

## Return Rate - Are we repelling too many visitors?

Enter the requested data in the yellow shaded boxes. **Instructions in bold are for PDF file users to calculate manually.**

Number of visitors four months ago

Total first time, local visitors a full four months earlier

Number of visitors who have returned

Total first time, local visitors who came for the first time four month ago, and have come back at least once since then

Guest return rate

Four month rate

**Count the number of local adult visitors in any given month, and keep track of whether or not these specific visitors return over the next four months. Divide the number who return by the total who came in that month.**

This number typically ranges from 20 to 40% and can vary widely from month to month. It is best to keep track of this for several months, and then add all the total number of returning guests and divide by the total number of guests who have come the first time.

If the number in the green box is on the high side of the range, you are probably doing a good job of welcoming guests when they first start coming! If on the low side, you may not be making them feel welcome enough to give you a second chance.

The best way to find out is to ask them. See our online **Guest Survey**.

[Suggestions on how to make visitors feel more welcome can be found on pages 13-17 and 19-24 of The Membership Journey.](#)