

3-City Tour

location/reach analysis



aldanzopratt
communications

Cost Outlay	Mileage Expense	Housing Expense	Total Expense
Artist 1	517.70	450	967.70
Artist 2	265.98	300	565.98
Artist 3	290.00	150	440.00
Artist 4	265.00	150	415.00
Total	1338.69	1050.00	2388.68

- Total Cost outlay for 3-city tour would be \$2388.68 for travel and lodging.
- Figures still have not accounted for the need for food expense.

Location	Date	Cost	Ticket Price	Goal	Total	Required
Valdosta, Georgia	Friday	1122.10	15	300	4500	75 tickets
Orlando, Florida	Saturday 1	130.20	15	300	4500	9 tickets
Hallandale Beach, Florida	Saturday 2	1136.38	15	300	4500	76 tickets

- At a marginal rate of **\$15.00 per ticket** for all events, one would need to sell approximately **160 tickets** in order to cover hotel and travel expenses.
- Cost per event is based on travel expense as well as lodging; therefore, **The Orlando Concert** is seen as a frill event, as travel would dictate a stop in any event on the way from Valdosta to Hallandale Beach.
- If we were to look at a very generous total of **900 tickets** sold at the 3 events, a total revenue of **\$13,500** would have been accrued, with a expected net profit of approximately **\$11,111.65**.
- A more realistic accounting would suggest that if 150 people attended each concert, the total gate would **\$6750.00** for a net profit of **\$4361.32**

Artist	Total Rooms	Cost Per	Total Nights	Total Cost Per	Tour Total
Artist 4	1	\$75.00	2	\$75.00	\$150.00
Artist 3	1	\$75.00	2	\$75.00	\$150.00
Artist 2	4	\$75.00	2	\$300.00	\$600.00
Artist 1	4	\$75.00	2	\$300.00	\$600.00
					\$1500.00

- For a two evening touring engagement, housing would cost \$1500.00 for all artists based on the following breakdown;
 - 4 rooms for Artist 2 at a total cost of \$600.00
 - 4 rooms for The Artist 1 at a total cost of \$600.00
 - 1 Room for Artist 3 at a total cost of \$150.00
 - 1 room for Artist 4 at a total cost of \$150.00

Artist	Total Rooms	Cost Per	Total Nights	Total Cost Per	Tour Total
Artist 4	1	\$75.00	2	\$150.00	\$150.00
Artist 3	1	\$75.00	2	\$150.00	\$150.00
Artist 2	3	\$75.00	2	\$225.00	\$450.00
Artist 1	3	\$75.00	2	\$225.00	\$450.00
					\$1200.00

- Another scenario does exist that would save \$300.00 overall by consolidating rooms for Artist 2 as well as Southside.
 - 3 rooms for Artist 2 at a total cost of \$450.00
 - 3 rooms for The Artist 1 at a total cost of \$450.00
 - 1 Room for Artist 3 at a total cost of \$150.00
 - 1 room for Artist 4 at a total cost of \$150.00

Artist	Total Rooms	Cost Per	Total Nights	Total Cost Per	Tour Total
Artist 4	1	\$75.00	2	\$150.00	\$150.00
Artist 3	1	\$75.00	2	\$150.00	\$150.00
Artist 2	3	\$75.00	1	\$225.00	\$225.00
Artist 1	3	\$75.00	2	\$225.00	\$450.00
					\$975.00

- A final scenario finds Artist 2 traveling home after the evening concert for a possible savings of \$225.00 for a total outlay of \$975.00 for lodging.

