

# On the Map - Ashford & Tenterden's Visitor Economy Programme

Pricing & Packaging Visitor Experiences



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# Overview

10:30AM	Packaging your product
10:45AM	Roundtable discussion
11:00AM	Pricing - planning your costs
11:15AM	Pricing tool
11:30AM	Close



# Welcome

## **Alanna Kite**

Senior Destination Development Manager

Visit Kent

## **Hollie Du Preez**

Destination Development Director

Visit Kent



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# Packaging your visitor experience



# Why consider packaging?



**Consumers are looking for...**

**unusual**  
**memorable**  
**immersive**  
**authentic**

# Packaging options



**Active experiences + Indoor activities such as wine tasting or comedy**



**Wine tasting and Foraging + Accommodation**



**Golf + Creative experiences + Unusual dinner venues**



**Wine tasting + Luxury Glamping experiences or retreats**



**Fine dining & wine tasting at vineyards + Immersive theatre experiences**

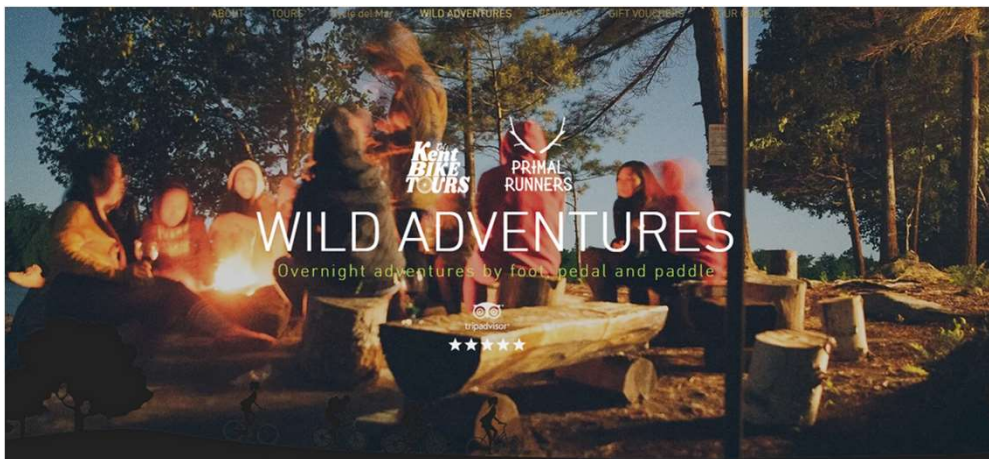


**Foraging + Bike tours**



# Wild Adventures Col's Kent Bike Tours and Primal Runners

From  
**£180pp**



Our Wild Adventures offer an exciting range of activities for thrill-seekers who love to explore the great outdoors. With options such as guided cycling & trail running tours through the Kent countryside and quaint villages, kayaking along the River Stour, woodland mindfulness, forest tours, wild swimming, and campfire feasting with our expert chefs, you'll have an unforgettable weekend filled with adventure.

Our wild camping location is a private twelve-acre ancient Kent woodland, where you'll stay in a lush bell tents, set up and ready for a tranquil night's sleep amongst the trees. Imagine waking up to the sound of birds singing and the smell of fresh forest air, ready for another day of adventure.



# Historic Tour and Dinner

## A Cook's Tale and Canterbury Ghost Tours

From  
**£50pp**  
Fri, Sat, Sun



The Cook's Tale  
RESTAURANT

[Home](#) [Menus](#) [Book a Table](#) [Gift Vouchers](#) [Cookery Classes](#) [Culinary Holidays](#) [About](#) [Canterbury Experiences](#) [More](#)

Historic City Tour Experience  
Historic Tour and Dinner



An entertaining blend of history, humor and haunting amongst the old city. Meet the ghost hunter for a 90 minute tour of the spooky side of Canterbury's history. After the tour you will be taken to The Cook's Tale Restaurant where you will relax over a 3 course A la Carte dinner.

