

# VISION INTERCEPT

## Connecticut's Visitor Intercept Study

Vol 1703

SPENDING/VISIT UP 6%

2017 Summer

VISION is the only Statewide survey of visitors' experience. For 16 years, insights from and measures of the over 50,000 visitors interviewed have helped stewards of attractions, events, jobs and quality-of-life make informed decisions, and track performance of their plans. Legislators use VISION as do pros in economic development, human resources, tourism, culture and the arts. VISION measures activity whether visitors are residents or live out-of-State, and is a source of spending intel enabling measurement of economic impact.

### Market Share: 54% - 4.4 trips/year

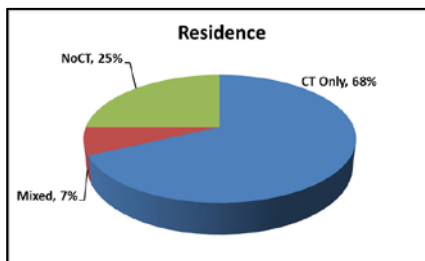
Visitors say that half of their 8.4 trips/year were to CT destinations (56% last year). On average, visitors took 4.4 trips to the State's attractions. 39% of visitors took 3+ trips a year to CT.

### CT Residents: 61%

Two in three parties included a CT Resident (60% last year) including 8% that also had someone in their party from out-of-State. CT residents took 6.3 trips/year to CT attractions and events, a 64% share of their getaways.

### Out-of-State Draw: 44%

44% of parties included someone visiting from out-of-State (44% last year), including the 8% who also had a CT resident in their party. Out-of-State visitors took 2.0 trips/year to CT, a 43% share of their getaways. 17% of visitors came from NY/NJ (43% of all Out-of-State visitors).



### Spending: \$936/visit

Visitor parties spent an average of \$936/trip while visiting CT attractions and events (\$887 last year). Non-wager spending was \$759 on categories including Entertainment, Lodging, Dining, Shopping and Auto. On average, Wagers were 19% of their budget.

### Household Annual Value: \$4,120/year

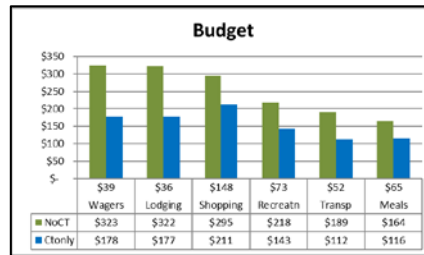
Given the number of trips per year, and average spending per trip, each visitor household spends \$4,120/year in CT (\$3,992 last year).

Note that Residents spend less per trip but visit more often than Out-of-State visitors, resulting in comparable annual household value.

### Budgets:

Out-of-State visitors spent \$1,512 per trip (\$1,397 last year) and as expected, more than CT residents on every category. Wagers, Transportation and Lodging were the largest categories.

CT residents spent \$412 per trip (\$406 last year) with Shopping the largest category, followed by Lodging and Wagers.



### Overnights: 70%

Three quarters of parties with out-of-State visitors, two in three spent at least one overnight during their visit (67% last year), spending 4.2 nights on average. 43% spent some of their nights in commercial lodging and 41% with family or friends at least some of the time.

### Families: 38%

One in three parties included children under age 18 (39% last year). Parties with children took 3.7 trips/year and spent \$1,035 per trip. 73% from Out-of-State spent an overnight.

### Adults-Only: 62%

Two in three parties visited with no children. This group took 4.8 trips and spent \$833 per trip. 8% visited without their kids.

### Seniors: 43%

Half of parties included someone 55 or older.

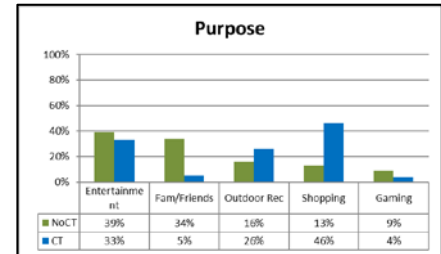
### First-Time Visitors: 5%

Of Out-of-State visitors this season, 95% had experienced CT destinations before.

### Purpose of Trip:

Out-of-State visitors say key attractions are Entertainment (39%) and Visiting Family and Friends (34%).

CT Residents are far less likely to be visiting Family and Friends, and more likely than Out-of-State visitors to be Shopping or enjoying Outdoor Recreation.



### Satisfaction: 73%

Three quarters of visitors gave a high rating (8-10) for their experience in CT, with an average score of 8.4. 2% gave a low (<5) rating for a "Net" score of 71%. 73% of Out-of-Staters gave high score.

### Household Characteristics:

3.1 persons is average size household

- 37% have children
- 43% have ages 18-34
- 57% have ages 35-54
- 44% have ages 55+

- 9% Black ethnicity
- 16% Hispanic/Latino ethnicity

\$82,900 is Median annual household income

- 25% earn less than \$50,000
- 19% earn more than \$150,000

VISION is an on-going study of intercept interviews with visitors to a over 50 attractions and events across the State including museums, casinos, parks, beaches, destination shopping, arts venues, farms and markets, vineyards and welcome centers. The database began in 2001 and now includes the results of over 50,000 interviews. VISION results represent the millions of visitors reported by participating attractions and events each year (which is but a share of all visitors to all CT attractions and events). Statistics

