



VISION

Connecticut's VISITOR INTERCEPT STUDY - 2006

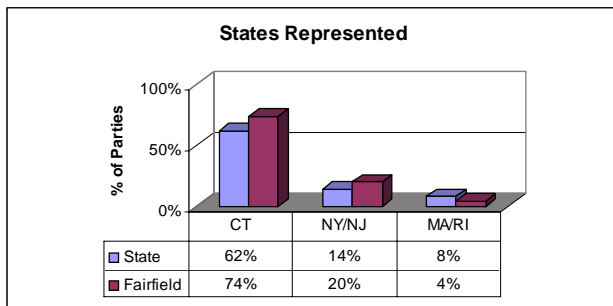
A community benefits from a very high return for its investment in tourism attractions, events and the marketing of these. Visitors' spending delivers revenue to an economy and the attractions, events and supporting services of tourism are the foundation of a quality of life enjoyed by residents, helping to attract and retain employees and their employers. VISION provides insights and benchmark measures that help tourism, human resources and economic development professionals make informed decisions and track their results.

The Bridgeport Regional Business Council provided a grant for more detailed sampling to be conducted in the Fairfield Region on behalf of The Coastal Fairfield County Convention & Visitors Bureau.

Analysis of visitors interviewed in the 2006 VISION study show that the average party in the Fairfield Region spent \$ 366 during their visit to the area with 37% of that budget spent on shopping, 18% on dining and 16% on entertainment. Importantly, three in four parties (74%) reside in Connecticut. 80% of those queried said they were very satisfied with their experience.

Who are the Region's Tourists?

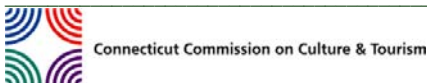
The majority (74%) of parties enjoying the Region's attractions and events are Connecticut residents with 20% coming from the New York / New Jersey area.



These are higher resident and NY/NJ shares than experienced by the State as a whole. The State's resident share is 62% with 14% coming from NY/NJ.

4% of visitors come from Massachusetts or Rhode Island, about half of that experienced by the State.

The region was enjoyed by a larger share of parties with children than experienced by attractions across the State as a whole. 48% of parties had children in their households as compared with the State's share of 28%. As expected then, only 33% of the parties had Seniors in their household as compared to 48% across the State.



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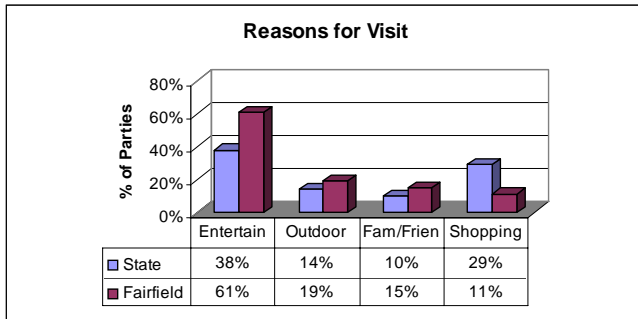
How often did they visit?

Visitors to the region report taking an average of 5.9 trips to the Region, representing a 57% share of their households' getaway trips for the year.

About half (52%) reported spending an overnight in the Region. Those spending overnights enjoyed an average of 2.1 nights. Two thirds of these parties spent nights with family & friends.

What were they looking to do when they visited?

Almost everyone enjoying the Region's attractions and events for a day or overnight was seeking "Rest & Relaxation," something different than their usual routine. Yet people vary in exactly how to achieve that experience. For some it's a vigorous outdoor activity while for others it's a quiet drive through the countryside. Shopping, entertainment and visiting with family and friends are also motives for their excursions we often hear.



61% of the Region's visitors said that they sought entertainment. This compares to the State's 38%.

19% were looking for some outdoor activity and 11% said they were looking for some shopping. Note that the Region's shopping share was less than the State's 29%.

Note that 15% indicated that among their motives was a visit with family and friends.

To accomplish their motives, half said they did some Sightseeing (32% + 18% Foliage) and 41% said Shopped. Fine Dining was also a specific activities visitors enjoyed in the Region.

