

Daily Gate Attendance Report Template



There are many uncontrollable factors that affect general admission, such as weather, holidays, and current events.

Planning a promotional campaign that leverages these type of factors to your museum's advantage can be the 5% + increase in your gate attendance. To benchmark these factors, we recommend the following daily gate attendance template:

Date:		
Weather:		
Day:	Holiday:	
General Admission:		
General Admission Counts:	12pm:	2pm:
Total Attendance (includes tours):		
Paid Attendance:		
Prior Year Attendance:		
Budgeted Attendance:		
Non-Paid Attendance:		

