



[Gold] San Francisco Airport Pick-Up + Zion National Park+ Bryce Canyon National Park+ Lower Antelope Canyon+ Grand Canyon National Park+ Las Vegas 8-Day Tour (Packeage)

Product information			
Package plan name	PackageA: San Francisco Airport Pick-Up + San Francisco free day + AW6-SS	Tour No.	FAW8
Departure city	San Francisco		
Destination	San Francisco	Way location	Zion National Park、 Bryce Canyon National Park、 Grand Canyon National Park、 Lower Antelope Canyon
Travel days	8 Day 7 Night	Transportation	Vehicle
Airport pick-up/drop-off	Airport pick-up Airport drop-off	Currency	USD

Product price	
Single occupancy: \$1638 / Person	Double occupancy: \$1168 / Person
Triple occupancy: \$988 / Person	Quadruple occupancy: \$908 / Person

optional product		
Travel days	optional product	proposed price
2	【银榜惠享】纳帕酒庄 1日游（周一、周四、周六出发）	\$170 / Person
	【银榜惠享】旧金山市区 1日游（天天出发）	\$125 / Person
	【银榜惠享】红木森林蒸汽火车+圣 克鲁兹码头1日游（周六出发）	\$170 / Person

List of other plans
PackageB: San Francisco Airport Pick-Up+ AW6-SL+ Los Angeles Free Day

Departure date
Package A: San Francisco Airport Pickup + San Francisco Free Time + AW6-SS
11/01/2024-12/19/2025: Fridays
01/02/2026-12/18/2026: Fridays
No departures on the following dates: 01/16/2026, 02/27/2026, 05/15/2026
2026 departures with Las Vegas hotel peak season surcharge of \$100 per room: 02/06, 05/22, 11/27
Package B: San Francisco Airport Pickup + AW6-SL + Los Angeles Free Time
11/01/2024-12/20/2025: Saturdays
01/03/2026-12/19/2026: Saturdays
No departures on the following dates: 01/17/2026, 02/28/2026, 05/16/2026
2026 departures with Las Vegas hotel peak season surcharge of \$100 per room: 02/07, 05/23, 11/28
For departures during 12/20/2025-01/04/2026 & 12/20/2026-01/04/2027, an additional Los Angeles hotel peak season surcharge of \$100 per night per room will be applied.
A minimum of 2 passengers is required for this tour to operate. Your reservation will be placed on hold until the tour meets the minimum number of required passengers.

Highlights

- Experience the most complete Southwest Giant Ring itinerary!
- Feel the passion of the wilderness beauty!
- Enjoy the most magnificent views given by four famous national parks and three world-class scenic spots!
- Stay overnight for two nights at the Casino Avenue Hotel!
- Two nights stay at the Fontainebleau, the newest five-star luxury hotel on Las Vegas Boulevard. The newest rooms, the hottest bars, the most photographed swimming pool, and the ultimate tool for checking in on WeChat Moments!

Join / leave point

Boarding location

San Francisco International Airport (SFO); Address: TERMINAL 3 - 780 S Airport Blvd, San Francisco, CA 94128;

Free pickup provides between 10:00 am and 22:00 pm. Every 2 hours, that is 10:00, 12:00, 14:00, 16:00, 18:00, 20:00, and 22:00 o'clock.

Only one pick-up service within the free pick-up time range is provided for each room. If it is impossible to arrange due to weather and flight delay, etc., please pay for your own transportation costs.

Drop-off location

San Francisco International Airport (SFO); Address: TERMINAL 3 - 780 S Airport Blvd, San Francisco, CA 94128;

Please book your flight after 22:00.

Courtyard Oakland; Address: 988 Broadway, Oakland, CA 94607;

99 Ranch Marketing Warm Springs Plaza; Address: 46551 Mission Blvd, Fremont, CA 94539;

Union Square Macy's; Address: 291 Geary St, San Francisco, CA 94102;

Target Dublin; Address: 7200 Amador Plaza Rd, Dublin, CA 94568;

Transfer with surcharge: \$70 single trip (under 2 people), additional \$10 per person.

99 Ranch Market San Jose; Address: 1688 Hostetter Rd, San Jose, CA 95131;

Fairfield Inn & Suites by Marriott San Francisco Airport; Address: 250 El Camino Real, Millbrae, CA 94030;

Pico House Los Angeles; Address: 424 N Main St, Los Angeles, CA 90012;

Transfer with surcharge: \$50 per person.

Lincoln Hotel Monterey Park Los Angeles: parking lot behind the hotel; Address: 123 S Lincoln Ave, Monterey Park, CA 91755;

Transfer with surcharge: \$50 per person.

Starbucks - The Square Irvine; Address: 17913 MacArthur Blvd, Irvine, CA 92614;

Transfer with surcharge: \$50 per person.

Motel 6 Fountain Valley - Parking Lot; Address: 9125 Recreation Cir, Fountain Valley, CA 92708;

Transfer with surcharge: \$50 per person.

Sheraton San Gabriel; Address: 303 E Valley Blvd, San Gabriel, CA 91776;

Transfer with surcharge: \$50 single trip.

Pick-up and drop-off services at this location are only available for guests who have reservations in the hotel.

Please provide the hotel confirmation number.

Hartford Hotel, BW Signature Collection Rosemead; Address: 8832 Glendon Way, Rosemead, CA 91770;

Transfer with surcharge: \$50 per person.

Howard Johnson Fullerton - Parking Lot; Address: 222 W. Houston Ave. Fullerton, CA 92832;

Transfer with surcharge: \$50 per person.

