

Tiered Pricing

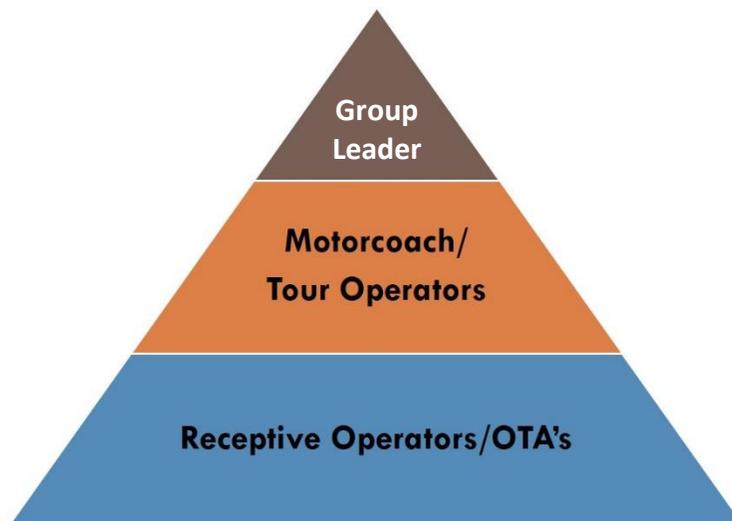
Graduated pricing structure designed to offer professional operators or buyers percentage discounts on a tour. Depending on the position, the sellers offer special tiered rates to protect the relationship of the buyer. Each level must mark-up the price to realize a profit, still offering the consumer a cost-effective tour package.

Group Leader: Person responsible for the selection & purchase of a tour for which their organization members might like to include as a destination. They are usually in charge of member-based organizations, like churches, senior centers, schools, etc. Can book tour on own or work with an operator or receptive.

Motorcoach Operator: Person who owns motorcoaches and deals with tour planning. Can book tours for Group Leaders or put together retail packages for individual travelers to purchase.

Tour Operator: Person who arranges tours but does not own motorcoaches. Can book tours for Group Leaders or put together retail packages for individual travelers to purchase.

Receptive Operator: Person who provides some or all of the components of a tour package for resale to an operator or a group leader. Usually local to the area/destination.



For example:

Standard price: \$36 per person
Group Leader Price: \$33 per person
Operator Price: \$31 per person
Receptive Price: \$29 per person