



# **A Guide to What Things *Should* Cost.**

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# Welcome to Another “New Normal”

- **Hotel prices have skyrocketed.**

- Plan ahead and be flexible -- 3 locations and 3 dates.

- **Spring is more expensive.**

- Switch it up -- big retreats in the fall, modest meetings in the spring.

- **Hybrid is not the friend you think it is.**

- Pick Zoom or in-person -- save money and get better attendance.

# Hotel Pricing

- **Aim for \$200 per night, max out at \$260.**
- **Perception is important, pick 3 or 4 star hotels.**
- **Keep an eye on those resort fees and tourism taxes.**
- **The later you are in planning, the fewer will attend...  
and the less negotiating power we have!**

# Dinner Pricing

- **All in at \$150 per person (including drinks & appetizers).**
- **Wine per bottle should be less than \$65.**
- **Cocktails need to be middle tier, typically called “premium” -- not wells, but not top shelf.**
- **When budgeting, don't forget the service fees (typically 20-25%) and any required or added gratuity!**

# A/V Pricing

- ❑ **Projector & Screen Packages will run you \$3k per day.**
- ❑ **Pick a hotel with free meeting wi-fi, otherwise you're looking at around \$40 per person.**
- ❑ **Service fees, Set-up & Strike, OH MY!**  
**(these on average make up 30-40% of your total A/V bill)**

# Travel Pricing

- **Encourage attendees to book flights early.**
  - Direct flights are cheaper. Southwest typically has less fees.
  - Covering baggage & early check-in fees are ok -- never business or first class upgrades.
- **If you fly, take a taxi/ride share -- no rental cars!**
  - If you do approve rental cars, get the discount code from SBOT, and don't get additional insurance.
- **Know your reimbursement policy.**

# Tips & Take Aways

- **Having a pricier meeting? Balance it out with a free Zoom meeting next time.**
- **Trying to spend down? Don't go wild -- Set a max rate and/or adopt a spend down policy.**
- **Plan, plan ahead... and don't be afraid to ask for help!**



**thank you!**