

maine trip: (United States) Internet Search Term

Internet Search Term

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September 2018 Reported Values

Reported Values

50

y/o/y %change

-4%

Current Forecasts (Reported Values)

Oct 2018

39

Nov 2018

29

Dec 2018

29

Jan 2019

44

Observations:

- **Forecasts are based on current candidate models. Each model will continue to be optimized to further increase accuracy. All forecasting is subject to high degrees of error due to market volatility and other unpredictable events.**

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Forecast vs. Errors in a Table. The table on the left below shows internal historically generated monthly forecasts for 05 2017 to 01 2019. Each new month of data generates 4 new forecasts for the current month, month +1, month +2, and month +3, in advance. Actual values are displayed in the middle of the table vs. forecast % errors displayed on the right side.

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Month Forecasts (Values)					Actual Values	Month Error (%)			
Forecast Month	Current Month	Month +1	Month +2	Month +3		Current Month	Month +1	Month +2	Month +3
05-2017	54				60	9			
06-2017	74	74			77	3	3		
07-2017	86	86	86		89	2	2	2	
08-2017	74	74	74	74	73	-2	-2	-1	-1
09-2017	49	49	49	49	52	4	4	4	5
10-2017	36	36	36	36	38	3	4	4	4
11-2017	29	29	29	29	28	-5	-4	-4	-3
12-2017	26	27	27	27	28	3	2	2	3
01-2018	39	38	39	39	44	10	11	10	10
02-2018	39	39	38	39	51	21	23	24	22
03-2018	46	45	45	44	42	-10	-9	-7	-6
04-2018	51	52	51	50	55	6	4	6	7
05-2018	61	58	59	59	60	-2	2	0	1
06-2018	88	75	77	78	78	-13	3	0	0
07-2018	102	98	105	89	86	-19	-14	-22	-4
08-2018	77	77	88	91	65	-19	-19	-36	-40
09-2018	54	51	56	59	50	-8	-3	-13	-19
10-2018	38	36	39	41					
11-2018		29	30	32					
12-2018			28	30					
01-2019				43					

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The graph below is a visual representation of internally generated, historic monthly forecasts compared to the actual reported values. Each month has 4 forecasts for the current month, month +1, month +2, and month +3. The light blue bars are representative of the forecast error for the current month forecasts only.

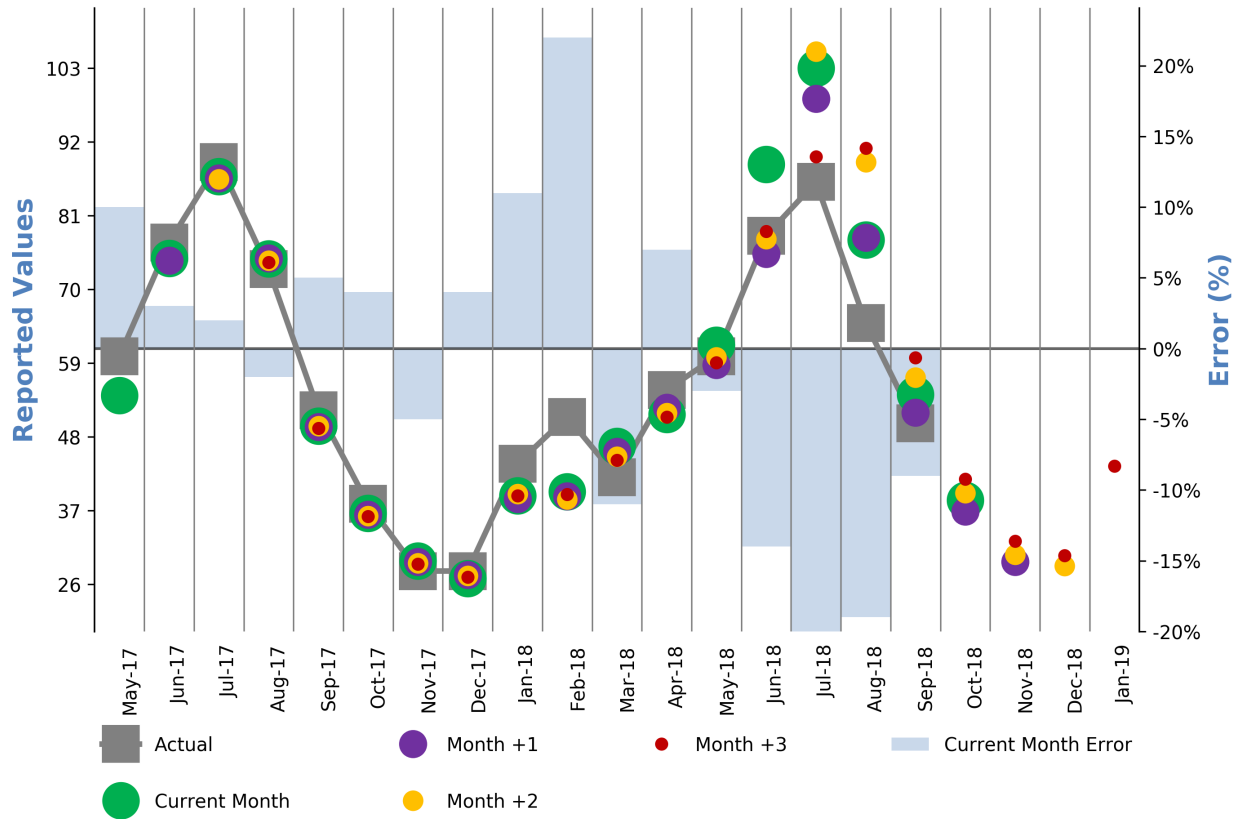
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Monthly Reported Values



