

The purpose of this policy is to establish consistent pricing standards for the hotel marketplace that ensure fair value to guests, appropriate margins for the property, and compliance with brand standards and quality assurance (QA) requirements. The marketplace is intended to serve as a convenient amenity for guests while maintaining responsible cost control and pricing integrity.

### Pricing Guidelines

#### 1. Cost Review

- The General Manager (GM) is responsible for reviewing the cost paid for all marketplace items on a regular basis.
- Costs must be verified when new items are introduced or when vendor pricing changes.

#### 2. Markup Standards

- Marketplace items should generally be priced at approximately 100% markup over cost (i.e., double the cost paid).
- Markup may be adjusted downward as needed based on market conditions, guest expectations, or competitive pricing.
- Under no circumstances may an item be priced below cost.

#### 3. Employee Discount Consideration

- Employees receive a 50% discount off the retail marketplace price.
- Retail pricing must be set so that the employee discounted price does not fall below the hotel's cost for the item.

#### 4. Guest Value & Convenience

- Pricing should reflect the marketplace's role as a convenience amenity, offering fair and reasonable prices.
- Prices should be competitive enough to encourage guest purchases on property, while still allowing for appropriate markup and profitability.
- Excessive pricing that may discourage guests from purchasing in the marketplace should be avoided.

### Operational Responsibilities

- The General Manager is accountable for the overall management and compliance of the hotel marketplace, including but not limited to:
  - Maintaining an up-to-date item list with accurate descriptions and pricing.
  - Ensuring all items are within expiration dates and rotated appropriately.
  - Regularly reviewing pricing to reflect changes in cost, demand, or market conditions.
  - Ensuring the marketplace is compliant with brand standards, QA requirements, and food safety guidelines.
  - Removing discontinued, expired, or non-compliant items promptly.

### Compliance & Review

☞ This policy should be reviewed periodically to ensure alignment with brand standards, operational goals, and guest satisfaction expectations.

☞ Any deviations from this policy must be approved by ownership or corporate management, if applicable.