

INBOUND INSIDER
**STEPS TO
 SUCCESS**

POWERED BY
ALON
 MARKETING
 GROUP

Confidential Internal Rate Matrix

Activities	Adult					Student/Child (Indicate age range)				
FIT	NET	NET	NET	NET	NET	NET	NET	NET	NET	NET
	RETAIL	Travel Agent & Group Leader 10%	Tour Operator 20%	Wholesaler 25%	Receptive Operator 30%	RETAIL	Travel Agent & Group Leader 10%	Tour Operator 20%	Wholesaler 25%	Receptive Operator 30%
Guided Tours										
Street Art Bike Tour	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30	\$49.00	\$44.10	\$39.20	\$36.75	\$34.30
Sweet Spots Bike Tour	\$89.00	\$80.10	\$71.20	\$66.75	\$62.30	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30
Urban Farming Bike Tour	\$89.00	\$80.10	\$71.20	\$66.75	\$62.30	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30
Walking Food Tour	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30	\$69.00	\$62.10	\$55.20	\$51.75	\$48.30
Segway Tour	\$84.00	\$75.60	\$67.20	\$63.00	\$58.80	\$84.00	\$75.60	\$67.20	\$63.00	\$58.80
Bicycle Rentals										
Day Bike Rental	\$30.00	\$27.00	\$24.00	\$22.50	\$21.00	\$20.00	\$18.00	\$16.00	\$15.00	\$14.00
						(kids bike)	(kids bike)	(kids bike)	(kids bike)	(kids bike)
						\$15.00	\$13.50	\$12.00	\$11.25	\$10.50
						(child seat)	(child seat)	(child seat)	(child seat)	(child seat)
GROUP										
Street Art Bike Tour	x	\$62.10	\$49.68	\$46.58	\$43.47					
Sweet Spots Bike Tour	x	\$80.10	\$64.08	\$60.08	\$56.07					
Urban Farming Bike Tour	x	\$80.10	\$64.08	\$60.08	\$56.07					
Walking Food Tour	x	\$62.10	\$49.68	\$46.58	\$43.47					
Segway Tour	x	\$75.60	\$60.48	\$56.70	\$52.92					

This is an internal working document not to be shared with travel trade or sales prospects. The tiered pricing is set for each level of the travel trade to be in alignment with the Travel Trade Distribution Channel.

These percentages are standard to the industry. You can round the tier percentages up or down for easy even accounting numbers. If you cannot conform to these percentages, still create tiers but at lower percentages.

Group Retail is your standard group rate and is also the standard rate for your Travel Agents & Group Leaders since it is already a step down from your retail. This rate is not confidential and can be public. It is understood that in some cases for some businesses, group rates are more than FIT rates due to additional resources & time needed.

This area is for important operational or staff sales notes when negotiating or discussing rates with prospective travel trade buyers. It is useful information for other/new staff to understand your rationale in pricing.

*Bike tour prices include bike and helmet
 *Segway participants must be at least 12 years old and 100-260 lbs. (45 kg-117 kg) with a parent or 18 years old
 **Infants on Bike Tours - only pay for the cost of baby seat rental - \$10

Additional tips:

DMC products and services are generally custom designed. Set unique pricing for the DMC and they will mark it up to their clients who will mark it up to their client.

If you combine your products and services into packages with your partners, it makes it easier for the travel trade and a one-stop-shop however, this must be financially managed by supplier partners.

If you follow NET pricing guidelines, you will earn travel trade loyalty, buyer contracts and maintain rate integrity for the travel trade