OPERATOR /CLUSTER TRACKING TOOL

	Operator	Operator	Operator	Cluster
	Independent Event	Independent Event	Independent Event	Group Event
Attendance				
Admission				
Food & Beverage				
Retail Sales				
Prize Ballots				
Survey Responses				
Sponsor Revenue				
Marketing Expenses				
Operator Time				
Operator Rate				
Staff Hours				
Staff Rate				
Enquiries				
Website Hits: Month prior to event				
Website Hits: Monthly average				

Notes
1. Attendance is number of person site visits
2. Marketing expenses include event related expenditures such as part-time staff, advertisements, printed materials (coupons, brochures, passports)
3. Operator time includes hours devoted to planning, holding, and debriefing the event
4. Staff rate is average rate
5. Enquiries include phone and email enquiries

Aussi disponible en français.