

INBOUND INSIDER  
**STEPS TO  
 SUCCESS**

POWERED BY  
**ALON  
 MARKETING  
 GROUP**

<b>Sample FIT/Group Restaurant - Confidential Internal Rate Matrix</b>				
<b>Group Menus</b>				
	<b>RETAIL/One Time - NET Travel Agent &amp; Group Leader 10%</b>	<b>NET Tour Operator 20%</b>	<b>NET Wholesaler 25%</b>	<b>NET Receptive Operator 30%</b>
<b>Lunch</b>				
<b>3 Price Points – Name the menu accordingly for each tier</b>				
Budget	<b>\$25.00</b>	\$20.00	\$18.75	\$17.50
Moderate	<b>\$35.00</b>	\$28.00	\$26.25	\$24.50
DMC or High End	<b>\$50.00</b>	\$40.00	\$37.50	\$35.00
<b>Dinner</b>				
<b>3 Price Points – Name the menu accordingly for each tier</b>				
Budget	<b>\$60.00</b>	\$48.00	\$45.00	\$42.00
Moderate	<b>\$75.00</b>	\$60.00	\$56.25	\$52.50
DMC or High End	<b>\$100.00</b>	\$80.00	\$75.00	\$70.00
<b>NOTES:</b>				

This is an internal document not to be shared with travel trade or sales prospects. The travel trade facing sample menus you create will reflect this pricing for each

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.

**For FIT pricing and menus:**  
 Create simplified everyday menu items indicative of the

This area is for important operational or 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. List 'qualifying' questions here so the person negotiating with a travel trade buyer knows how to field the inquiries.

Group Retail is your standard group rate and is also the standard rate for your Travel Agents & Group Leaders since it is a step down from your retail. This rate is not confidential and can be public.