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City of New Britain Launches New Visitor’s Website

www.visitnbct.com

NEW BRITAIN—The City of New Britain has launched a new visitor’s website aimed at promoting the City’s many dining, entertainment, and arts options.

The website, visitnbct.com, has been in development over the last several months and is accessible via both desktop computer and mobile devices. The site is an extension of the City’s popular “Visit New Britain” visitor’s guide, which is now in its third edition.

The site features many listings based on category: “Explore New Britain,” “Restaurants,” “Shopping,” “Hotels & Transportation,” “Arts & Culture,” “Sports & Recreation,” and “Events.” Restaurant options are also divided into categories, such as “American,” “Polish,” “Puerto Rican,” “Jamaican,” and others.

Viewers can also browse the City’s first marketing campaign video spot, which features dynamic video footage backed by a soundtrack featuring jingle contest winner Curley Jones. The video showcases Central Connecticut State University, CTfastrak, Walnut Hill Park, Criollisimo Restaurant, YoYo Ice Cream, the New Britain Museum of American Art, the New Britain Bees, downtown, Five Churches Brewery, and Stanley Golf Course.

There is also an option for users to sign up for a email newsletter to stay up to date on the latest business openings and events.

“We’ve put a lot of work into making sure that visitors, and even residents, know all about the amazing amenities and entertainment options available right here in New Britain,” said Mayor Erin Stewart. “I encourage residents and visitors to browse the website and explore all that we have to offer. We have grown by leaps and bounds over the last several years.”

In January 2017, the City of New Britain launched its “Experience the New” marketing campaign, the first such effort undertaken in more than 30 years. The efforts have included the development of a new logo and tagline, a visitor’s guide, new advertising opportunities, and more.

Businesses will also be able to take out ad space on the website, helping to supplement the City’s marketing budget. Additional details will be made available in the coming weeks. Interested business owners should contact David Huck at 860-826-3302.

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