	Fairfield
Shopping	41%
Sightseeing	32%
Fine Dining	28%
Museums/Historic	22%
Foliage/Flowers	18%
Outdoor Recreation	14%
Fairs/Festivals	14%
Antiquing	14%
Gambling	13%

Comparing Fairfield's results to those of the State, Fairfield had 20% more who engaged in Sightseeing.

Outdoor Recreation, Fairs/Festivals and Antiquing were each reported by 14% of those interviewed.

13% said they did some gaming in Connecticut as part of their visit to the Region. This is 41% less than the 54% reported Statewide.



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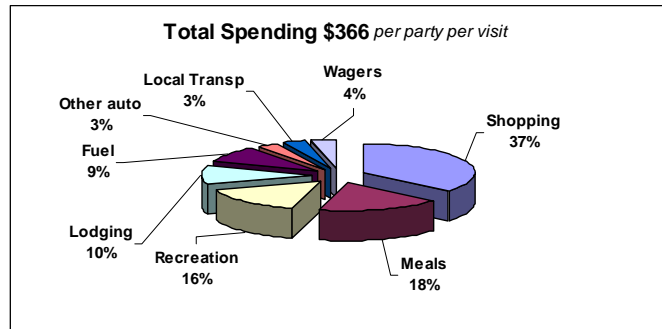
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Where New York City Cool Meets New England Charm.

How did they spend their budget while enjoying the area?

While in the Region, the average party spent \$366 during each visit.

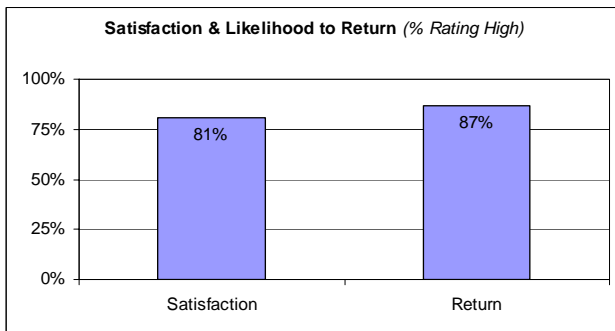
Over a third (37%) of their spending was on Shopping while 18% was for meals and 16% on Recreation.

Lodging is often among the largest line-items in the budget of those who spend an overnight. With two-thirds of the share who did spend the night staying with family and friends, 17% of all visitors stayed in commercial lodging, resulting in an average lodging budget for all visitors of 10%.



Will they be back?

Most businesses know that repeat customers are the core of their business. 87% of visitors to the Region said they'd were Highly Likely to return.



98% reported that they were Satisfied with their experience including 81% who said they were highly satisfied.



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Following is a table of some key Statistics for purposes of tracking

Tracking Statistics	2006	2007
Avg.# Trips/Yr. to CT	5.9	
Avg. % of all trips to CT	57.4	
%Parties w Out of State residents	32%	
Of Out-of-Staters: % w Overnights	50%	
Avg.# Nights	2.1	
% Staying w Family & Friends	65%	
%Parties with kids	53%	
Satisfaction: (% rating High)	81%	
Likely to return: (% rating High)	87%	
Total Spending	\$ 366	
NonWager Spending	\$ 352	

VISION Connecticut is an on-going study of intercept interviews with visitors to attractions across the State including museums, casinos, parks, beaches, destination shopping attractions and welcome centers. The database began in 2001 and now includes the results of over 15,000 interviews. *VISION* represents the approximately 32 million visitors reported by participating attractions and events in 2006 (*note; this is a portion of Connecticut's total number of visitors to all attractions and events*). Statistics based on the year's total sample of over 3,700 parties has a maximum range of error of +/- 1.6% at the .95 Confidence Limit. The 637 interviews for Fairfield Region were collected between September – December '06 and have a range of error of +/- 3.9%. All results in this report are for that period.

This study has helped to identify and document several patterns bearing on tourism marketing, for example: A significant share of the State's "visitor" parties include residents. This led to greater emphasis on attracting and informing State residents as tourists, hosts and ambassadors. Typical "Itineraries" of visitors have been identified to include shopping, dining, lodging and visits to other attractions. This led to the development of the State's successful and now emulated "52 Getaways" promotion of multiple-day itineraries. The spending amount and patterns documented have fed data to the State's economic impact analysis. This analysis has led to increased awareness of both the high value as well as the high ROI of tourism.



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