

Tour Costing Sheet

The Excel version of this sheet computes everything below automatically — this PDF is the printable structure.

TRIP INPUTS

Travellers

Margin %

VAT %16% if registered, 0 if not

COSTS

Category	Item	Qty	Unit cost (KES)	Line total (KES)
Accommodation	Mara Serena — standard room, 2 nights × 2 pax	4	9,000	36,000
Transport & transfers	Nairobi–Mara return, 4x4 with driver	1	20,000	20,000
Activities	Game drives	3	6,000	18,000
Park & entry fees	Maasai Mara — 2 adults × 3 days	6	2,000	12,000

Categories: accommodation / transport & transfers / activities / park & entry fees / meals / guide & staff / permits / contingency. Example rows shown — replace with your tour.

FROM COST TO PRICE

Total direct costexample: KES 86,000

Cost per travellerexample: KES 43,000

Margin amountexample: 20% = KES 17,200

VAT

Selling price (total)example: KES 103,200

Selling price per travellerexample: KES 51,600

Profit (total / per traveller)example: KES 17,200 / KES 8,600