VISIONINTERCEPT
Connecticut's Visitor Intercept Study

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.

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Market Share: 56% = 6.9 trips/year
Visitors say that 56% of their 9.2 trips/year were to CT destinations. On average, visitors took 6.9 trips to the State's attractions (7.1 last year). 52% of visitors took 3+ trips a year to CT.

CT Residents: 66%
66% of parties had a CT resident (68% last year), including 6% that also had someone in their party from out-of-State. CT residents took 7.2 trips/year to CT.

Out-of-State Draw: 40%
40% of parties included someone visiting from out-of-State (39% last year), including the 6% who also had a CT resident in their party. Out-of-State visitors took 6.3 trips/year to CT. 18% of visitors came from NY/NJ (49% of Out-of-State visitors).
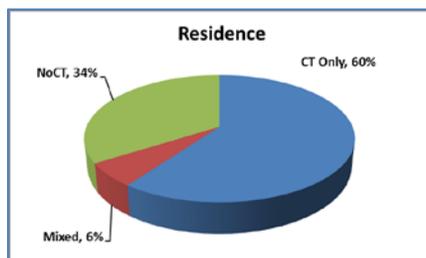
Spending: $710/visit
Visitor parties spent an average of $710 during each trip to the State's attractions and events ($655 last year). Non-wager spending was $584 on categories including Entertainment, Lodging, Dining, Shopping and Auto. Wagers were 18% of average overall budget.

Household Annual Value: $4,649/year
Given the number of trips per year, and average spending per trip, each visitor household spends $4,900/year in CT ($4,649 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 $1,264 per trip ($1,124 last year) and as expected, more than CT residents on every category except shopping. Wagers, Transportation and Lodging were their largest three categories.

CT residents spent $316 per trip ($348 last year) with Shopping as their largest category, followed by Wagers and Lodging.
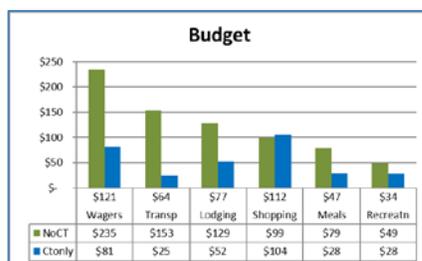
Overnights: 80%
Of parties with out-of-State visitors, 80% spent at least one overnight during their visit (76% last year), spending 2.5 nights on average (3.4 last year). 27% spent some of their nights in commercial lodging and 23% with family or friends.

Families: 55%
Half of parties included children under age 18. Parties with children took 6.0 trips/year to CT and spent $658/trip ($523 last year). 64% from Out-of-State spent an overnight.

Adults-Only: 45%
Half of parties visited with no children. This group took 8.2 trips to CT and spent $728/trip.

Seniors: 37%
37% of parties included someone 55 or older (28% last year).

First-Time Visitors: 2%
98% of visitors this season had experienced Connecticut destinations before; 4% of those with no CT residents in their party.

Purpose of Trip:
Out-of-State visitors say key purposes of visiting were: Outdoor Recreation, Entertainment and visiting with Family and/or Friends.

CT Residents are far less likely to be visiting Family and Friends or Gaming, and more likely to be Shopping or enjoying Outdoor Recreation
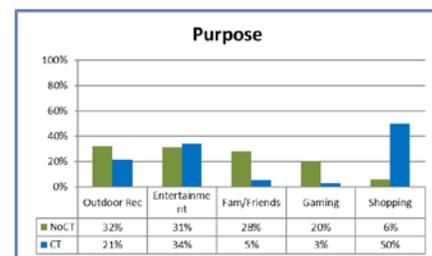
Satisfaction: 75%
Three in four of visitors gave a high rating (8-10) for their experience in Connecticut, with an average score of 9.0. 2% gave a low (<5) rating. 83% of Out-of-Staters gave high scores.

Household Characteristics:
3.2 persons is average size household

52% have children
29% have ages 18-34
61% have ages 35-54
37% have ages 55+

6% Black ethnicity
6% Hispanic/Latino ethnicity

$112,500 is Median annual household income
16% earn less than $50,000
32% 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)*. Statistcs based on the year's total sample of over 2,500 parties has a maximum range of error of +/- 1.9% at the .95 Confidence Limit.

Connecticut
still revolutionary