



2011 Greater Ithaca Art Trail Statistics

Brochures Distributed

40,000 each year

Website Page Views: ArtTrail.com

Nov 2010 to Oct 2011:	143,134
Nov 2009 to Oct 2010:	138,924
Nov 2008 to Oct 2009:	135,867
Nov 2007 to Oct 2008:	123,773

Admin Comment: Improves every year

Visitor Talley – number of studio visits

2011: 5,161 * (45 studios **)	Average of 113 visitors per studio
2010: 6,144 (51 studios)	Average of 120 visitors per studio
2009: 6,547 (52 studios)	Average of 125 visitors per studio
2008: 5,240 (47 studios)	Average of 111 visitors per studio
2007: 5,113 (48 studios)	Average of 106 visitors per studio
2006: 3,824 (44 studios)	Average of 87 visitors per studio
2005: 3,763 (44 studios)	Average of 85 visitors per studio
2004: 3,389 (48 studios)	Average of 70 visitors per studio

** This represents the total number of visitors to every studio. Since many people visit many studios, this is not the number of individual visitors on the art trail.*

*** The number of studios is not the same as the number of artists on the trail each year. For example, in 2011 there were 48 artists (originally 50 but two studios were closed). Three sets of two artists each shared a studio location, so 45 studios.*

Admin Comment: Not quite as good as 2010 and 2009, but similar.

How many visitors did the artists get on Open Studio weekends in 2011? *

** 2011 results are from 45 studios (48 artists). 2010 results were for 52 studios (53 artists).*

1 artist received over 250 visitors (compared to 2 in 2010)
2 artists received 200 to 249 visitors (compared to 3 in 2010)
6 artists received 150 to 199 visitors (compared to 8 in 2010)
7 artists received 125 to 149 visitors (compared to 7 in 2010)
11 artists received 100 to 124 visitors (compared to 12 in 2010)
10 artists received 75 to 99 visitors (compared to 12 in 2010)
6 artists received 50 to 74 visitors (compared to 5 in 2010)
2 artists received less than 50 visitors (compared to 3 in 2010)

Admin Comment: Since there were 7 more studios in 2010, results are similar.

Open Studio Weekend Sales

2011: \$49,474 (with an additional \$9,810 in uncertain commissions)

2010: \$61,088 * (with an additional 8,700 in uncertain commissions)

** In 2010, one artist made over \$10,000.*

2009: \$48,944 (with an additional \$19,780 in uncertain commissions)

2008: \$46,235 (with an additional \$25,758 in uncertain commissions)

2007: No tally taken

2006: \$49,557

2005: \$26,227

Admin Comment: Sales results are holding steady.

Where were visitors from in 2010 and 2011?

	<u>2010</u>	<u>2011</u>
Tompkins	60%	57%
Rochester area	7%	6%
Binghamton area	3%	4%
Syracuse area	3%	4%
Corning area	3%	5%
Buffalo area	2%	2%
Other parts of NY	14%	15%
Other states	8%	7%

How did visitors hear about the event?

	<u>2010</u>	<u>2011</u>
Word of Mouth	21%	20%
Brochure	25%	25%
Postcard	8%	7%
Road Sign	9%	7%
Website	10%	15%
E-mail	8%	12%
Papers ad	8%	7%
Papers article	8%	4%
Radio	2%	3%
Television		0%