



Visitor Exit 90 Survey Results



TC (Tourist Commercial) - 80 Zone

100+ Visitors completed the Residents survey between July and October 2021

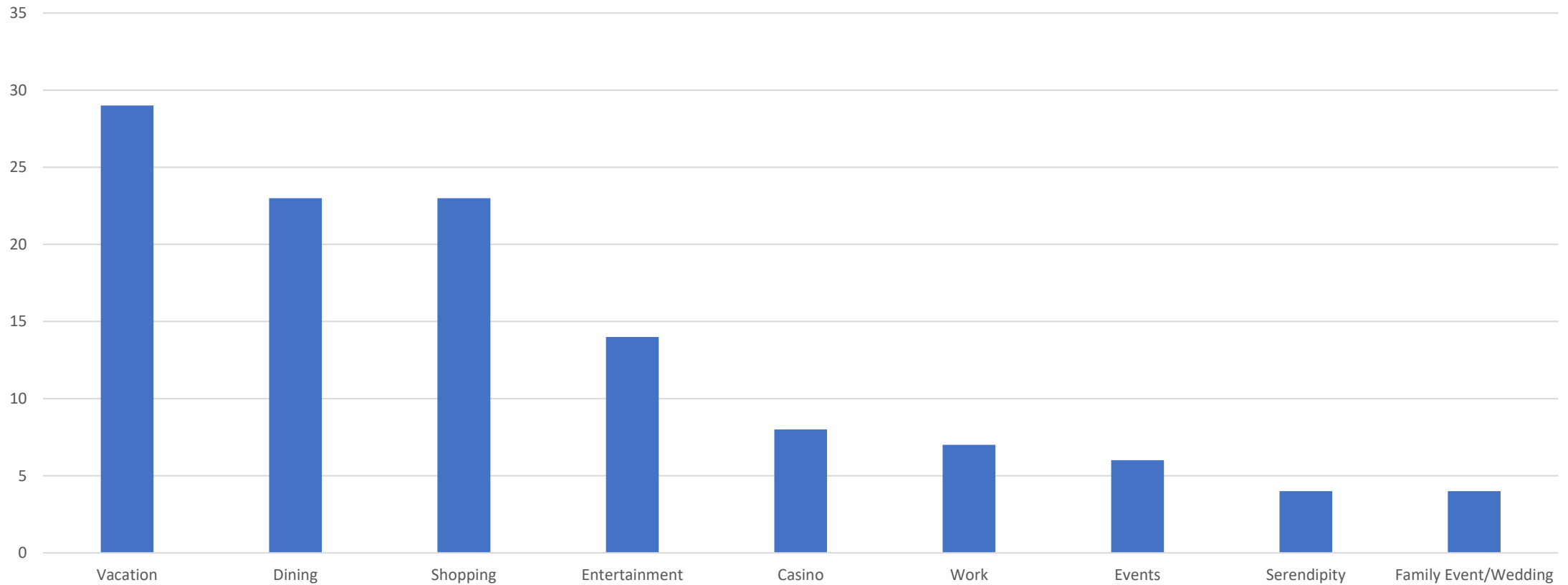
Some respondents clearly lived nearby because they knew the road names and buildings etc.

Others lived further away and made a lot of comments about downtown Mystic, the Seaport etc. and their responses reflect their overall impression of the Mystic area.



