

# ATTRACTION TICKETING & PRICING ARCHITECTURE TOOL

Universal Template · Framework Build v1.0

## ABOUT THIS TOOL

A dynamic working tool to build your attraction's product catalogue, price book, discount logic, B2B commission structure, bundle architecture, and ticketing system configuration export. Designed as the single source of truth that feeds your ticketing vendor's implementation.

## DESIGN PRINCIPLE

### COLOUR KEY

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Calculated

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### SHEET DIRECTORY

1. README	Instructions, colour key, and build notes.
2. Config & Lookups	Master dropdown lists — visitor categories, channels, product types, tax codes. Edit once, updates everywhere.
2b. Seasonal Pricing Calendar	Date windows for off-peak / on-peak pricing, linked to discount codes on Sheet 6.
3. Product Catalogue	Master SKU list. One row per sellable product. Flag if timed, access point, active/inactive.
4. Price Book	Per-product pricing grid across all visitor categories. GST-inclusive input; GST-exclusive auto-calculates.
5. Bundle Builder	Bundles as combinations of standard products with a % or \$ discount overlay. No duplicate SKUs.
6. Discounts B2C	Consumer-facing discount codes: promo, seasonal, early bird, loyalty, group size.
7. Commissions B2B	Trade & partner commission structure by channel type with rate card generation.
7b. Tour Operators	Full register of tour operators — contact details, ABN/registration, arrival profiling.
8. Channel & POS Matrix	Which products sell on which channels (web, OTA, trade portal, fixed POS, mobile POS, gate).
9. Access & Capacity Rules	What each ticket unlocks, which capacity pool it draws from, timed mode.
10. Parking	Vehicle categories at parking booking.
11. Revenue Scenario	Lightweight yield calculator — visitor mix + channel split → net revenue per product.
12. Change Log	Version control. Populated as configuration changes are made post-handover.
13. Reporting Hierarchy	Department → Category → Product taxonomy. Drives Finance roll-ups and Marketing per-cap analysis.
14. Booking Data Capture	Every field captured at booking — visitor info, parking, accessibility, marketing opt-in, group details.

### HOW TO USE THIS TOOL — BUILD SEQUENCE

Step 1	Open Sheet 2 (Config & Lookups). Confirm/amend the master lists — visitor categories, channels, product types, tax codes. This is
Step 2	Open Sheet 3 (Product Catalogue). Create one row per product. Flag Go-Live status, access point, timed mode, capacity source.
Step 3	Open Sheet 4 (Price Book). Enter GST-inclusive prices per visitor category. GST-exclusive column auto-calculates.
Step 4	Open Sheet 7 (Commissions B2B). Define commission % per partner. These become your rate cards.

1. README

2. Config & Lookups

2b. Seasonal Pricing Calendar

3. Product Catalogue

4. Price Book

5. Bundle Builder

6. Discounts B2C

7. Commissions B2B

8. Channel & POS Matrix

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