

DIFFERENTIAL

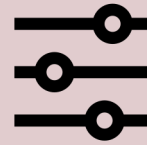


Static / fixed pricing

Consistent pricing across opening hours and days (or seats, in a seated attraction). May include concessionary rates or surcharges off the standard price. Prices are set for a medium/long period – e.g. a season or year.

Easiest for the buyer to understand, but generally unsuitable for modern visitor experience attractions.

Likely to leave significant revenue potential untapped, and price some visitors out of the market.



Variable pricing

Prices vary by a value fence such as day of week, time of day, or level of experience (e.g. in a seated attraction, by the proximity of the seat to the stage / performance area). Prices are set for a medium/long period – e.g. a season or year.

Suitable for most attractions where supply routinely exceeds demand, or where repeat visitation is built into the operating model.

Can very substantially increase revenue, while spreading demand and offering a range of price points from accessible to premium and gives buyer transparency and certainty over what they will pay.

DYNAMIC



Dynamic pricing

Prices may change with varying degrees of frequency, based on a range of factors such as % capacity sold in an area, total % capacity sold, speed of sales, or weather. Prices would most commonly be adjusted daily or weekly.

Most suitable for attractions with unpredictable demand, consistently high demand, or where the operating model relies on maximising income from a single visit.

Allows an attraction to hedge its bets in an uncertain market or can be transformational in a high-demand setting – but often comes with a loss of transparency and certainty for the buyer.