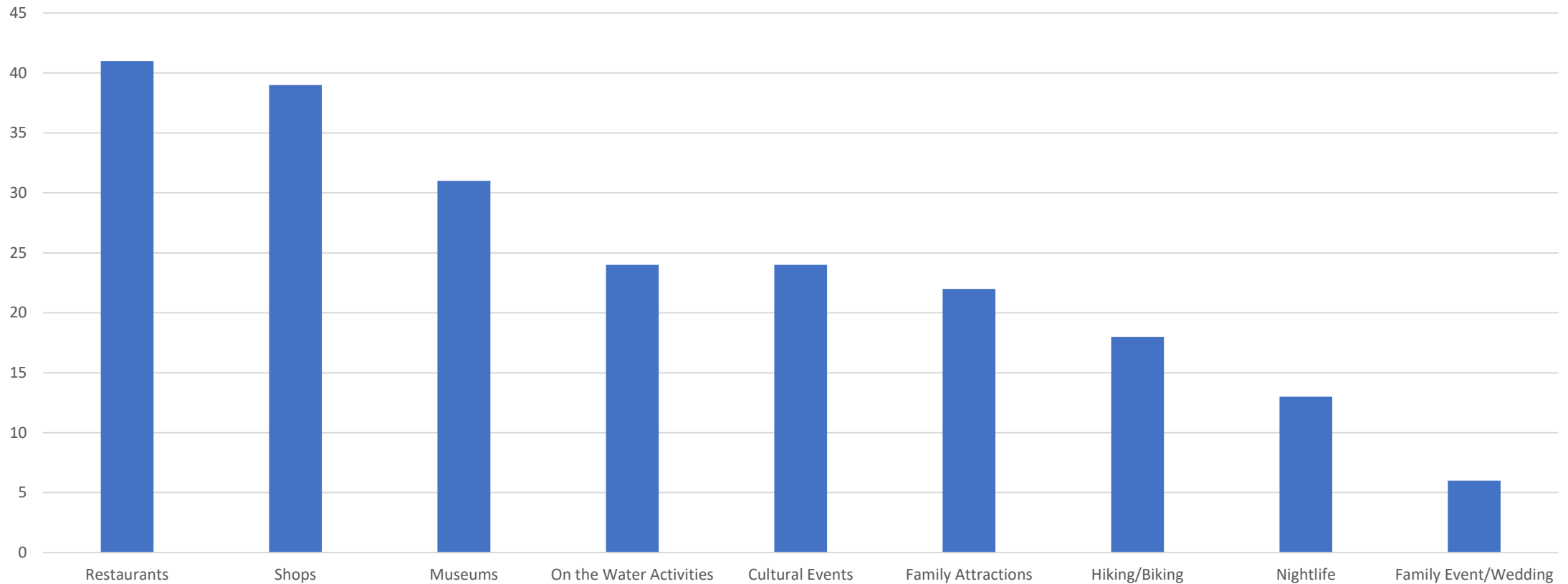


What are the reasons you came to Mystic



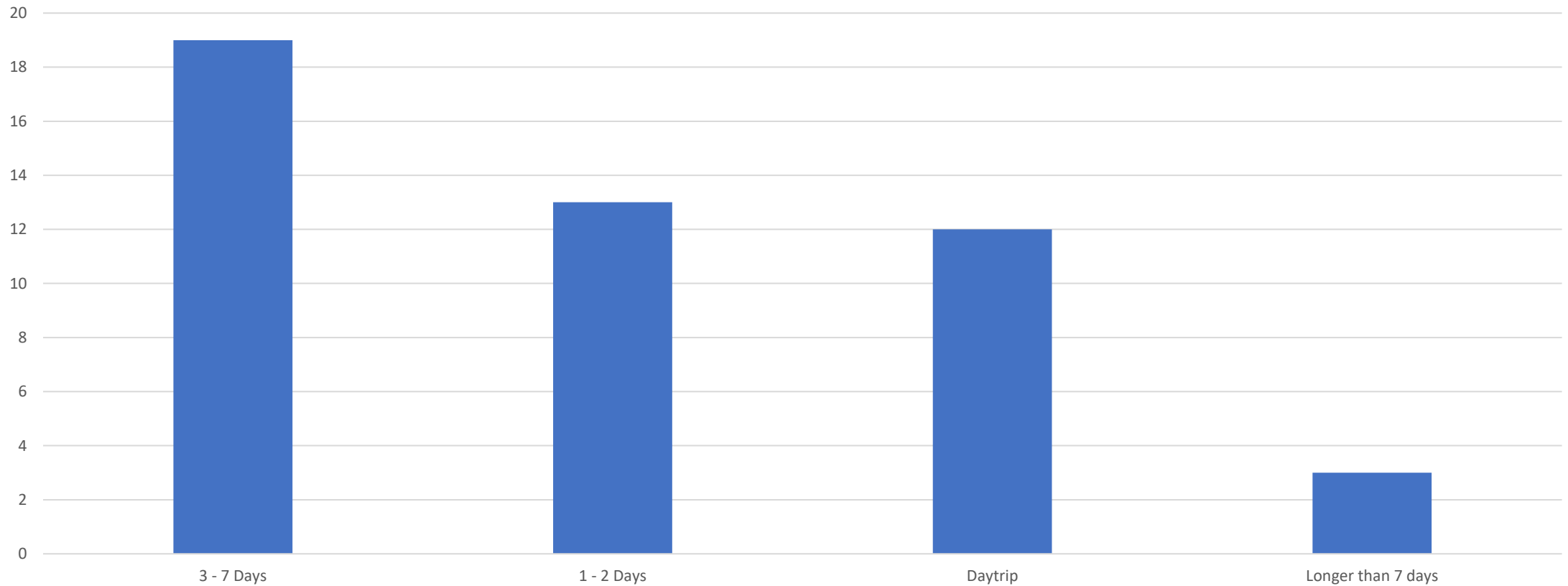


