

# VISION

## CONNECTICUT'S VISITOR INTERCEPT STUDY

### WHAT IS VISION?

VISION is a survey of our State's tourists. It is the only tracking study of visitors during their visits to a Statewide, representative cross-section of attractions. The study began in 2001 and its database now includes over 38,000 interviews. It includes both area residents (as tourists, hosts and ambassadors) and our State's guests from other states and countries. VISION is designed for tourism marketing, fundraising and economic development professionals who need to understand visitors in order to get the most from their marketing dollar.

#### Win-Win Partnership

VISION is a unique partnership, paid for in part by subscribing attractions and events, and in part by The Connecticut Department of Economic & Community Development's Office of Tourism.

The State want to encourage its attractions and events to use research to help themselves. It's a win-win!

This shared-cost approach is an innovative solution. The State's investment supports its mission to help constituent attractions and events succeed, in that it provides them

access to data that wouldn't otherwise be available, and which reduces for them the cost of strategic research many could not otherwise afford.

Meanwhile, by rolling up the info of all participants, the State gets insights it needs about "feet on the street" in an affordable way. And all results feed the Economic Impact Study which has proven tremendous ROI from tourism...important info to share when seeking cooperation of neighboring businesses, and legislators as they determine budgets.



#### Unique Knowledge

Quality-of-life attractions and events are the reason people both visit...and settle in an area. And workforce is the reason employers choose an area to set up shop. Thus investors know that Tourism is a *#1 economic driver*, and that it is only *unique* knowledge about these attractions that delivers power.

Ultimately VISION helps stewards of our attractions, jobs and quality-of-life make informed decisions and track results.

### WHAT ARE VISION'S BENEFITS?

VISION is an innovative study initially commissioned by the State and its partners. It is now privately published to the State's specifications, any attraction or event can participate, and reports can be purchased individually or by subscription by contacting Witan Intelligence Strategies, Inc. Custom reports are available.

Discounted Research	Compare to Norms & Trends	Subsidized Custom Research
Participating attractions get detailed reports of their own visitors at <u>significantly discounted price</u> since the costs are distributed across many subscribers.	Participating attractions have the advantage of directly <u>comparing their own results</u> to: - Benchmark State, Region, Category. - Trends to measure, steer strategy	Participating attractions often use VISION as a <u>subsidized platform</u> for custom research: - Add sample or days of interviewing. - Add custom questions - Run custom reports and cross-tabs.

The Study's seasonal and annual reports measure where visitors come from, how much they spend and what else they do during their visit among other topics. In fact, VISION is the source of spending patterns that enables the State to measure economic impact.

- Demographics: Who visitors are (*age, income, race, family*)
- Economic Impact: How much visitors spent and what they spent it on
- Itineraries: What else visitors did while visiting the area
- Loyalty: Whether visitors were a 1st-time or frequent visitor
- Media Performance: Where visitors get their information
- Promotional Timing: When visitors made their decision
- Residence: Where visitors came from
- Satisfaction: Visitors' satisfaction with their visit

Track effectiveness of tactics by measuring changes over Time!

Compare your Attraction's results to norms and State, Regional and Category benchmarks!

### WHAT HAS VISION DISCOVERED?

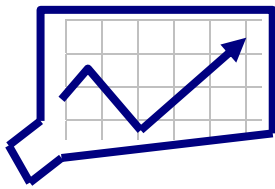
At the State level, VISION has been instrumental in identifying and documenting key insights...leading to significant strategic success.

Residents are Tourists Too	Itineraries are our "product"	Economic Impact Measured
It seems obvious, but VISION was instrumental in highlighting the significant share of all "visitor" parties that include residents of the state <b>State's Response</b> Invested in attracting/informing residents as tourists, hosts and ambassadors.	VISION identified that a major tourism "product" is itineraries combining several attractions along with supporting shopping, dining, and lodging. <b>State's Response</b> Launched innovative and successful "52 Getaways" program.	Spending patterns fed the State's economic impact study which identified big dollars and ROI of investments in tourism marketing. <b>State's Response</b> Re-invested in tourism marketing due to acknowledgement of its value and ROI.



VISION is a publication of:  
**Witan Intelligence Strategies, Inc.**  
Market Research - Marketing Strategy  
Over 25 years helping clients "Know to Grow!"

Tel&Fax:: 01 (860) 675-0231  
[info@WitanIntelligence.com](mailto:info@WitanIntelligence.com)



# VISION

## CONNECTICUT'S VISITOR INTERCEPT STUDY

### WHO CAN PARTICIPATE?

Any attraction, event, organization or group (e.g. DMO, hotel, chamber of commerce, attraction/merchant team) can participate as an intercept partner. In fact, the more participating sites, the better our information will be for everyone!

Any organization can purchase reports whether or not they are a participating site. Note that results of intercepts conducted at an individual attraction are available to only that attraction.

Since tracking began in 2001, a wide variety and over attractions and events have participated on a year-round or seasonal basis.

To the right is a list of some of the sites included in the study. Those in bold are "aggregate sites" that included multiple intercept locations. 2012 sites are highlighted in red.



