VISION INDEX
Connecticut's Visitor Attendance Index

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.

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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.

2017 Index – The year-do-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.
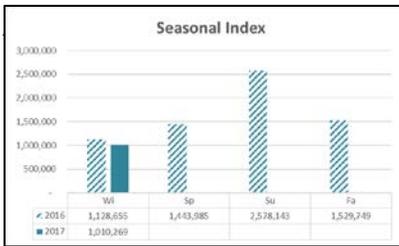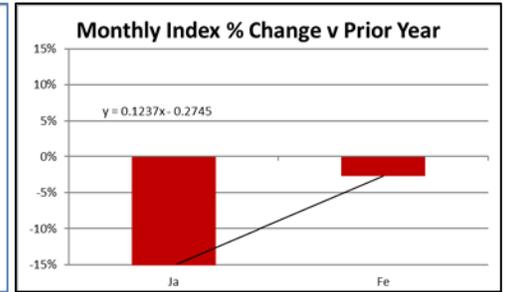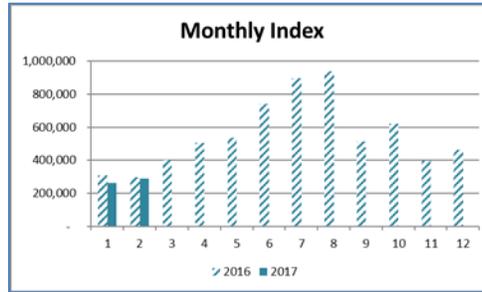

Changes Versus Prior Year								
Period	**Month**			**Season**		**Quarter**		**Year**	
Yr	Month	Count	Change	To Date	Change	To Date	Change	To Date	Change
'16	Dec	461,937	-12%	461,937	-12%	1,479,040	-4%	6,616,265	-3%
'17	Jan	259,900	-15%	721,837	-13%	259,900	-15%	259,900	-15%
'17	Feb	288,432	-3%	1,010,269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