

DIFFERENTIAL	DYNAMIC	
		
Static / fixed pricing	Variable pricing	Dynamic pricing
<p>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.</p>	<p>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.</p>	<p>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.</p>
<p>Easiest for the buyer to understand, but generally unsuitable for modern visitor experience attractions.</p>	<p>Suitable for most attractions where supply routinely exceeds demand, or where repeat visitation is built into the operating model.</p>	<p>Most suitable for attractions with unpredictable demand, consistently high demand, or where the operating model relies on maximising income from a single visit.</p>
<p>Likely to leave significant revenue potential untapped, and price some visitors out of the market.</p>	<p>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.</p>	<p>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.</p>