

VISION INDEX

Connecticut's Visitor Attendance Index

Vol 1702

2017 Spring

2017 Spring & Year-to-Date

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-do-date INDEX is 12% behind after this year's first five months.

March's minus 26% is a record loss for the INDEX (2013 benchmark), making April's and May's losses (7% and 11%) seem positive by comparison. As expected, panelists cited weather as a likely reason for attendances below prior year. The "good" news is that the year's five-month trend is positive, projecting progressively smaller negatives ahead.

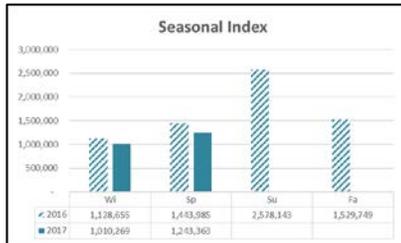
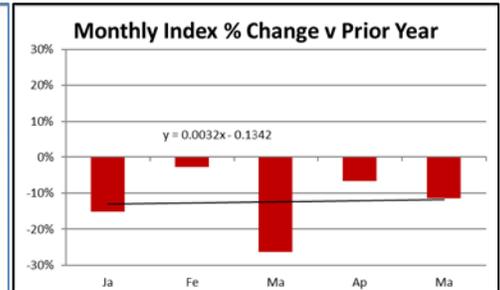
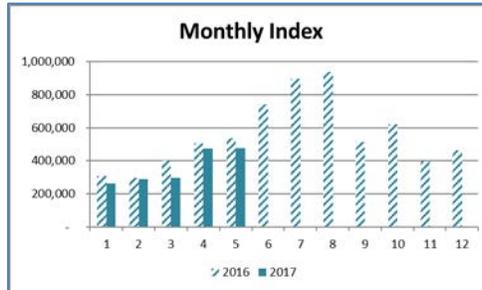
Comparison to 2013 Benchmark

2017 spring was 8% behind 2013 benchmark and 7% behind it year-to-date.

Seasonality

Typically, about 17% of a total year's visitors come during the Spring (Mar – May).

Spring finished 14% behind spring 2016.



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%
'17	Mar	293,702	-26%	293,702	-26%	842,034	-16%	842,034	-16%
'17	Apr	472,427	-7%	766,129	-15%	472,427	-7%	1,314,461	-13%
'17	May	477,234	-11%	1,243,363	-14%	949,661	-9%	1,791,695	-12%

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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