

VISION INDEX

Connecticut's Visitor Attendance Index

Vol 1701

2017 Winter

2017 Winter

VISION INDEX – Is a monthly benchmark of visitor attendance providing critical context for those evaluating changes in activity and performance at State, regional, local and attraction levels. The INDEX is based on visitor attendance at a diverse panel 30 of the State's leading tourism attractions.

2017 Index – The year-to-date INDEX is 9% behind after this year's first two months.

January was 15% behind last year in a slow start for the calendar year. February "recovered" some of that loss finishing "only" 3% behind last year.

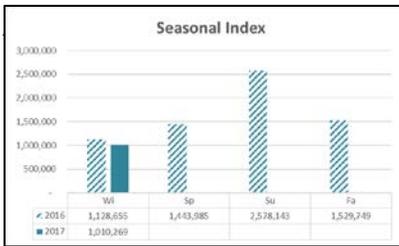
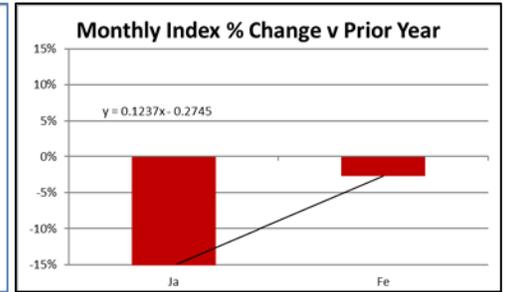
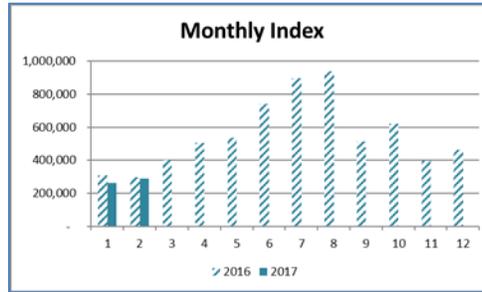
Comparison to 2013 Benchmark

2017 January was 11% behind the 2013 benchmark while February was 4% ahead.

Seasonality

Typically, about 17% of a total year's visitors come during the Winter (Dec – Feb).

2017 Winter finished 10% behind the prior year.



Changes Versus Prior Year									
Period		Month		Season		Quarter		Year	
Yr	Month	Count	Change	To Date	Change	To Date	Change	To Date	Change
'16	Dec	461,937	-12%	461,937	-12%	1,479,040	-4%	6,616,265	-3%
'17	Jan	259,900	-15%	721,837	-13%	259,900	-15%	259,900	-15%
'17	Feb	288,432	-3%	1,010,269	-10%	548,332	-9%	548,332	-9%

VISION INDEX and VISION INTERCEPT are published by Witan Intelligence, Inc.. These tracking studies measure tourism activity of visitors to our State's attractions, including both State residents and those who live out-of-State. They deliver three perspectives: a) point-in-time, b) longitudinal benchmark and c) attraction-specific insights to help the stewards of Connecticut's attractions, jobs and quality-of-life make informed decisions and measure results. VISION studies are used by legislators and professionals in economic development, human resources, tourism, culture and the arts among others.



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