



## Travel Indicators: Autumn 2011

**Welcome/Information Center Traffic Rebounds for Columbus Day Weekend:** While the immediacy of Tropical Storm Irene significantly impacted the Labor Day Weekend visitor counts and those through most of September, the combination of advertising and media relations efforts to assure the public that “Vermont is Open!” was certainly effective in restoring visitor counts at these facilities to levels comparable to 2010.

	2010					Totals		2011					Totals	Change
	Friday 8-Oct	Saturday 9-Oct	Sunday 10-Oct	Monday 11-Oct	Friday 7-Oct			Saturday 8-Oct	Sunday 9-Oct	Monday 10-Oct				
Fair Haven	1,086	1,053	981	930	<b>4,050</b>	Fair Haven	1,013	1,048	1,158	839	<b>4,058</b>	8		
Georgia South	525	645	559	554	<b>2,283</b>	Georgia South	531	708	546	532	<b>2,317</b>	34		
Guilford	6,414	6,179	4,354	2,741	<b>19,688</b>	Guilford	6,429	6,170	3,890	2,600	<b>19,089</b>	(599)		
Randolph South	1,837	1,910	1,613	1,873	<b>7,233</b>	Randolph South	1,538	1,418	998	1,197	<b>5,151</b>	(2,082)		
Sharon North	3,140	3,960	2,174	2,172	<b>11,446</b>	Sharon North	2,890	3,804	2,214	2,528	<b>11,436</b>	(10)		
Williston North	1,638	1,841	1,561	1,631	<b>6,671</b>	Williston North	1,538	2,087	1,360	1,875	<b>6,860</b>	189		
					<b>51,371</b>						<b>48,911</b>	(2,460)		

Source: Vermont Information Center Division, State of Vermont Department of Buildings & General Services

The largest decline was at Randolph South, which is something of an anomaly: Either Canadians, who were enjoying their long Thanksgiving weekend, confined their visit to northern Vermont rather than going to southern New England, or visitors from southern New England returned home on Sunday and Monday without a customary rest stop at Randolph.

In contrast, Labor Day weekend saw the greatest falloff at Fair Haven, directly impacted by the closure of Route 4, while Randolph South was the only center with increased visitor counts:

Labor Day Comparison			
Center	2010 Totals	2011 Totals	Percent Change
Fair Haven	<b>3,009</b>	<b>2040</b>	<b>-32.2%</b>
Georgia South	<b>2,591</b>	<b>2435</b>	<b>-6.0%</b>
Guilford	<b>14,059</b>	<b>11608</b>	<b>-17.4%</b>
Randolph South	<b>5,614</b>	<b>5903</b>	<b>5.1%</b>
Sharon North	<b>8,869</b>	<b>8631</b>	<b>-2.7%</b>
Williston North	<b>7,188</b>	<b>6849</b>	<b>-4.7%</b>
Williston South	<b>4817</b>	<b>4191</b>	<b>-13.0%</b>
Total	<b>46147</b>	<b>41657</b>	<b>-9.7%</b>

Source: Vermont Information Center Division

**Burlington International Airport** had its busiest September in three years, enplanements up 3.07 percent over last year. Deplanements (arrivals) were up 6.03 percent. Both statistics show the best September since 2008 (the record year).