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Intercept Study Executive Summary

- The 4 most often visited attractions by these visitors were downtown Northampton, Yankee Candle, the Basketball Hall of Fame and the Dr. Seuss Memorial.
- The 5 best-known attractions to area visitors are: Six Flags New England, Naismith Memorial Basketball Hall of Fame, Yankee Candle Village, Volleyball Hall of Fame and Downtown Northampton.
- 21% of visitors said they were in transit to or from somewhere else, and had stopped in the Pioneer Valley.
- 98% of visitors to The Pioneer Valley were satisfied with their visit! This is a terrific result overall.
- When averaged, the satisfaction score is 4.2 out of a possible 5.
- When asked what they liked least about The Pioneer Valley, most of their dislikes were either personal, 'i.e. – "my mother's high pitched voice" or something that is out of the control of GSCVB, i.e. – "the unpredictability of the weather".
- The lack of dislikes is very positive news for The Pioneer Valley, because it means people really had to "stretch" to mention something negative.
- Of all the items, the only apparent legitimate concern is surrounding perceived safety issues, and this was cited by only 4%.
- The things visitors like best about The Pioneer Valley centered around its beauty and appreciation for the relaxing and serene atmosphere. Many also noted the good food and the light traffic/easy travel around the area. And, of course, many mentioned some favorite attractions they had visited.
- Altogether, this suggests that The Pioneer Valley provides the essence of a true escape from the usual fast pace of people's lives, and they recognize and genuinely love The Pioneer Valley for this reason.