

WHAT IS VISION?

VISION is a shared-cost research resource to help arts, tourism and economic development professionals plan and steer their marketing strategies. It is an on-going study of visitors to arts and tourism attractions and events across the State. The study began in 2001 and collects about 3,000 interviews a year. The database now includes over 31,500 interviews.

Each VISION report helps understand visitors at a point in time, and track changes over time. This enables measurement of tactical effectiveness and response to changing conditions and competition. The reports represent the millions of visitors each year to the State. Results include four seasons as well as weekdays and weekend/holidays.

VISION is an innovative study initially commissioned by the State and its partners, which is now privately published to the State's specifications. Any attraction, group of attractions or event can subscribe. Subscriptions, individual reports and custom reports are available by contacting Witan Intelligence Strategies, Inc..

WHAT ARE VISION'S BENEFITS?

Each VISION report measures key information. For example:

- **Demographics:** Who visitors are (*age, income, race, family*)
- **Economic Impact:** How much visitors spent and what they spent it on
- **Itinerary:** What else visitors did while visiting the area
- **Loyalty:** Whether visitors were a first-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 your tactics with
changes over Time!

Compare
your Attraction or
Event's results to
State Benchmarks!

Participating attractions benefit from:

- 1) Savings** Participating attractions receive detailed reports of their own intercepts for significantly less than if they'd commissioned their own visitor research (*since fixed costs are distributed across many subscribers*).
- 2) Benchmarks** Participants can directly compare their results to those of the state.
- 3) Custom Options** VISION can be an affordable platform for other intercept-based surveys
 - Add sample and days of interviewing to study an event or exhibit
 - Add custom questions of particular interest
 - Run custom reports and cross-tabs (e.g. a date-window or zip code area)

At the state level, VISION results have been instrumental in discovering and documenting:

Discovery / Measurement	Strategic response
A significant share of the state's "visitor" parties include residents of the state.	Attract and inform state residents as tourists themselves, as well for their role as hosts and ambassadors.
"Itineraries" have been identified to include: shopping, dining, lodging and visits to other attractions.	"52 Getaways" promotion to suggest multiple-day itineraries, and has spawned partnerships among attractions, lodging, dining and shopping organizations.
Spending amounts and patterns feed data to the state's economic impact analysis, which has identified a significant Return on Investment in tourism marketing.	Increased attention to the ROI of tourism, and its role in attracting and retaining talent and employers.

WHO CAN PARTICIPATE?

Any attraction, hotel, event or group of attractions (e.g. cooperative group, destination marketing organization, chamber of commerce) can participate as an intercept partner. In fact, the more participating sites in the database, 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. Reports may not be copied for distribution to parties outside of the partner organization.

Since tracking began in 2001, a variety of attractions have participated on a year-round or seasonal basis including:

Beardsley Zoo	Maritime Aquarium at Norwalk	Silverman Farm
Bridgeport Captain's Cove	Mark Twain House & Museum	Stamford Balloon Parade
Bridgeport Jazz Festival	Mashantucket Pequot Museum	Stamford Downtown
CT Audubon	Mohawk Mountain	Stamford Nature Center
Danbury CT Welcome Center	Mohegan Sun	Stepping Stones Museum
Darien CT Welcome Center	Mystic Aquarium	Stratford Antique Center
Devil's Hopyard	Mystic Seaport	SubForce Museum
Discovery Museum	Nature's Art/Dino Crossing	Tanger Outlet Center
Essex Steam Train	New Canaan Winter Stroll	Trumbull Irish Festival
Florence Griswold Museum	New England Air Museum	Vanilla Bean Café
Foxwoods Resort Casino	Norwalk Jazz Festival	Wadsworth Atheneum
Gillette Castle	Ocean Beach Park	Westport Playhouse
Greenwich Audubon	Olde Mistick Village	White Flower Farm
Greenwich Ave	Peabody Museum	White Memorial
Greenwich Kiwanis Antique Show	Plasko's Corn Maze	Wilmington CT Welcome Center
Hammonasset Park	Putnam Antique Center	Wilton Antiques
Heublein Tower	Quassy Amusement Park	Woodcock Nature Center
Last Green Valley	Riverside Renaissance Festival	Yale Bowl
Litchfield Historical Society	Rocky Neck Park	Yale Center for British Art
Litchfield Town Green	Shakespeare in the Park	Yale Welcome Center



Connecticut Commission on Culture & Tourism

VISION is a service of:

Witan Intelligence Strategies, Inc.
Marketing Research & Strategy

Our 25th year helping clients "Know to Grow!"

For subscription information:

Tel&Fax:: (860) 675-0231

www.WitanIntelligence.com

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WHAT ARE VISION REPORTS LIKE?

Full Subscribers receive five reports a year:

- Four Seasonal Tables
- Year-End Tables and State's Summary

Each report includes a set of cross-tabulated tables showing a State column for benchmark comparison. Partner/Subscribers' reports include a full Banner of columns for their site(s).

VISION VISITOR INTERCEPT STUDY - 2009

VISION provides insights and resources to help visitors, tourists, etc. better understand and maximize development opportunities. These visitors are the marketing consequences of selected marketing budgets designed against aggressive and sophisticated competitors, at a time when our prospective visitors were frightened by bad economic news, economic recovery plans, and a global recession. Despite the gloom, there were millions of visitors to our home and other who engaged a wide variety of world-class attractions and events. That Connecticut's tourism marketing effort still delivered not only significant revenue for the State, but a high return on its effort indeed investment. An important effort supported attractions, events and services that sustained the high quality of life we share, ensuring our future ability to retain the best employees... and their employers.

Analysis of over 3,000 tourists interviewed in the 2009 VISION study show that Connecticut's visitors traveled less often in general, including in base year in Connecticut. This year, our visitors took 7 gateway trips overall, down from 7.8 last year. CT's top trip this year, 31%, were to CT destinations, a slightly greater share than last year's 40%. The resulting average number of each was 4.2 (down from last year's 4.7).

During each of these visits, the average party spent \$558, a total that rebounded back to the norm after last year's lull.

Spending rose in Lodging (8%) and Fuel (22%) categories, and declined in all others, most notably in Retail (48%).

This year, 37% of parties visiting our events and attractions included someone who lived out-of-State, including 21% that included only out-of-State residents (down from 36% last year) and 9% with residents of both Connecticut and out-of-State. 56% of our out-of-State only guests spent some overnight, 88% of which were in commercial lodging.

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WHAT DOES VISION COST?

We've found the benefit of market knowledge to participating organizations themselves, plus improved effectiveness of the State has more than paid for the investment.

\$1,999/ year	Baseline Subscription -	1 year of reports Participating sites get 4 free intercept days; one each season
\$2,999/ year	Partner Subscription -	1 year of reports with custom year-end summary and in-person consultation Participating sites get 8 free intercept days; two each season
\$250 each	Extra Interviewing Days	
TBD	Custom Questions	
TBD	Custom Cross-tabs Reports	
\$1,000	Non-subscriber copy of the State's Report of Winter, Spring or Fall*	
\$1,500	Non-subscriber copy of the State's Report of Summer or Year-End*	
*TBD	Non-subscriber copies above can be customized	

HOW CAN I GET VISION REPORTS?

Subscriptions or individual reports can be purchased by contacting Witan Intelligence Strategies, Inc:

e-mail: info@WitanIntelligence.com

phone: (860) 675-0231

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