



Weekly Data Collection Form

www.cellardoormetrics.com

**Complete form and
fax to
08 8223 5750**

Track, measure, compare and enhance your performance with CellarDoorMETRICS®

Cellar Door Name	Week beginning Monday ___/___/___
Contact Name	
Address	
Phone	Fax

Cellar Door	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<small>(Tick if normal trading day)</small>							
Visitors Count (#)								
Sales Transaction Count (#)								
Bottles / Units Sold (#)								
Wine Sales (Revenue)								
Merchandise and Produce Sales (Revenue)								
Service Sales (Revenue)								
Food & Beverage Sales (Revenue)								

Functions								
Guest Count (#)								
Function Sales (Revenue)								

Restaurant								
Guest Count (#)								
Food & Beverage Sales (Revenue)								

Accommodation								
Room Nights (#)								
Accommodation Sales (Revenue)								

Name of event during time period:	National, State, Regional or Cellar Door	Start Date	End Date

Data Collection Notes

1. Bottles / units sold means single bottles of wine including promotional giveaways, but excluding tasting stock.
2. Sales Transaction Count is the total number of transactions of service, merchandise, bottles, food & bev. sales through your cellar door.
3. Merchandise and produce includes all non-wine products such as olive oil, preserves, gifts, merchandise etc.
4. Service sales includes all non-product sales such as tasting charges, winery tours etc.
5. Cellar door food and beverage includes all food and beverages served in the tasting room. This excludes any food and beverages served in a restaurant or café with a menu.
6. Restaurant food and beverages includes all food and beverages served in a restaurant or café with a menu.
7. Room nights is the number of rooms occupied, not the number of people occupying the rooms.

Data Entry and Reporting

After completion of this Data Collection Form fax it to 08 8223 5750. We will enter your weekly data and send you monthly summary reports. CellarDoorMETRICS provides trend analysis for your cellar door and comparative analysis against other cellars in your region, state and nationally. Cost per month is \$30 (ex GST). For more information, visit www.cellardoormetrics.com, or phone 08 8203 5100.