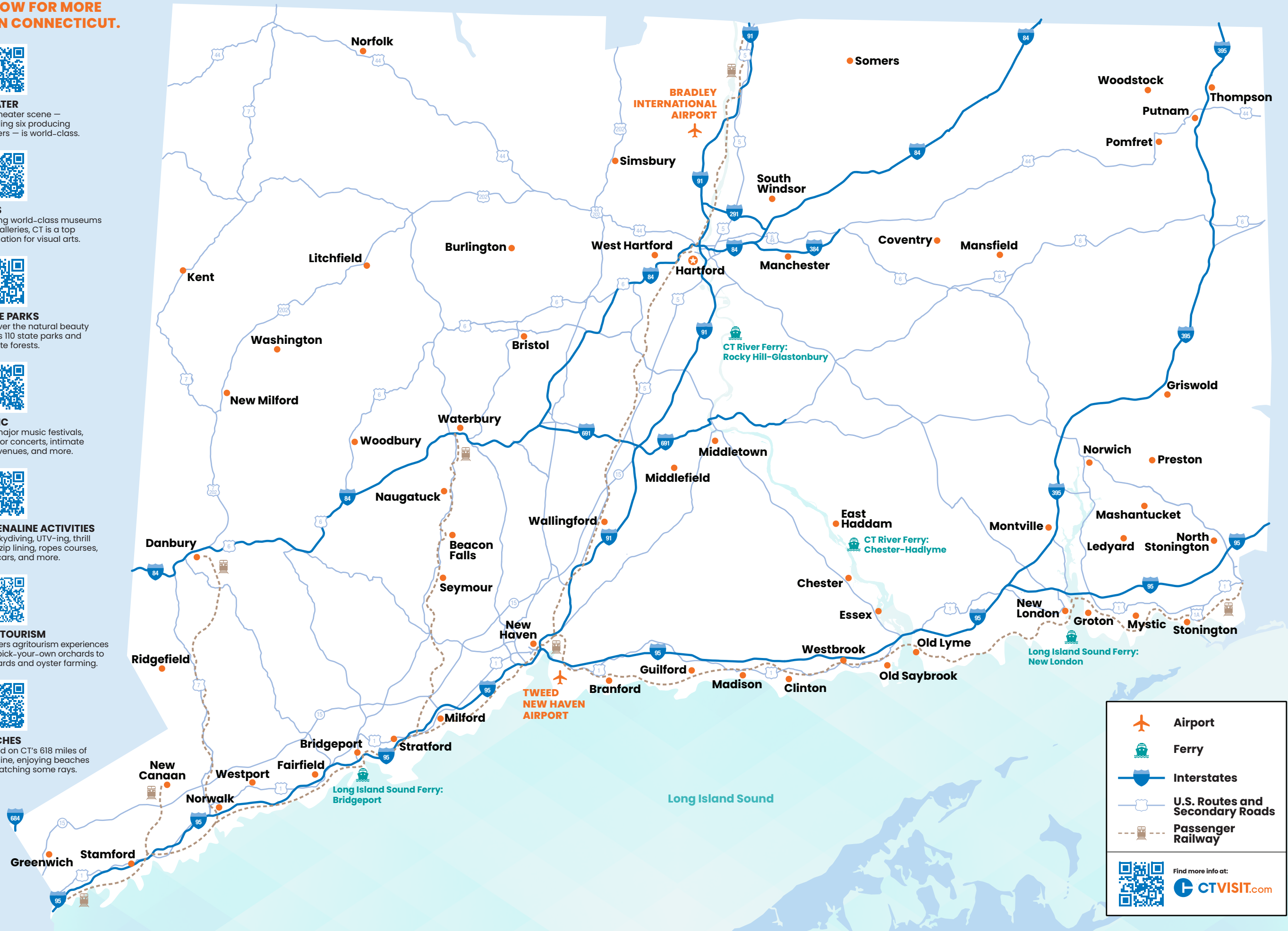
GOLF COURSES
Take a swing at CT's scenic fairways — and don't miss the iconic Travelers Championship.



BEACHES
Unwind on CT's 618 miles of shoreline, enjoying beaches and catching some rays.



OUTDOOR RECREATION
From hiking and biking to fishing and kayaking, find hundreds of outdoor activities.



	Airport
	Ferry
	Interstates
	U.S. Routes and Secondary Roads
	Passenger Railway
	Find more info at:

This map was created in collaboration with the Eastern, Central, and Western tourism districts.