When you come to a place like Mystic, what are you looking for?





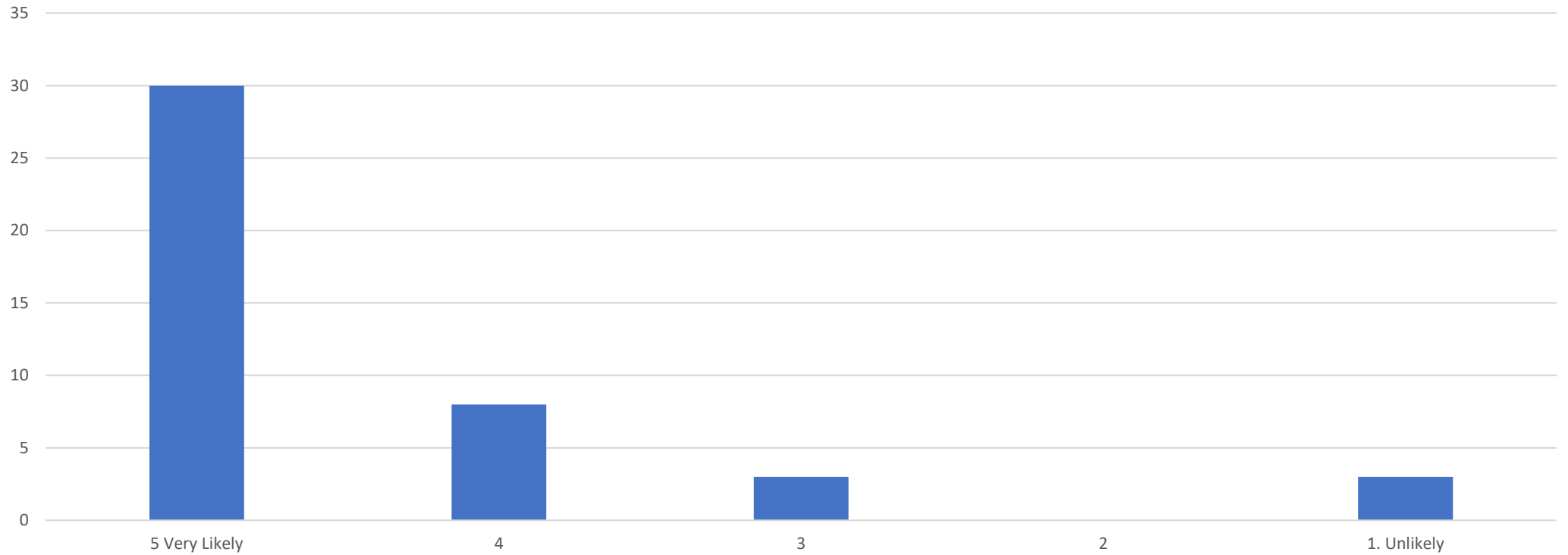
How long was your stay?





