

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

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## Welcome to Another "New Normal"

### Hotel prices have skyrocketed.

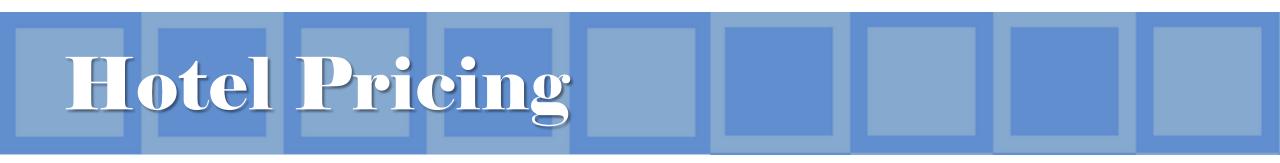
Plan ahead and be flexible -- 3 locations and 3 dates.

### 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.



□ Aim for \$200 per night, max out at \$260.

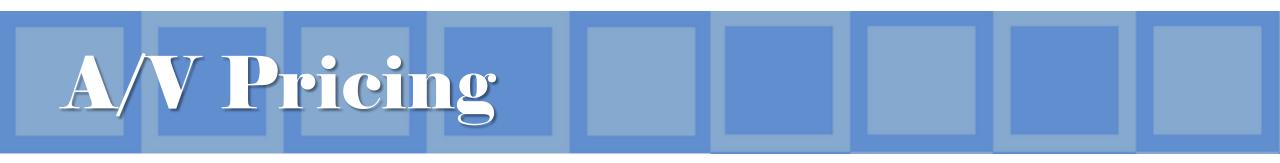
Perception is important, pick 3 or 4 star hotels.

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!



- □ 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!



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 <u>don't</u> 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!