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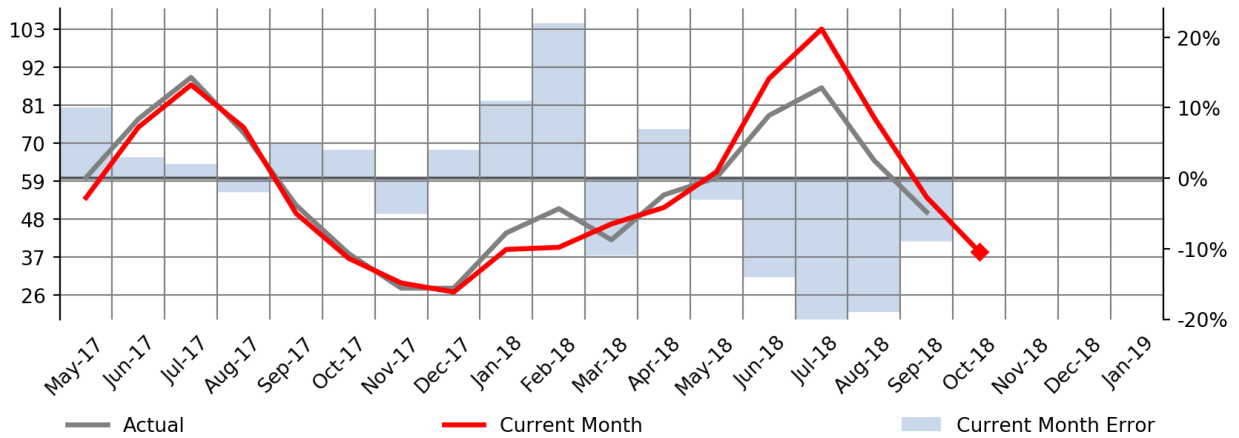
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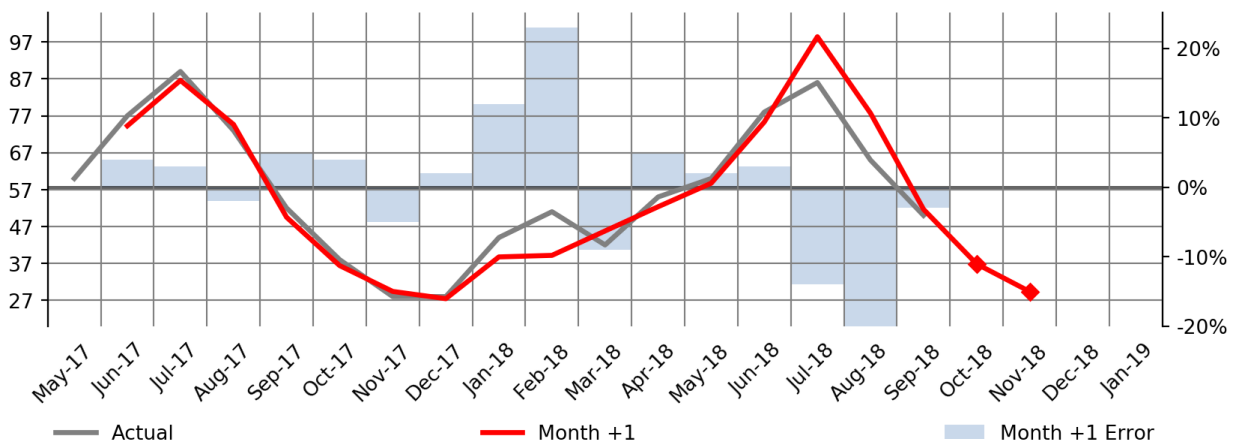
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Current Month: Forecast vs. Actual



Month +1: Forecast vs. Actual



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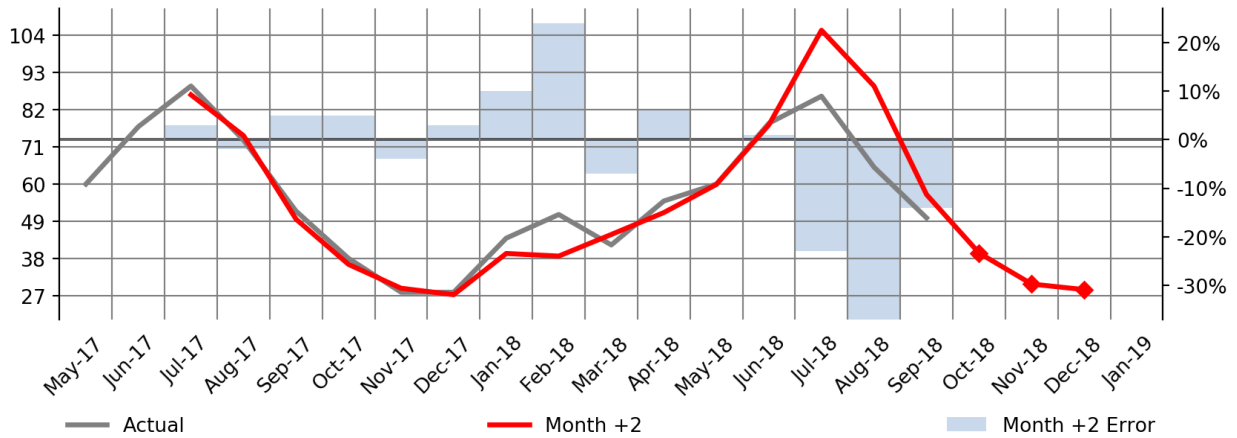
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Month +2: Forecast vs. Actual



Month +3: Forecast vs. Actual