How Likely are you to come back to Mystic?

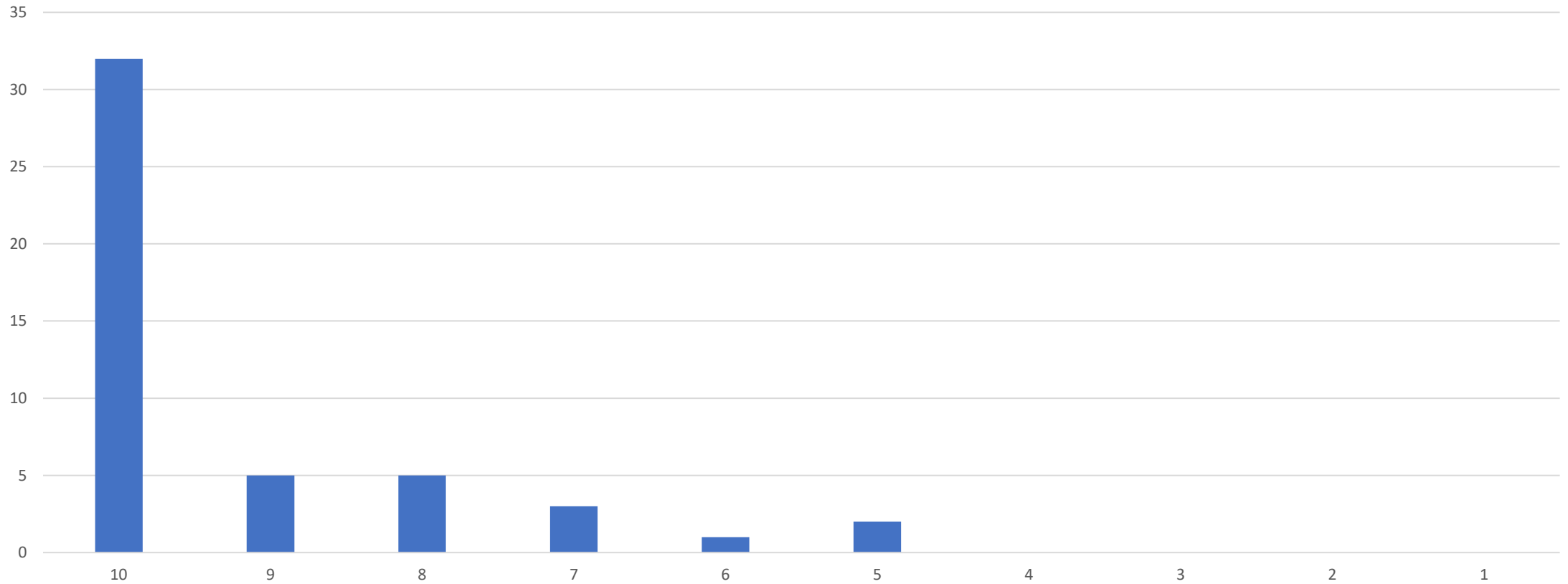
5 = Very Likely 1 = Unlikely





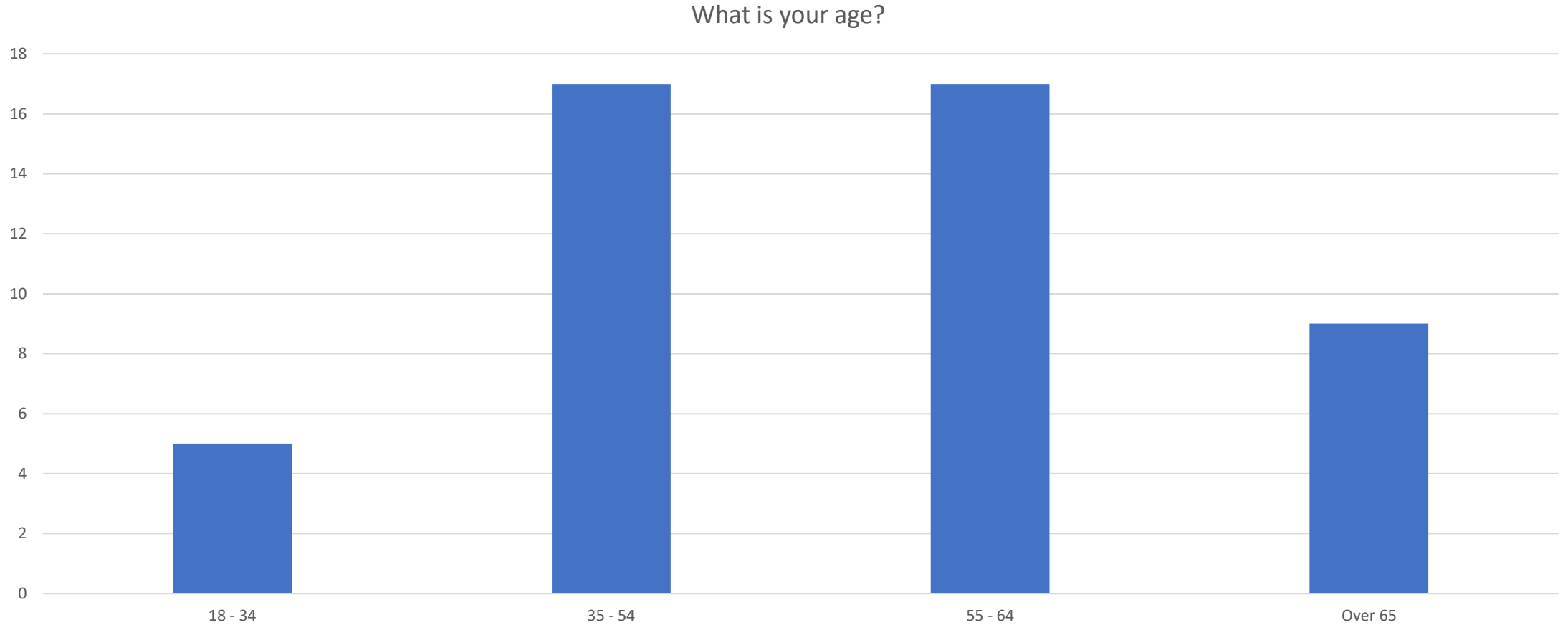
Would you recommend a visit to Mystic to your friends?

10 = Very Likely 1 = Unlikely





What is your age?





Summary of Comments Field

Why you would Recommend Mystic	Suggested Improvements	Traffic Flow – Pedestrian Safety	Beautification
Beautiful Quaint Water/River views Good Restaurants Seaport/Aquarium Shopping History Walkable downtown Mystic Lots to do	Improve landscaping and building design around Exit 90. Better maintenance of existing landscaping Better hotels Improve Public bathrooms Put parking under buildings	Sidewalks <u>Traffic flow ideas:</u> <ul style="list-style-type: none"> - Pedestrian safety - Better Signage - Add bike paths - Add pedestrian Crossings Pedestrian Bridges or underpasses. More Parking, commuter lots -Shuttle Bus/water taxi to downtown Mystic -Rental Bikes and bike paths	Add Trees Add Parks Improve Streetscape Flower beds Keep New England style



Summary

- Visitor's 'Love' Mystic for many of the reasons we live here – Beautiful, water views, nature, history, architecture, restaurants.
- Surprisingly, many of the people who rated their visit highly and would recommend Mystic to their friends, did say that the area around Exit 90 looks bad, and the existing landscaping is poor and not well maintained.
- Many of the same themes as we heard from Stonington Residents re:
 - Traffic flow is a problem. Not just congestion, but poor signage and logical access to Olde Mistick Village, Coogan Boulevard, downtown
 - Parking and pedestrian safety - bridges, crosswalks etc.
 - Better linkages to downtown Mystic. Shuttle Bus, water taxi, bike paths