

BREAKEVEN AND PRICING FOR B2C
AND B2B

How to Use the Pricing Calculator for Experiences



Cost Calculations

Cost categories broken down

Payroll Costs

- Staff required
- Number of hours required
- Hourly rate
- PRSI
- Holiday Pay

Variable Costs

- Collateral
- Experience Inclusion
- Other
- Ticket 'Add-Ons'
- Online transaction cost (if applicable)

Fixed Costs

- Rent
- Rates
- Insurance
- Other: Admin and General
 - Utilities
 - Sales and Marketing
 - Maintenance and Repairs