The Artist 1

Mileage Expense

Beginning		Destination	Mileage	Driving Time	Cost/.31 per
Athens, Alabama	to	Valdosta, Georgia	410	7 hours, 6 minutes	\$127.10
Valdosta, Georgia	to	Orlando, Florida	210	11 hours, 59 minutes	\$65.10
Orlando, Florida	to	Hallandale Beach, Florida	219	3 hours, 25 minutes	\$67.89
Hallandale Beach, Florida	to	Athens, Alabama	831	13 hours, 39 minutes	\$257.61
			1670		\$517.70

Hotel Expense

Artist	Hotel Rooms	Cost Per Room	Nights	Total Cost	Total Tour Cost
Artist 1	3	\$75.00	2	\$225.00	\$450.00
Artist 1	4	\$75.00	2	\$300.00	\$600.00

Quantitative Analysis

Total Outlay for the Artist 1 would be **\$967.70** or **\$1117.70**

Artist 2

Mileage Expense

Beginning		Destination	Mileage	Driving Time	Cost/.31 per
Orlando, Florida	to	Valdosta, Georgia	210	7 hours, 6 minutes	\$65.10
Valdosta, Georgia	to	Orlando, Florida	210	3 hours, 25 minutes	\$65.10
Orlando, Florida	to	Hallandale Beach, Florida	219	3 hours, 25 minutes	\$67.89
Hallandale Beach, Florida	to	Orlando, Florida	219	3 hours, 25 minutes	\$67.89
			858		\$265.98

Hotel Expense

Artist	Hotel Rooms	Cost Per Room	Nights	Total Cost	Total Tour Cost
Artist 2	3	\$75.00	2	\$225.00	\$450.00
Artist 2	4	\$75.00	2	\$300.00	\$600.00
Artist 2	3	\$75.00	1	\$225.00	\$225.00
Artist 2	4	\$75.00	1	\$300.00	\$300.00

Quantitative Analysis

There is a range of **\$490.00** to **\$865.98** based on the various rooming factors presented.

Artist 3

Mileage Expense

Beginning		Destination	Mileage	Driving Time	Cost/.31 per
Houston, Texas	to	Valdosta, Georgia	781	12 hours, 31 minutes	\$242.11
Valdosta, Georgia	to	Orlando, Florida	210	11 hours, 59 minutes	\$65.10
Orlando, Florida	to	Hallandale Beach, Florida	219	3 hours, 25 minutes	\$67.89
Hallandale Beach, Florida	to	Houston, Texas	1174.1	18 hours, 22 minutes	\$363.94
			3848		739.04

Hotel Expense

Artist	Hotel Rooms	Cost Per Room	Nights	Total Cost	Total Tour Cost
Artist 3	1	\$75.00	2	\$150.00	\$150.00

Quantitative Analysis

Total Outlay for Artist 3 would be **\$756.05** based on Accrued Mileage plus hotel expense.

Airline Pricing is in the range of **\$178-238** from **Houston to Valdosta** and another **\$109-138** from **Fort Lauderdale to Houston** which would cost a total of approximately **\$440.00** for a weekend engagement in **Mid August**.

Cost of Mileage From Valdosta to Orlando, and from Orlando to Hallandale Beach has been cancelled for Artist 3 as an expense of non-necessity.

Artist 4

Mileage Expense

Beginning		Destination	Mileage	Driving Time	Cost/.31 per
Durham, NC	to	Valdosta, Georgia	531	8 hours, 34 minutes	\$164.61
Valdosta, Georgia	to	Orlando, Florida	210	11 hours, 59 minutes	\$65.10
Orlando, Florida	to	Hallandale Beach, Florida	219	3 hours, 25 minutes	\$67.89
Hallandale Beach, Florida	to	Durham, North Carolina	812	12 hours, 40 minutes	\$251.72
			1772		\$549.32

Hotel Expense

Artist	Hotel Rooms	Cost Per Room	Nights	Total Cost	Total Tour Cost
Artist 3	1	\$75.00	2	\$150.00	\$150.00

Quantitative Analysis

Total Outlay for Artist 4 would be **\$566.33** based on Accrued Mileage plus hotel expense.

Airline Pricing is in the range of **\$145-349** from **Durham to Valdosta** and another **\$111-287** from **Fort Lauderdale to Durham** which would cost a total of approximately **\$415.00** for a weekend engagement in **Mid August**.

As with Artist 3, the cost of Mileage From Valdosta to Orlando, and from Orlando to Hallandale Beach has been cancelled for Artist 4 as an expense of non-necessity.