

# Sequim Open Aire Market

## *2006 Season - How We Did!*

<b>Date</b>	<b>Daily Sales</b>	<b>Sales Rank</b>	<b>Vendors</b>	<b>Average Sales Dollars/Vendor</b>
May 20	\$6,930	13	41	\$169
May 27	\$6,249	18	30	\$208
June 3	\$6,600	15	35	\$189
June 10	\$7,093	12	45	\$158
June 17	\$5,888	21	37	\$159
June 24	\$6,837	14	42	\$163
July 1	\$11,035	2	43	\$257
July 8	\$7,841	9	41	\$191
July 15	\$9,160	5	35	\$262
July 22	\$5,550	22	35	\$159
July 29	\$8,405	8	39	\$216
August 5	\$7,433	10	43	\$173
August 12	\$9,403	4	39	\$241
August 19	\$7,360	11	42	\$175
August 26	\$8,670	7	43	\$202
September 2	\$10,371	3	45	\$230
September 9	\$6,246	19	30	\$208
September 16	\$8,709	6	36	\$242
September 23	\$6,335	17	34	\$186
September 30	\$6,162	20	33	\$187
October 7	\$6,413	16	36	\$178
October 14	\$14,639	1	44	\$333
<b>Total</b>	<b>\$173,995</b>		<b>39 (avg.)</b>	<b>\$205</b>
2005 Season	\$119,031		31 (avg.)	\$183
2004 Season	\$116,805		34 (avg.)	\$165
2003 Season	\$123,000		34 (avg.)	\$173

### Observations:

- ❖ In 2006 we had 7 Saturdays (a full one-third of our days this year) with sales totals above our previous daily best, \$8,409;
- ❖ We had one \$10,000+ day in three different months – July, September and October;
- ❖ The “Christmas at the Market” promotion was hugely successful with the year’s highest-average sales \$/vendor;
- ❖ “Lavender Festival Saturday” was our second-highest average sales \$/vendor.