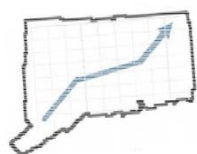


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Connecticut's **Visitor Attendance Index**

Benchmark and Tracking of Visitor Attendance
at a Panel of Connecticut's Leading Attractions

Launch of Expanded Panel



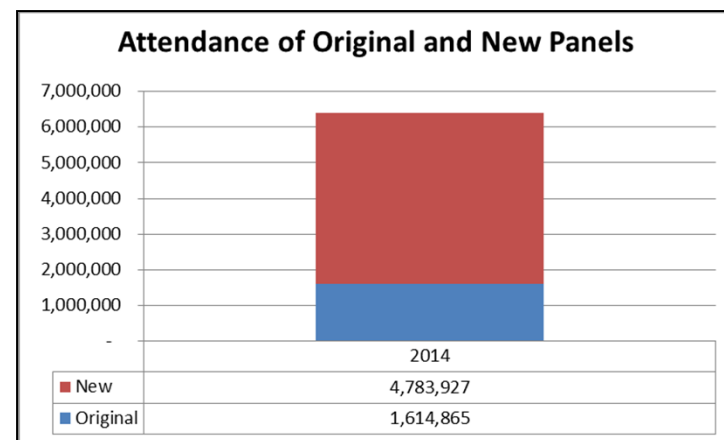
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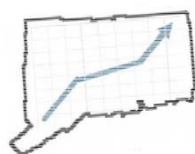
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BACKGROUND & GOAL

- **1999 Goal: Objective and Consistent Metric**
 - 6 Attractions are initial Panel
 - 2014 Panel Total for Year: 1.6 Million Visitors
- **2015 Expansion Goals: Enhanced Representativeness and Stability**
 - 23 Attractions comprise the expanded Panel
 - 2014 Panel Total for Year: 6.4 Million Visitors
 - **New Panel tracks 4 times the # Visitors**





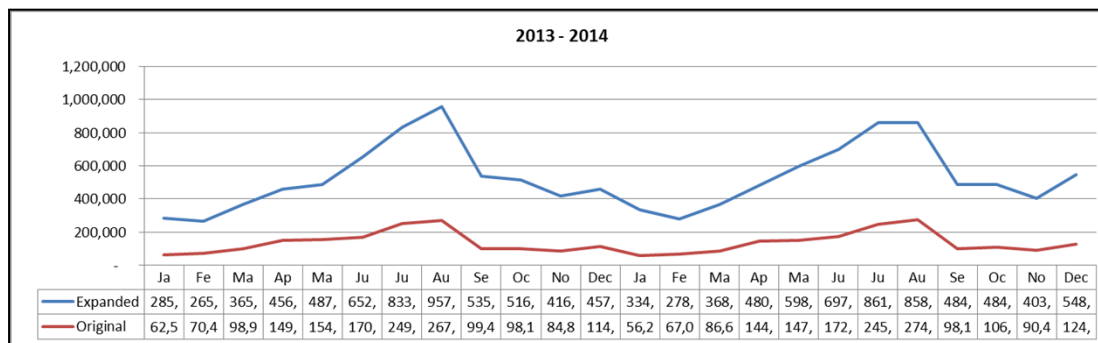
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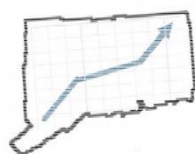
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New Panel

Bellamy-Ferriday House & Garden ^{CTL}
Brownstone Exploration & Discovery Par
Butler-McCook House & Garden ^{CTL}
Connecticut Science Center
Connecticut's Beardsley Zoo
Essex Steam Train & Riverboat Ride*
Hempsted Houses ^{CTL}
Isham-Terry House ^{CTL}
Lake Compounce
Lyman Orchards
Lyman Orchards Golf
Maritime Aquarium at Norwalk*
Mystic Aquarium*
Mystic Seaport Museum*
Nathan Hale Homestead ^{CTL}
New Britain Museum of Art
New England Air Museum*
Phelps-Hatheway House & Garden ^{CTL}
Powder Ridge Mountain Park & Resort
Submarine Force Museum
Tanger Outlets Westbrook
The Mark Twain House & Museum*
Yale University Art Gallery

- **Broader Geography**
- **Greater Diversity**
- **Statistical Stability**
- **Client Confidentiality**
- **Benchmark 2 Years' History**
 - Compares Month vs Prior year(s), as well as Year, Quarter and Season-to-date Comparisons.





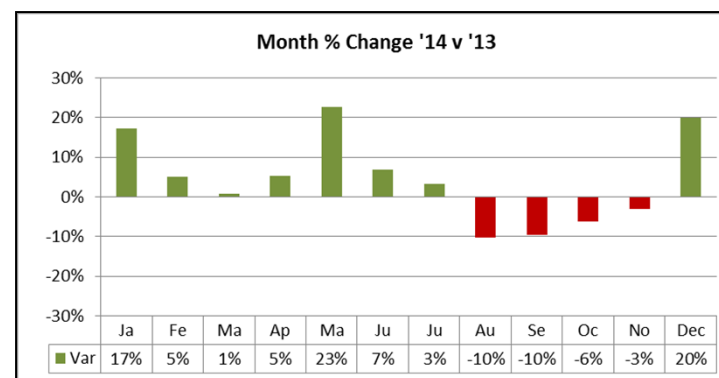
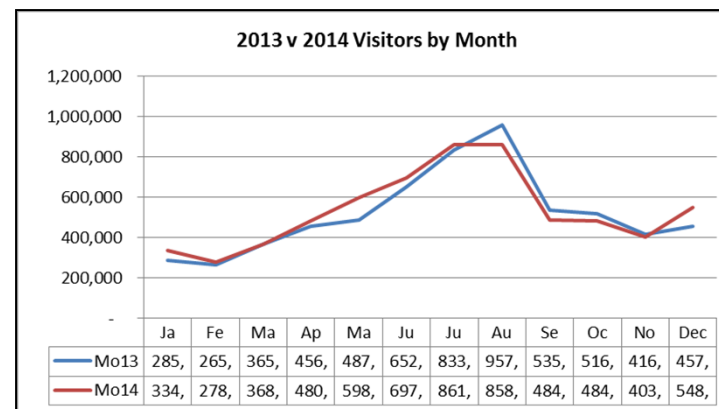
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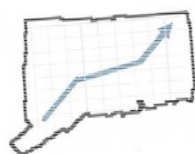
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Key Benchmarks

- 3% Increase in 2014 vs 2013
- Measurable Seasonality
 - Comparable Spring and Autumn
- Spike, Trough and Recovery vs 2013

Last year featured a spring spike dampened by comparatively poorer end of summer, with recovery peaking at the year end.





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Connecticut's Visitor Attendance Index

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2015-to-Date

- 2015 Improving, now on par with 2014 Year-to-date

- June up 3% over last year.
- Year-to-date total 1.9 Million Visitors

