

 **THRESHOLD** 

Capture Rates

Valid through 9/30/21

Customer Types

Destination Marketing Organizations

DMOs subscribe to capture packages that include anywhere from 50 to 500+ “locations”. They give these captures away for free to their *partners* – the businesses that they promote, making up the hospitality eco-system of their region. These partners include local hotels, venues, attractions, restaurants, outdoor areas, and anything that draws leisure and business travelers.

Location Customers

These are customers, or locations, that are subscribing to the Threshold platform directly. These customers might be single locations, multi-sites (national chains), or multi-venues (campuses with multiple buildings). Since the capture volume of these package is much lower than a DMO, Capture Rates higher.

Destination Customer Capture Rates

- A typical DMO project consists of ~50 locations captured over a multi-month timeframe
- The volume of Scheduled Locations depends on our DMO customer's ability to promote the program to their partners
- A typical DMO project consists of 70 - 80% Scheduled Locations and 20 - 30% Stop By Locations
- These rates are increased for "Drive Markets" - projects where the Creator is asked to drive over 1.5 hours one way
- Creators report exceptions in cases where they spend more than the allotted time at a location or travel further than the rate covers. These exceptions increase the payout dynamically.

Capture Type	Conditions	Rate
DMO Scheduled Location	<ul style="list-style-type: none"> • Hotels, venues, and attractions that book an appointment • Up to 90 minutes of capture time • 40 miles of round trip driving included 	\$75/Location
DMO Stop By Location	<ul style="list-style-type: none"> • DMO customers approve Creators to proactively show-up and capture locations without scheduling • Must be at least 10 locations requested at one time, allowing Creators to batch their work • Outdoor locations like parks, beaches, and trails are common • Some restaurants, cafes, bars, & retail • Up to 40 minutes of capture time 	\$40/Location
Other Capture Types	<ul style="list-style-type: none"> • On occasion, DMOs will request Creators to capture exterior walk through experiences of neighborhoods or very large locations, like universities • Priced differently based on the custom scope of work • Typically 3 - 8 hours of capture time 	\$100 - \$300
Cancellations	<ul style="list-style-type: none"> • If a DMO partner location cancels on a Creator less than 24 hours in advance or upon arrival, the Creator is still paid 	\$50

*All locations are paid out upon completion, once all content is published to the Threshold Cloud™

Location Customer Capture Rates

- Rate based on number of virtual tours, that is, the individual spaces asked to capture within the location
- A \$100 bonus can be earned for any DMO partner location that turns into a Location Customer (valid until 9/30/21). Added on to the Capture Rate.
- A recapture will be required if quality issues are flagged by the Threshold Content Production team
- A recapture upon customer request will be priced differently (e.g. one meeting room was not available for the original appointment)

Virtual Tours	Example Locations	Capture Rate
1 - 15	Restaurants, Retail, Offices, Short-Term Rentals, Small Venues, Small/Boutique Hotels, Healthcare facilities	\$160
16 - 30	Large Hotels, Conventions Centers, Museums, Galleries	\$220
31 - 45	Resorts, Casinos, Zoos, Aquariums, Large Attractions	\$280
46 - 60	Mega Resorts, Theme Parks, Airports, State Parks	\$340

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