

GUELPH 2025 - Drink Results			
Vendor	Token	Tokens/Hour	\$/Hour
Anonymous #1	572	57.20	\$143.00
Anonymous #2	635	63.50	\$158.75
Anonymous #3	845	84.50	\$211.25
Anonymous #4	925	92.50	\$231.25
Anonymous #5	991	99.10	\$247.75
Anonymous #6	1,014	101.40	\$253.50
Anonymous #7	1,033	103.30	\$258.25
Anonymous #8	1,068	106.80	\$267.00
Anonymous #9	1,115	111.50	\$278.75
Anonymous #10	1,140	114.00	\$285.00
Anonymous #11	1,215	121.50	\$303.75
Anonymous #12	1,397	139.70	\$349.25
Anonymous #13	1,903	190.30	\$475.75
Anonymous #14	2,460	246.00	\$615.00
Anonymous #15	3,000	300.00	\$750.00
	19,313	128.75	\$321.88
Drink Exhibitor Total Tokens	19,313		
Attendee to Drink Exhibitor Ratio Goal (From Portal)	131		
Actual Attendee to Drink Exhibitor Ratio	140	9.47	Above Target
Average Tokens Per Drink Exhibitor Goal	1,048		
Average Tokens Per Drink Exhibitor	1,124	76	Above Target
Drink Exhibitor Total Revenue	\$48,282.50		
Average Revenue Per Drink Exhibitor Goal	\$2,620.00		
Average Revenue Per Drink Exhibitor	\$3,017.66	\$397.66	Above Target
Average Tokens Sold Per Hour Per Drink Exhibitor	128.75		
Average Revenue Sold Per Hour Per Drink Exhibitor	\$321.88		
Tickets Sold	2,248		
Actual Attendance	2,107		
Average Spend PP on Drinks Goal	\$20.00		
Average Spend PP on Drinks	\$22.92	\$2.92	Above Target
Our prediction of 2,100 was almost spot on but the averages are higher due to one drink exhibitor cancelling at the last minute. Overall very happy with the results, hit our targets and had respectable numbers for an arena event.			