

MATHS MISSION

Community Tour Enterprise

 YOUR ROLE: TOUR ENTERPRISE MANAGER
 Your Mission

Visitors want to book a day tour to the art centre, sharing only stories and knowledge the community has agreed can be shared.

As Tour Enterprise Manager, you need to decide which of two possible ticket packages to run this season.

 Before You Begin

- Why might a business choose a lower ticket price even if it seems like it would earn less per person?
- What costs do you think a tour business has to pay, whether 1 person books or 20?

 **Talk with a partner: which price do you think will make more money? Guess before you calculate.**

 Background

Tourism ventures are run by many communities as a way to share culture on their own terms, create local jobs, and generate income for community priorities. Getting the pricing and group size right makes the difference between a tour that struggles and one that thrives.

 Step 1 – Cost Per Tour

Every tour costs \$120 for the guide's wage and \$40 for other costs (transport, materials), no matter how many people book.

Calculate the total cost per tour.

- Total cost per tour = \$120 + \$40 = \$_____

 Step 2 – Revenue for Each Package

Package A: ticket price \$35, expected 12 people. Package B: ticket price \$50, expected 8 people.

Calculate the total revenue (money coming in) for each package.

Package	Price	Expected Group Size	Revenue
A	\$35	12	_____
B	\$50	8	_____

 **Compare your revenue numbers with a partner before continuing.**

 Step 3 – Profit and Profit Margin

For each package, calculate profit (revenue – cost), then profit margin as a percentage: (profit ÷ revenue) × 100.

Package	Revenue	Cost	Profit	Profit Margin %
A	_____	\$160	_____	_____
B	_____	\$160	_____	_____

Make a Decision

Which package should the group run this season?

- ☐ Package A — lower price, more visitors
- ☐ Package B — higher price, fewer visitors
- ☐ Neither — explain

Justify your decision using your profit figures. Also consider: besides money, what else might matter — like how many guests the group feels comfortable hosting at once?

: _____
: _____

Mission Challenge

Fuel prices rise, adding \$15 to the 'other costs' for both packages (new total cost per tour: \$175). Recalculate profit and profit margin for both packages.

Package	Revenue	New Cost	Profit	Profit Margin %
A	_____	\$175	_____	_____
B	_____	\$175	_____	_____

Does your recommendation from before still hold? Explain.

: _____

Extension Challenge

Write a rule connecting ticket price and group size to total revenue, for any similar tour.

What is your rule?

 *Talk with a partner before you write your rule.*

My idea: _____

Community Connection

Tourism, art, and cultural-sharing businesses exist across many communities.

- Art centre tours
- Grand Final day trips
- Fishing charters
- Cultural workshops or experiences

What tourism, art, or cultural-sharing businesses exist near you? What do you think matters most to the people who run them, besides money?

: _____

Reflection

Circle how you felt about today's mission:

 Confident  Mostly understood  Needed some help  Found it difficult

What surprised you about comparing the two packages?

: _____

**Bonus Challenge**

Write one sentence of advice to a community thinking about starting a similar tour, based on what you learned today.

: _____

: _____