



# VISION

## CONNECTICUT'S VISITOR INTERCEPT STUDY

VISION is a benefit for tourism and economic development professionals developed by The Connecticut Commission on Culture & Tourism to share the cost of an effective knowledge tool. Partners get low cost, high impact research info about their attraction compared to the State, and can use the platform to add proprietary custom questions and samples.

VISION is an on-going study of intercept interviews with visitors at a Statewide panel of tourism attractions. The VISION database began in 2001 and now includes the results of over 25,000 interviews. The study includes both area residents (as tourists, and as hosts and ambassadors) as well as our guests from outside the area.

### WHY VISION?

Because in tough times, knowledge is power. Tourism is your #1 economic driver because quality-of-life attractions and events are the reason people visit, settle and stay in an area, and a workforce is the reason employers set up shop and stick around. VISION reports are designed for tourism marketing and economic development professionals who need to understand visitors in order to market efficiently and effectively.



## Low Cost, High Impact Market Research

### HOW DO PARTNERS BENEFIT?

Each partner receives seasonal reports and an annual summary providing insight about their own activity compared to statewide results, and which tracks changes over time. With such measurement of tactical effectiveness, you can respond to changing conditions and competition. In is the only study comparing your performance to local norms.

Partners can customize the low-cost platform to conduct their own market research projects. While many questions you'd ask are already included, partners can add proprietary questions and/or sampling days. Savings are significant over conducting a study from scratch.

Results feed the State's economic impact study which documents tremendous ROI from attractions, services and infrastructure. Interested in information about regions (*County, City*) or categories (*Art Museums, Hotels, Parks, Events*)? Come together to increase the number of sites participating!

### HOW DO I PARTICIPATE?

The cost is \$1,996 per year.

*Save \$400 if self-staffed with volunteers to collect the data.*

*As low as \$492 each if up to four organizations share the cost.*



- Groups have been assembled to represent:
- Regions (e.g. New Haven and Mystic areas)
- Categories (e.g. Casinos, State Parks across the State)
- Destinations (e.g. Lodging, Dining, Events in an area)

Each partner has intercepts conducted four times a year, representing each of the four seasons including a choice of weekdays and/or weekend/holidays. Results are reported in four seasonal waves and in an annual aggregate report.

### Witan Intelligence Strategies, Inc.

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