

HAMILTON 2025 - Drink Results			
Drink Exhibitor	Tokens	Tokens/Hour	\$/Hour
Anonymous #1	971	64.73	\$161.83
Anonymous #2	1,261	84.07	\$210.17
Anonymous #3	1,278	85.20	\$213.00
Anonymous #4	1,361	90.73	\$226.83
Anonymous #5	1,379	91.93	\$229.83
Anonymous #6	1,406	93.73	\$234.33
Anonymous #7	1,456	97.07	\$242.67
Anonymous #8	1,485	99.00	\$247.50
Anonymous #9	1,615	107.67	\$269.17
Anonymous #10	1,744	116.27	\$290.67
Anonymous #11	2,010	134.00	\$335.00
Anonymous #12	2,030	135.33	\$338.33
Anonymous #13	2,067	137.80	\$344.50
Anonymous #14	2,420	161.33	\$403.33
Anonymous #15	3,108	207.20	\$518.00
Anonymous #16	4,469	297.93	\$744.83
	30,060	125.25	\$313.13
Drink Exhibitor Total Tokens	30,060		
Attendee to Drink Exhibitor Ratio Goal (From Portal)	211		
Actual Attendee to Drink Exhibitor Ratio	211		
Average Tokens Per Drink Exhibitor Goal	1,688		
Average Tokens Per Drink Exhibitor	1,768	80	Above Target
Drink Exhibitor Total Revenue	\$75,150.00		
Average Revenue Per Drink Exhibitor Goal	\$4,220.00		
Average Revenue Per Drink Exhibitor	\$4,696.88	\$476.88	Above Target
Total Drink Exhibitor Profit	\$40,581.00		
Average Profit Per Drink Exhibitor Goal	\$2,278.80		
Average Profit Per Drink Exhibitor	\$2,536.31	\$257.51	Above Target
Average Tokens Sold Per Hour Per Drink Exhibitor	125.25		
Average Revenue Sold Per Hour Per Drink Exhibitor	\$313.13		
Tickets Sold	3,823		
Actual Attendance	3,381		
Average Spend PP on Drinks Goal	\$20.00		
Average Spend PP on Drinks	\$22.23	\$2.23	Above Target
NOTES: The winter storm really hurt the Saturday Sales and turnout. Even though we sold a few more tickets than last year, the attendance number was much lower mainly due to the Saturday. Based on attendance numbers from Friday, we added more tickets for sale for Saturday knowing a significant amount of people may not show up. This was the right call to make and we're happy with the results. These numbers could have been much higher if it wasn't for the weather but also could have been much lower had we not sold so many tickets in advance.			