

WORKSHEET 8: INQUIRY & SALES TRACKING SHEET

Identify in Column A the specific marketing activities you undertake (for example, your website, other websites you are listed on and any travel guides in which you advertise or marketing campaigns in which you participate).

Column B can be used to track the number of inquiries generated from those particular activities and Column C can be used to track the number of sales generated from those activities.

	COLUMN A Marketing Activity	COLUMN B # of Inquiries	COLUMN C # of Sales
Website			
Travel Guides			
Advertising Media			
Campaign(s)			
Brochure			
Visitor Information Centre			
Friend or Referral			
Trade Show			
Other			