

Greater Ithaca Art Trail
2017 Statistics for Open Studio Weekends

Number of Total Studio Visitors, and Average per Artist *

- 2017: 3,160 visits 30 studios Average of 105 visitors per studio
- 2016: 3,420 visits 33 studios Average of 104 visitors per studio
- 2015: 3,670 visits, 35 studios Average of 105 visitors per studio
- 2014: 4,200 visits, 41 studios Average of 103 visitors per studio
- 2013: 4,864 visits, 47 studios Average of 103 visitors per studio
- 2012: 4,900 visits 46 studios Average of 106 visitors per studio

*Robin Comment: We had less visitors total from previous years, but since the number of artists on the trail each year has gone down, the average studio visits per artist has stayed very steady. ** The number of visitors is arrived at by adding up the number of visitors from each studio. Since most visitors visit multiple studios, this number doesn't represent individuals who did the trail. i.e. if an individual visited 4 studios, they were counted 4 times.*

Average Number of Visitors to Individual Studios

	2015	2016	2017
Over 200 visitors	9%	12%	17%
150 to 199 visitors	14%	7%	17%
100 to 149 visitors	40%	23%	11%
75 to 99 visitors	17%	14%	16%
50 to 74 visitors	15%	34%	30%
25 to 49 visitors	5%	8%	17%
1 to 24 visitors	0%	2%	0%

Robin Comment: More artists are getting more than 150 visitors, the rest are getting less visitors. There are definitely "popular" artists on the trail. I surveyed some folks who did the trail, and asked how they chose which studios to visit. See next page.

Artist Sales from Open Studio Weekends

- 2017: 30 artists \$70,540 \$2,351 average
- 2016: 35 artists \$32,083 \$916 average
- 2015: 37 artists \$38,854 \$1,050 average
- 2014: 42 artists \$34,606 \$824 average
- 2013: 48 artists \$34,361 \$716 average
- 2012: 47 artists \$44,180 \$940 average

Robin Comment: Many artists did very well in 2017.

Artist earned (for weekends and First Saturdays)

	2015	2016	2017
Over \$5,000	2%	0%	17%
\$3,000 to \$5,000	3%	0%	3%
\$2,000 to \$2,999	11%	6%	0%
\$1,500 to \$1,999	11%	11%	17%
\$1,000 to \$1,499	29%	26%	7%
\$500 to \$999	27%	17%	20%
\$200 to \$499	15%	26%	14%
Under \$200	2%	11%	3%
\$0	0	3%	17%

Robin Comment: Very interesting. 37% of artists earned more than \$1,500. This is a great number. And way more artists made \$0 - not great.

GREATER ITHACA ART TRAIL SURVEY 2017 - 31 RESPONDANTS

1. How did you hear about the Art Trail October Open Studio Weekends? Check all that apply.

	Number of Responses	Ratio
Social Media (Facebook, Instagram)	6	20.0%
Friend / Word of Mouth	13	43.3%
E-mail From Community Arts Partnership	14	46.6%
"What's Hot" Magazine Ad or Editorial	2	6.6%
an on-line Calendar (IthacaEvents.com, Ithaca.com, Ithacajournal.com)	3	10.0%
NPR Radio	3	10.0%
Movie Screen at Cinemapolis	0	0.0%
One of the participating artists	8	26.6%
Saw a green road sign and stopped (without planning to beforehand)	4	13.3%
Table display at Tompkins County Public Library	1	3.3%
Other	8	26.6%
Total	30	100%

2. We are very interested in how you chose which artists to visit. Click all that apply

Examined brochure/map, and/or ArtTrail.com and chose specific artists to visit.	21	70.0%
I picked an area and visited the artists in that area. (For example: Trumansburg, or downtown Ithaca)	13	43.3%
Although I was visiting specific artists I had chosen, I also stopped at studio(s) on the way, or when I saw a road sign.	11	36.6%
There were artists I didn't visit even though I was in the area or passed their studio, because I wasn't interested in their work.	7	23.3%
I ran out of time to visit everyone I wanted to.	10	33.3%
Other	2	6.6%
Total	30	100%

3. Rate the following items as to importance to you!

	Love	Like A Lot	Like	Neutral	Don't Like
Seeing artists' work	18 60%	11 37%	1 3%	0 0%	0 0%
Meeting and talking to artists	15 50%	11 37%	3 10%	1 3%	0 0%
Seeing the artist's tools and studio spaces	9 31%	18 62%	2 7%	0 0%	0 0%
Driving from studio to studio	3 10%	4 13%	7 23%	14 47%	2 7%
Having an opportunity to buy local art	7 23%	7 23%	10 33%	6 20%	0 0%
Using ArtTrail.com to learn more.	5 18%	3 11%	11 39%	9 32%	0 0%
Using the Art Trail brochure (either print or downloaded) to learn more.	10 36%	9 32%	7 25%	2 7%	0 0%
Having more than 1 Open Studio weekend	12 40%	11 37%	4 13%	3 10%	0 0%