

Instructions

High-level look at ticket sales. These numbers should closely match the overall sum of the detailed ticket sales.

If there was tiered ticket pricing, list each level, price, quantity sold and associated revenue.

REVENUE			
<u>Consolidated</u>			
■ Total tickets sold (qty)		305	
■ Avg ticket price (\$)	\$	202	
Total Ticket Rev \$	\$	61,610	
 <u>Detail</u>			
<u>Type of ticket</u>	<u>Price</u>	<u>Qty</u>	<u>Rev \$</u>
■ Platinum	\$ 500	20	\$ 10,000
■ Gold	\$ 400	25	\$ 10,000
■ Silver	\$ 300	45	\$ 13,500
■ Bronze	\$ 200	65	\$ 13,000
■ Pink	\$ 100	150	\$ 15,000
Totals		305	\$ 61,500
ASP = avg sales price			\$ 202

Understanding the demographics of the attendees. Of key importance is to understand the number of destination guests as it relates to locals and 2nd homeowners. This can be accomplished by collecting zip code data for each attendee.

ATTENDEES	
<u>Consolidated Segmentation</u>	
	<u>Qty</u>
<u>Community</u>	
■ Locals (live FT in 81435)	150
■ 2nd Homeowners (MV or T) - zip code of their FT home	50
<u>Destination Guests</u>	
■ by zip code	105
Total	305

Understanding total lodging room nights associated with event/festival. For destination guests, they likely are staying during their visit at a hotel, lodge, VRBO, or at a friend's home.

Where did attendees lodge. Total room nights should closely match lodging site segmentation.

LODGING		<i>Estimating room nights/occupancy</i>				Total
	#			est #		
	<u>attendees</u>	<u>single occ</u>	<u>dbl + occ</u>	<u>rm nights</u>	<u>rm nights</u>	
■ Hotel and/or lodge	55	10	45	3		165
■ VRBO (condo or house)	30		30	3		90
■ Stayed w/ friend (free)	20			4		
	105					255
<u>Lodging Sites</u>		<u>rm nights</u>				
Madeline				30		
Peaks				100		
Mountain Lodge				55		
Camels Garden				35		
Telluride Hotel				35		
etc						
				255		