

**WHAT IS VISION?**

VISION is a shared-cost research resource to help arts and tourism marketing professionals develop and steer their marketing strategy. It informs those at State and regional destination marketing organizations, and those at participating attractions. Each VISION report helps understand the state's visitors at a point in time. As important, the series tracks changes over time, enabling measurement of tactical effectiveness in order to respond to changing economic conditions and competition.

VISION is an on-going study of visitors to arts and tourism attractions across the State. The VISION database began in 2001 and now includes the results of over 25,000 interviews. VISION intercepts are conducted at each attraction eight times a year, representing four seasons as well as weekdays and weekend/holidays. Results are reported in four seasonal waves and in an annual aggregate report.

VISION is an innovative study initially commissioned by the State and its partners. It is now privately published and reports can be purchased individually or by subscription by contacting Witan Intelligence Strategies, Inc. Custom reports are available.

**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 by measuring changes over Time!

**Compare** your Attraction's results to State and Regional Benchmarks!

Participating attractions benefit from:

- 1) Discounted Price** Participating attractions receive detailed reports of their own intercepts at significantly discounted price since the costs are distributed across many subscribers.
- 2) Market Benchmarks** Participating attractions have the unique advantage of being able to directly compare their own results to those of the state.
- 3) Customized Knowledge** VISION can be a platform for other intercept-based surveys at their attraction.
  - Add additional sample and days of interviewing.
  - Add custom questions.
  - Run custom reports and cross-tabs.

**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, 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.
Spending amounts and patterns feed data to the state's economic impact analysis and identified a significant Return on Investment in tourism marketing.	Increased attention to the ROI of tourism.

## WHO CAN PARTICIPATE?

Any attraction or organization (hotel, district, cooperative group) can participate as an intercept site. 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.*

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

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



Connecticut Commission on Culture & Tourism

**VISION** is a service of:

**Witan Intelligence Strategies, Inc.**  
Marketing Research & Strategy

Over 20 years helping clients "Know to Grow!"

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