

CLICK COUNTING

PROCESS

Click counting is a manual counting method in which an employee (a volunteer or working student, etc.) counts the number of visitors using a hand-held counter or people counter. The location and the structure of the event site are of great importance for this process. It is important to have an employee at every entrance and exit, who clicks the counter every time a visitor enters or leaves the event.

Clicking everyone

Manual clicking a hand counter each time a visitor passes ensures that the total number of visitors entering or leaving the

event through a particular entrance is counted. Staff entrances should also be monitored. For the most accurate count, it is advisable to count everyone during the entire duration of the event and not only random samples.

The use of digital (counting) applications also makes it possible to calculate the total number of people present on the site, in near real-time.

ADVANTAGES

- + **Easy:** little prior knowledge is required. Click counting is easily performed, after a short training or briefing session.
- + **Convenient:** no complex technology or installation required – not even electricity.
- + **Accurate:** the counting method gives a good picture of the number of visitors present throughout the event. If a digital app is used, counting can take place in near real-time.

DISADVANTAGES

- **Double counting:** this counting method does not provide the unique number of visitors. Those who leave and then re-enter the site are counted twice.
- **No flows:** it is not possible with this method to chart visitor flows on the event site.
- **Intensive:** click counting is labour-intensive, as it has to be carried out throughout the event.
- **Maximum capacity:** with large influxes of people the accuracy of the method will decrease. A maximum of $\pm 1,700$ clicks can be made every five minutes.

COST (EXCL. VAT)

The number of counters used depends on the number of event entrances and exits. Hand counters can be purchased online at cost of about €5 each.

Personnel cost depends on the number of entrances and exits and the duration of the event. Reckon on a cost of €12 gross per hour, per temporary worker.

ACCURACY

Click counting has a margin of error of 5% (results of TETRA study Crowd Counting conducted in 2021). This means that if click counting indicates, for example, 1000 people, the actual number of people is between 950 and 1050.

POTENTIAL SUPPLIERS

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