

Summary Report

Selection Criteria

Report Number: 0004 0

- Denotes where data either does not exist or is unavailable to protect privacy. (Refer to notice below)

Cellar Door: Cellar Door 63

Date Range: 01 Feb 2008 to 29 Feb 2008

Trading Days: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Area Results

Selected Cellar Door	McLaren Vale				South Australia				Australia				
	AUD \$5M +		Tourism Region		AUD \$5M +		State		AUD \$5M +		Country		
	% P	Avg	% P	Avg	% P	Avg	% P	Avg	% P	Avg	% P	Avg	
Sales AUD \$													
Cellar Door - Wine Sales	\$40,683	37	\$24,950	55	\$23,791	60	\$28,857	64	\$25,113	53	\$53,055	52	\$33,937
Cellar Door - Merchandise & Produce Sales	\$7,489	37	\$1,682	42	\$1,098	43	\$1,390	42	\$1,621	40	\$2,501	40	\$2,661
Cellar Door - Service Sales	\$0	-	-	29	\$380	21	\$443	23	\$409	22	\$767	21	\$493
Cellar Door - Food & Beverage Sales	\$9,557	-	-	28	\$1,558	33	\$6,168	25	\$4,299	22	\$4,936	22	\$3,801
Cellar Door	\$57,729	31	\$28,264	40	\$25,311	40	\$33,078	39	\$27,814	35	\$57,287	34	\$37,712
Functions	\$48,136	-	-	-	-	18	\$2,874	18	\$2,804	10	\$13,998	8	\$26,711
Restaurant	\$30,452	-	-	-	-	42	\$2,493	37	\$14,446	29	\$36,424	27	\$42,097
Accommodation	-	-	-	-	-	-	-	-	-	60	\$712	34	\$2,240
Total Sales	\$136,317	32	\$47,643	39	\$31,901	36	\$38,047	37	\$30,713	31	\$67,743	31	\$47,891
Count													
Cellar Door - Visitors Count	1,107	37	1,394	55	816	60	1,327	64	952	54	2,422	53	1,406
Cellar Door - Sales Transaction Count	546	37	697	55	408	60	663	63	476	54	1,211	53	703
Cellar Door - Bottles / Units Sold	2,099	37	1,503	55	1,597	60	2,196	64	1,682	53	3,347	52	1,982
Functions - Guest Count	489	-	-	-	-	18	5	18	42	10	197	8	379
Restaurant - Guest Count	351	-	-	-	-	42	89	38	374	29	1,237	27	1,076
Accommodation - Room Nights	-	-	-	-	-	-	-	-	-	60	539	34	376
Average Visitor Spend													
Cellar Door - Bottles / Units per Visitor	1.9		1.1		2.0		1.7		1.8		1.4		1.4
Cellar Door Sales per Visitor	\$52		\$20		\$31		\$25		\$29		\$24		\$27
Functions Sales per Guest	\$98		-		-		\$616		\$68		\$71		\$71
Restaurant Sales per Guest	\$87		-		-		\$28		\$39		\$29		\$39
Accommodation Sales per Room Night	-		-		-		-		-		\$1		\$6
Transaction Ratios													
Cellar Door - Visitor Conversion Rate	49%		50%		50%		50%		50%		50%		50%
Cellar Door - Average Sales Transaction Amount	\$106		\$41		\$62		\$50		\$58		\$47		\$54

Area Results

Selected Cellar Door	McLaren Vale		South Australia		Australia		
	AUD \$5M +	Tourism Region	AUD \$5M +	State	AUD \$5M +	Country	
	Avg	Avg	Avg	Avg	Avg	Avg	
Sales %							
Wine Sales % of CD	70%	88%	94%	87%	90%	93%	90%
Merchandise & Produce Sales % of CD	13%	6%	4%	4%	6%	4%	7%
Service Sales % of CD	0%	-	2%	1%	1%	1%	1%
Food & Beverage Sales % of CD	17%	-	6%	19%	15%	9%	10%
Cellar Door % of Total	42%	59%	79%	87%	91%	85%	79%
Functions % of Total	35%	-	-	8%	9%	21%	56%
Restaurant % of Total	22%	-	-	7%	47%	54%	88%
Accommodation % of Total	-	-	-	-	-	1%	5%
Total Sales	100%	100%	100%	100%	100%	100%	100%
Area Participation							
No. Cellar Doors			53		299		1494
Cellar Doors Registered			16		54		172
Registration Percentage			30%		18%		12%
Participation Percentage			46%		47%		37%

IMPORTANT NOTICE - Please read this report in conjunction with the Interpretation Notes.

CellarDoorMETRICS protects the privacy of contributors' data by ensuring that no data is reported unless there are at least 3 data contributors for that level of aggregation. This test occurs at the cell (intersection of row and column) level. CellarDoorMETRICS does not calculate row and column totals/averages by adding the cell values on the report. They are calculated directly from the database, again checking for a minimum of three data contributors at that level of aggregation. The implication of this is that the sum/average of cell values may not add up to the total/average for any given row or column. If this is the case, the total for the row or column is correct as it is operating at the higher level of aggregation and will therefore include data that may not be included at a lower level of aggregation.

The Participation Percentage (%P columns above) is based upon the percentage of registered cellar doors contributing data for the time period selected. If %P is less than 70% then care should be taken in generalizing this result.