### What to expect (3 hours):

18:30 Meet your host at the cook's tale restaurant and enjoy a cup of tea or coffee

19:00 Tour starts - lasts approximately 1.5 hours

20:30 Your host will escort you to the Cook's tale restaurant

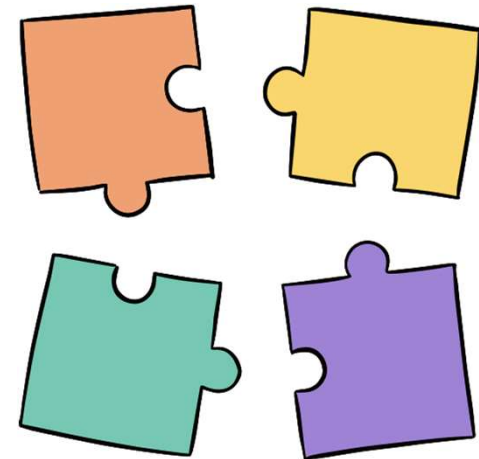
20:45 Enjoy a 3 course meal at the cook's tale restaurant, including a starter, main and dessert

# Building the right package

*Things to consider...*

- Who's the audience?
- What will you include?
- Timings
- What partners will you need?
- What price will you sell it at?
- How will you brand your new package?
- How will you and partners promote the product?
- What are the agreed terms of operation?

Remember to consider the  
Package Travel and Linked  
Travel Arrangements  
Regulations 2018  
when product bundling



*Discussion:*

# What could your package options look like?



# Pricing your visitor experience



# Pricing it right

- Your costs plus a profit margin
- Distribution and/or marketing costs
- How much your target market is prepared to pay
- Your competitors' pricing
- Comparisons in the region and around the country
- Seasonality
- Per person, per group, or private group



**Make sure your price is financially sustainable and consistent**

# What should a price include?

Overheads (e.g. insurance, admin, IT systems)

Fixed costs (e.g. transport, your time)

Variable costs (e.g. refreshments)

Profit margin

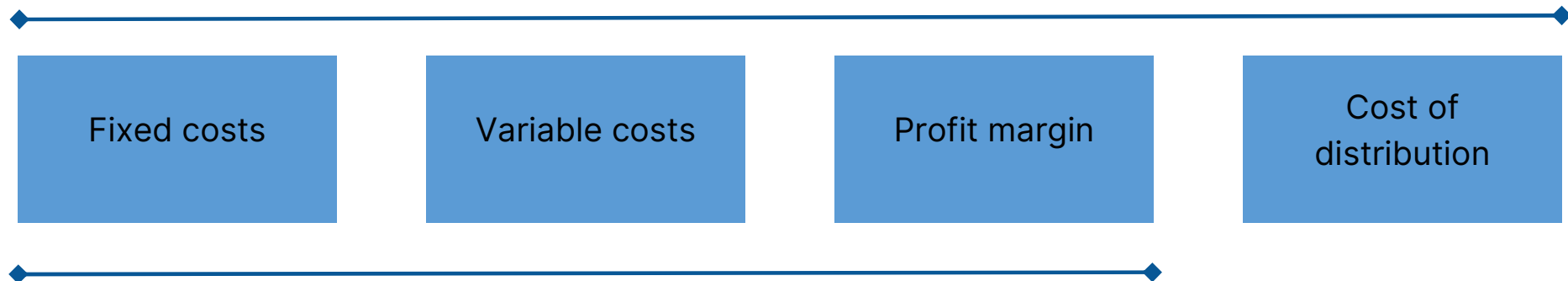
Cost of distribution

VAT (if applicable)

# Navigating net rates

When working with tour operators or OTAs, you will either make a percentage commission payment or they will pay you a net rate with the percentage already removed.

## Gross (retail) rate



## Net rate



**Don't just add the cost of commission on top of your public prices**

# What will people pay for?



FOOD AND DRINK EXPERIENCES

## Brewery Tour with Tastings for Two at Hawkstone Brewery

★★★★★ (8) • [1 Location in the UK](#)

👉 **20% off experiences today.** Use code **FEB20** at checkout to save. [exclusions apply](#)

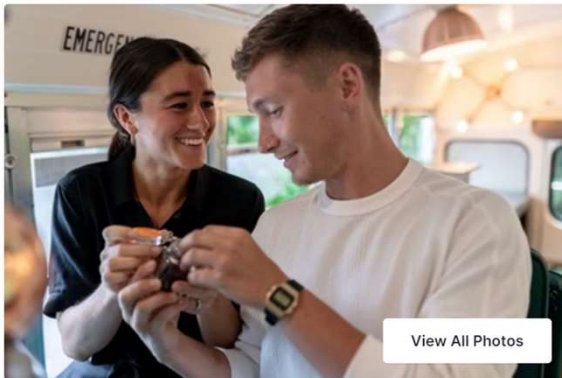
£49

Add To Basket

Make 3 payments of £16.33. **Klarna.** [Learn more](#)  
18+, T&C apply, Credit subject to status.