Stamford Balloon Parade

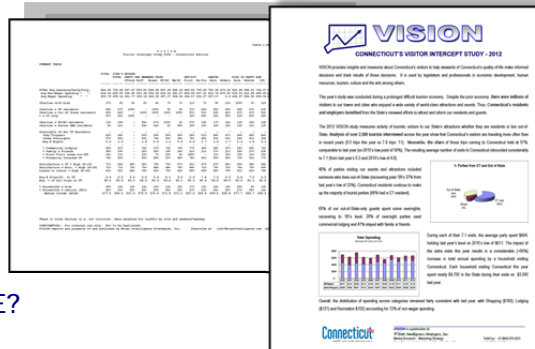
- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Beardsley Zoo<br>Benton Museum<br>Bridgeport Captain's Cove<br>Brimfield Antique Show<br>Brooklyn Fair<br><b>Central CT Tourism</b><br>Clyde's Cider Mill<br><b>Coastal Fairfield CVB</b><br>Coventry Farmer's Market<br>Creamery Brook Bison<br>CT Audubon<br><b>CT DEEP</b><br><b>CT Office of Tourism</b><br>CT Welcome Danbury<br>CT Welcome Darien<br>CT Welcome Fairfield<br>CT Welcome Willington<br>Denison Homestead<br>Devil's Hopyard Park<br>Dinosaur State Park<br>Discovery Museum<br>Dodd Stadium<br>Eastern RR Museum<br>Easton Silverman Farm | Ekonk Hill Turkey Farm<br>Essex Steam Train<br><b>Family Fun/Mystic Country</b><br>Florence Griswold<br>Fort Hill Farm Maze<br>Foswoods<br>Gillette Castle<br>Greenwich Antique Show<br>Greenwich Audubon<br>Greenwich Shopping<br>Growing the Greenway<br>Hale Homestead<br>Hammonasset Beach<br>Heublein Tower<br>Highland Festival<br>ING Hartford Marathon<br>Lapsley Orchard<br><b>Last Green Valley</b><br>Lebanon Historical Society<br><b>Litchfield Hills</b><br>Litchfield Hist. Society<br>Litchfield Village<br>Maritime Aquarium | Mark Twain House<br>Mjory<br>Mohawk Mt. Ski Area<br>Mohegan Sun<br>Museum of British Art<br>Mystic Aquarium<br>Mystic Art Fair<br><b>Mystic Country</b><br>Mystic Seaport<br>Mystic Whaler<br>Nature's Art Dino Crossing<br>New Canaan Winter Stroll<br>New England Air Museum<br>Ocean Beach Park<br>Old Sturbridge Village<br>Olde Mistick Village<br>Olde Tymes Restaurant<br>Peabody Museum<br>Pequot Museum<br>Plasko's Corn Maze<br>Pniam Vineyard<br>Putnam Car Show<br>Putnam Center | Putnam Pumpkin Festival<br>Quassy Amusement Park<br><b>Ridgefield Chamber</b><br>River Bend Campground<br>Renaissance Festival<br>Rocky Neck Beach<br>Roseland Collage<br>Saltwater Farms Vineyard<br>Shenwood Island Beach<br>Silver Sands State Park<br>Stamford Balloon Parade<br><b>Stamford Downtown</b><br>Stamford Spook House<br>Stepping Stones Museum<br>Stonington Village<br>Stratford Antique Center<br>Sturbridge Harv. Fest<br>Suborice Museum<br>Tanger Outlets<br>Taylor Brook Vineyard<br>UConn Dairy Bar<br>Vanilla Bean Cafe<br>Wadsworth Athenaeum<br><b>Yale University</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### WHAT ARE VISION REPORTS LIKE?

Each report includes a set of cross-tabulated tables with a full Banner of data columns for the Partner/Subscriber, and also a State Total column for benchmark comparison.

Full Subscribers receive five reports a year including:  
- Four Seasonal Tables  
- A Year-End Tables aggregating the four seasons.

All subscribers get a copy of the Statewide annual Summary.



### HOW CAN I GET VISION REPORTS OR PARTICIPATE?

Subscriptions or reports can be purchased by contacting:

Witan Intelligence Strategies:  
e-mail: [info@WitanIntelligence.com](mailto:info@WitanIntelligence.com)  
phone: (860) 675-0231  
[www.WitanIntelligence.com](http://www.WitanIntelligence.com)

**Purchase Agreement:** The purchase of a subscription report(s) gives license to view and use information contained in the report(s). The license allows the individual to loan or give the report(s) to others in the purchasing organization. As with any copyrighted material, prior permission of the publisher is required before reports may be duplicated in part or entirety for any purpose, including but not limited to distribution within or outside of the purchaser's organization. Permission is also required before a report may be loaned or given in part or entirety for use by parties outside of the purchaser's organization.

Discount plan is just \$1,996\* per year (includes 4 visits, annual report).

Partner plan is \$2,996\* (includes 8 visits; Usually 2/season with seasonal and annual reports, though events and seasonal attractions can cluster them).

\*With either plan, you can save if you're self-staffed to collect the data.

**Group Savings!** Get a group together to share the cost and track information about your region, destination or category. Following are some examples:

- Regions (e.g. New Haven, Mystic Country, Last Green Valley, Ridgefield Chamber)
- Categories (e.g. Casinos, State Parks, Arts Groups)
- Destinations (e.g. A cooperative group of Attractions, Lodging, Dining and Events)



VISION is a publication of:  
**Witan Intelligence Strategies, Inc.**  
Market Research - Marketing Strategy  
Over 25 years helping clients "Know to Grow!"

Tel&Fax:: 01 (860) 675-0231  
[info@WitanIntelligence.com](mailto:info@WitanIntelligence.com)