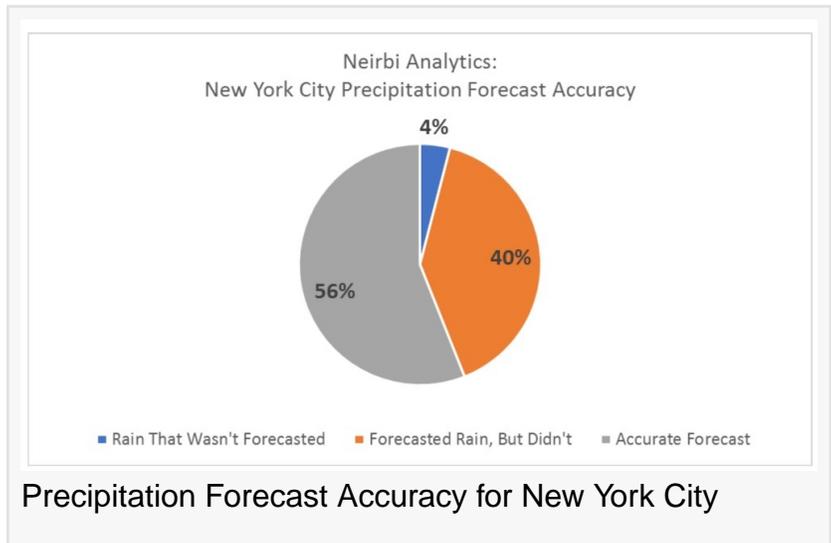


# New Research: Data Shows Inaccurate Forecasts Impact Hotel Business

*In most cities, research shows that the 5-day weather forecast is seriously flawed, impacting businesses that depend on weather.*

MADISON, CT, UNITED STATES, April 12, 2018 /EINPresswire.com/ -- [Neirbi Analytics](#) in partnership with the [Connecticut Lodging Association](#) released new data that demonstrates the accuracy of the five-day weather forecast. [View the research paper by clicking here.](#)

During 2017 and 2018, Neirbi analyzed over four months of weather data to calculate the variance between the five-day precipitation forecast and actual precipitation.



- New York City: Forecasted precipitation was false 40% of the time



When the meteorologists begin hyping a storm 10 days out, it effects lodging and restaurant reservations negatively.”

*General Manager,  
Connecticut Hotel*

- Boston, Massachusetts: Forecasted precipitation was false 13.2% of the time

- Orlando, Florida: Forecasted precipitation was false 24.5% of the time

- Mystic, Connecticut: Forecasted precipitation was false 22.6% of the time

On average between the four cities, false forecasts occurred approximately 24.6% of the time, which is consistent with other research conducted on weather forecast accuracy.

Neirbi and the Connecticut Lodging Association (CLA) collaborated to conduct research on how weather forecasts impact occupancy and revenue at Connecticut hotels, bed and breakfasts, resorts, and attractions. The purpose of this survey was to answer the question, “As booking windows shrink and consumers have access to long-range forecasts, are long-range forecasts helping or hurting your business?”. [View the research paper by clicking here.](#)

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