

VISION INDEX

Connecticut's Visitor Attendance Index

Vol 1604

2016 Autumn

2016 Autumn and Year

VISION INDEX - A benchmark of tourism activity in Connecticut, tracking changes in visitor attendance at a diverse panel of the State's leading tourism attractions. The panel includes 23 attractions.

2016 Index - 2016 ended just 3% less than 2015, with a strong start masking the latter eight months' average 5% losses, and double-digit losses in September and December.

Comparison to 2013 Benchmark

2016 Autumn was 9% behind Autumn 2013 benchmark. Last year, Autumn was 6% behind. The 2016 Year ended 1% behind 2013 benchmark. Last year was 2% ahead of 2013.

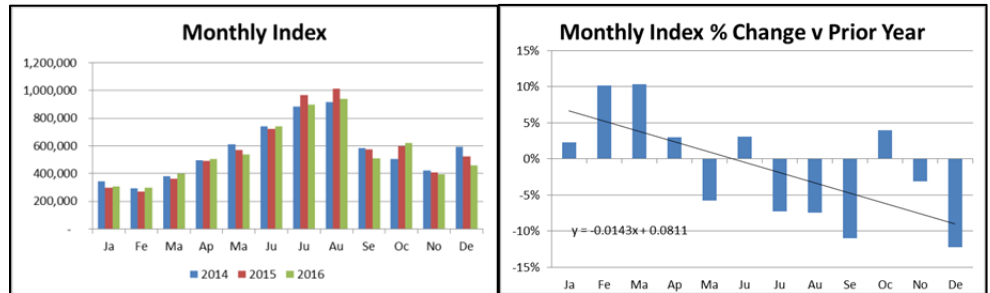
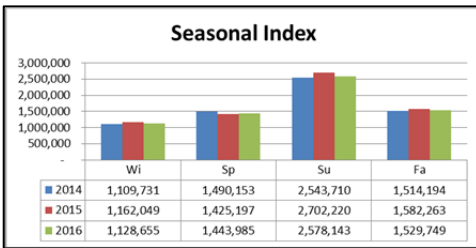
Autumn season was off 3% vs 2015. It's particularly low start was buoyed a bit by a positive October.

Many panelists cited weather as having kept their attendance lower. Several mentioned that they had not re-invested special programs and events this year that had lifted their 2015 attendance above prior years'.

The *statistical* trend of the year's monthly changes from prior year shows a 5.8% monthly decrease ($y = .0143x + 0.0811$).

Seasonality

Typically, about 22% of all visitors come during the Autumn.



Changes Versus Prior Year

Period	Month	Month		Season		Quarter		Year	
		Count	Change	To Date	Change	To Date	Change	To Date	Change
'15	Dec	526,204	-11%	526,204	-11%	1,532,737	0%	6,804,251	0%
'16	Jan	306,024	2%	832,228	-7%	306,024	2%	306,024	2%
'16	Feb	296,427	10%	1,128,655	-3%	602,451	6%	602,451	6%
'16	Mar	398,919	10%	398,919	10%	1,001,370	8%	1,001,370	8%
'16	Apr	505,857	3%	904,775	6%	505,857	3%	1,507,226	6%
'16	May	539,210	-6%	1,443,985	1%	1,045,066	-2%	2,046,436	3%
'16	Jun	742,604	3%	742,604	3%	1,787,671	0%	2,789,040	3%
'16	Jul	897,191	-7%	1,639,795	-3%	897,191	-7%	3,686,231	0%
'16	Aug	938,348	-7%	2,578,143	-5%	1,835,539	-7%	4,624,579	-2%
'16	Sep	512,646	-11%	512,646	-11%	2,348,185	-8%	5,137,225	-3%
'16	Oct	620,583	4%	1,133,229	-3%	620,583	4%	5,757,808	-2%
'16	Nov	396,520	-3%	1,529,749	-3%	1,017,103	1%	6,154,328	-2%
'16	Dec	461,937	-12%	461,937	-12%	1,479,040	-4%	6,616,265	-3%

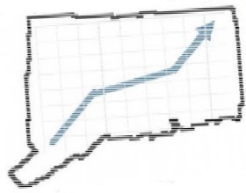
VISION INDEX and VISION INTERCEPT are published by Witan Intelligence, Inc.. These tracking studies measure tourism activity of visitors to our State's attractions, including both State residents and those who live out-of-State. They deliver three perspectives: a) point-in-time, b) longitudinal benchmark 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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Yr	Month	Count	Change	To Date	Change	To Date	Change	To Date	Change
'13	Dec	475,062		475,062		1,515,114		6,652,395	
'14	Jan	342,207	17%	817,269		342,207	17%	342,207	17%
'14	Feb	292,462	6%	1,109,731	95%	634,670	11%	634,670	11%
'14	Mar	381,918	1%	381,918	1%	1,016,588	7%	1,016,588	7%
'14	Apr	495,115	6%	877,033	3%	495,115	6%	1,511,703	7%
'14	May	613,120	22%	1,490,153	10%	1,108,236	14%	2,124,823	11%
'14	Jun	742,557	7%	742,557	7%	1,850,793	11%	2,867,380	10%
'14	Jul	884,690	1%	1,627,247	4%	884,690	1%	3,752,071	8%
'14	Aug	916,463	-9%	2,543,710	-1%	1,801,153	-4%	4,668,533	4%
'14	Sep	582,411	-9%	582,411	-9%	2,383,564	-5%	5,250,944	2%
'14	Oct	507,287	-16%	1,089,698	-12%	507,287	-16%	5,758,231	0%
'14	Nov	424,497	-3%	1,514,194	-10%	931,783	-10%	6,182,728	0%
'14	Dec	593,682	25%	593,682	25%	1,525,465	1%	6,776,409	2%
'15	Jan	299,274	-13%	892,956	9%	299,274	-13%	299,274	-13%
'15	Feb	269,093	-8%	1,162,049	5%	568,367	-10%	568,367	-10%
'15	Mar	361,572	-5%	361,572	-5%	929,939	-9%	929,939	-9%
'15	Apr	491,064	-1%	852,636	-3%	491,064	-1%	1,421,003	-6%
'15	May	572,561	-7%	1,425,197	-4%	1,063,625	-4%	1,993,564	-6%
'15	Jun	720,701	-3%	720,701	-3%	1,784,326	-4%	2,714,265	-5%
'15	Jul	967,312	9%	1,688,012	4%	967,312	9%	3,681,576	-2%
'15	Aug	1,014,207	11%	2,702,220	6%	1,981,519	10%	4,695,783	1%
'15	Sep	575,730	-1%	575,730	-1%	2,557,249	7%	5,271,513	0%
'15	Oct	597,045	18%	1,172,775	8%	597,045	18%	5,868,559	2%
'15	Nov	409,488	-4%	1,582,263	4%	1,006,533	8%	6,278,047	2%
'15	Dec	526,204	-11%	526,204	-11%	1,532,737	0%	6,804,251	0%
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