### What's Included

- ✓ Tour and tasting for two at The Hawkstone Brewery
- ✓ Learn the rich history of the brewery from expert guides
- ✓ Discover the processes that go into each lager
- ✓ Generous samples along the way
- ✓ Experience gift pack including personalised voucher and message card



FOOD AND DRINK EXPERIENCES

## Craft Your Own Rum and Learn The History with Cocktails for Two at Devon Rum School

★★★★★ (1) • [1 Location in the UK](#)

👉 **20% off experiences today.** Use code **FEB20** at checkout to save. [exclusions apply](#)

£110

Add To Basket

### What's Included

- ✓ Craft your own rum with cocktails at Devon Rum School
- ✓ Uniquely situated within a classic American school bus
- ✓ 2 hour experience for two
- ✓ Taste different botanicals and spices
- ✓ Rum punch cocktail on arrival
- ✓ Learn all about the history of rum
- ✓ Craft your own 70cl bottle of rum including the label and deciding when to cut the rum run



# What will people pay for?



[View All Photos](#)

FOOD AND DRINK EXPERIENCES

## Totally Wild Foraging, Cookery and Lunch for Two

★★★★★ (149) • 18 Locations in the UK

20% off experiences today. Use code FEB20 at checkout to save. [exclusions apply](#)

£140

Add To Basket

Make 3 payments of £46.66. [Klarna](#). [Learn more](#)  
18+, T&C apply. Credit subject to status.



[View All Photos](#)

FOOD AND DRINK EXPERIENCES

## One Night Waddesdon Break with Dinner and Wine Tasting in the Rothschild Wine Cellars for Two

2 Locations in the UK

20% off experiences today. Use code FEB20 at checkout to save. [exclusions apply](#)

£239

Add To Basket

### What's Included

- ✓ 6 hour foraging course for two at Totally Wild
- ✓ Cook a wild food lunch to enjoy
- ✓ Learn the ins and outs of foraging from a professional
- ✓ Sample delicious tasters
- ✓ Experience gift pack including personalised voucher and message card

### What's Included

- ✓ Spend one night at the Five Arrows Hotel
- ✓ Perfectly located to explore nearby attractions such as Bicester Village
- ✓ Explore traditional, Victorian-inspired formal gardens
- ✓ Access to Waddesdon Manor House and Grounds
- ✓ £30 allowance for dinner each at a 2AA rosette restaurant
- ✓ Breakfast in the morning
- ✓ See an exceptional collection of historic Rothschild claret dating back to 1868
- ✓ Sample two wines from the unparalleled portfolio
- ✓ Admission to Waddesdon Grounds
- ✓ Explore Waddesdon's 19th-century gardens

# Calculating your price

	Individual booking	Group booking
<b>Fixed Costs</b>		
Staff time of guide	£150.00	£37.50
Booking administration time	£10.00	£10.00
Transport	£10.00	£2.50
Transaction / booking fee	£2.00	£2.00
Other	£0.00	£0.00
<b>Variable costs</b>		
Refreshments and meals	£15.00	£15.00
Entry fees	£10.00	£10.00
Equipment hire	£0.00	£0.00
Other	£0.00	£0.00
<b>Distribution costs</b>		
OTA booking fees	15.0%	£22.50
Tour operator commission	0.0%	£0.00
<b>Overheads (proportion)</b>		
Insurance and licences	£0.50	£0.50
Marketing costs	£1.00	£1.00
IT systems	£0.50	£0.50
Premises	£5.00	£5.00
Other	£0.00	£0.00
<b>Total costs</b>		£106.50
<b>Retail rate excl. VAT</b>		£125.00
<b>VAT</b>	20.00%	£25.00
<b>Retail rate incl. VAT</b>		£150.00
<b>Commissionable net rate excl. VAT</b>		£102.50
<b>Profit</b>		£43.50
<b>Profit margin</b>		29.00%

Minimum numbers	4
Group size	10

Only update figures in red cells

This tool is for demonstration purposes and all figures should be checked by the provider

# Final workshop



**Working with Influencers**

Thursday 21 March, 10:30-11:30

# Next Steps

## **Rural prosperity fund:**

<https://www.ashford.gov.uk/business/get-business-support/rural-england-prosperity-fund-grants/>

## **On the Map campaign:**

Coming soon



# Thank you for joining us!



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