

Mastercard Tourism insights /G-Cloud 15 / Lot 2b: Software as a Service (SaaS) pricing

The monthly fees varies according to the number of destinations observed, the number of modules subscribed, number of airports, API (yes or no), number of origins, data refresh frequency (monthly or quarterly).

In line with the Service definition document, the modules are :

- Behaviour
- Accommodation
- Air Connectivity
- Spend
- Sustainability.

All modules are co-dependent. The sustainability module is an « add-on », that can only be provided if the entire platform is subscribed, since it feeds on all 4 modules.

Pricing is an overall access to all 4 modules. Modules can't be sold / given access on a « stand-alone basis » (i.e 1 or 2 modules only). The sustainability modules comes at an additional cost as described see after.

API costs £1,500. There is no automatic discount upon volume. All prices are exclusive of VAT per year for the UK. Clients interested in just data can choose to subscribe and download any data set they wish.



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PLATFORM MODULES		For 1 destination, 1 airport, for 12 months subscription	
BEHAVIOUR MODULE	Number of Origins	1-10	11 - 15
ACCOMMODATION MODULE			
SPEND MODULE			
AIR CONNECTIVITY MODULE			
TOTAL MAX. PRICE (£)	Monthly granularity	60.000	65.000
	Quarterly granularity	55.000	60.000
SUSTAINABILITY MODULE (£)		11.000	13.000