Top Island; Address: 1463 Nogales St, Rowland Heights, CA 91748;

99 Ranch Rancho Cucamonga; Address: 9775 Base Line Rd, Rancho Cucamonga, CA 91730;

Transfer with surcharge: \$50 single trip

Tour introduction

Day 1

Home - Airplane - **San Francisco**

All day

Your delightful journey begins with your arrival in San Francisco, the renowned "Romantic Capital of the World." Our friendly airport transfer specialist will greet you at San Francisco International Airport and transfer you to your hotel (check-in time is 3:00 PM).

***Airport Pick-up Location:**

US domestic flights: Level 1 Courtyard 4.

International flights: International Terminal Bus Courtyard G.

* Free pickup provides on the first day of your tour between 10:00 am and 22:00 pm. Every 2 hours, that is 10:00, 12:00, 14:00, 16:00, 18:00, 20:00, and 22:00 o'clock.

(The free pickup service is based on the seat availability, first come first serve. It is possible that you need to wait

a little bit long during high season.)

Only one pick-up service within the free pick-up time range is provided for each room. If it is impossible to arrange due to weather and flight delay, etc., please pay for your own transportation costs.

* 24-hour pick-up service available, an additional \$120 pick-up fee per trip is required for all other periods (limited to 5 people, including driver service fees).

* **Meeting our guide:** The guide will be wearing a yellow uniform, holding a small yellow flag or an iPad with the local provider's icon.

Notes:

* Please provide arrival/return flight schedules at the time of booking or at least 3 business days prior to departure. Otherwise, you will be required to proceed to the hotel at your own expense. If the flight delays, we cannot guarantee airport pick-up service for free.

Night

Hotel: Wild Palms Hotel - JDV by Hyatt; 同級

Day 2

Free day

optional product	proposed price
[Silver] San Francisco 1-Day Tour (Daily departure) 【SF1】	\$125up
[Silver] Redwood Forest Steam Train and Santa Cruz Harbor 1-Day Tour (Departing on Saturdays) 【SC1】	\$170up

【 Reference hotel: Wild Palms Hotel - JDV by Hyatt; 】

【 Reference hotel: Or 同級; 】

Day 3

San Francisco - Vehicle - Las Vegas

All day

Depart from San Francisco in the morning and arrive in Las Vegas in the evening.

Itinerary:

San Francisco → Las Vegas → Las Vegas Night Tour (Optional)

Morning Transportation: Drive from San Francisco to Las Vegas

Travel distance: 570mi Travel time: 10Hour

Night

Las Vegas Night View Tour

When night falls and the lights come on, the gambling city is a sea of neon lights and a colorful world of light and shadow. The electricity consumption of the five-kilometer-long Las Vegas Strip in one night can supply a city of 500,000 people with electricity for a year. The architecture here is a fusion of the best from all over the world. It is a well-deserved miracle of human engineering and the city with the most American characteristics!

Night

Hotel: Fontainebleau Las Vegas; similar

Day 4

Las Vegas - Vehicle - Bryce

Morning Breakfast

Breakfast Included

All day

Today we will experience the ever-changing American West. The first stop is Zion National Park. Zion National Park is a beautiful sight, with beautiful mountains and clear waters. Then we will go to Bryce Canyon National Park. Bryce is more like a huge open-air arena than a canyon. The towering brown rocks are stacked up like stone figurines guarding the world. Stay overnight in Bryce.

Itinerary:

Las Vegas → Zion National Park (Mandatory, 45 mins) → Checkerboard Mesa (25 mins) → Bryce Canyon National Park (Mandatory, 60 mins) → Bryce

Morning Transportation: Drive from hotel to Zion National Park

Travel distance: 155mi Travel time: 2Hour30Minute

Morning

Zion National Park

A dream destination for hikers and photographers, Zion National Park may be located in the desert, but its terrain is anything but barren. Formed over millions of years of erosion, the park's myriad rock formations, numerous wilderness trails, and unique wildlife beckon visitors seeking solitude and inspiration. The park's many canyons, animal communities, and cultural sites are perfect for exploring in any season, but spring and fall are when the weather is most pleasant and the flowers are in full bloom.

Afternoon Transportation: Drive from Zion National Park to Bryce Canyon National Park

Travel distance: 85mi Travel time: 2Hour

Afternoon

Bryce Canyon National Park

Bryce Canyon National Park, located in southwestern Utah, is not a true canyon, despite its name. Instead, it forms a vast natural amphitheater formed by erosion along the eastern face of the Ponsagant Plateau. Its unique geological formations, known as rock pillars, are formed by wind, river water, and ice erosion, along with sedimentary rocks from lakebeds. The red, orange, and white rocks within these formations create a unique natural landscape, earning it the nickname "Palace of Natural Stone Figurines."

Afternoon Transportation: Drive from Bryce Canyon National Park to the hotel

Travel distance: 10mi Travel time: 20Minute

Night

Hotel: Best Western PLUS Ruby's Inn; Bryce View Lodge; similar

Day 5

Canyonlands National Park - Vehicle - Arches National Park

Morning Breakfast

Breakfast Included

All day

Today we will set off to visit Canyonlands National Park. This place is like an island suspended in the sky, and the scenery is extremely spectacular! After reluctantly leaving Canyonlands National Park, we will go to Arches National Park. As the world's largest concentration of natural sandstone arches, Arches National Park covers an area of about 309 square kilometers and has more than 2,000 natural rock arches. The arches that we see today have withstood thousands of years of wind and rain erosion in various strange postures, and still stand proudly on

this salt layer, which is breathtaking.

Itinerary:

Bryce → Canyonlands National Park (Mandatory, 60 mins) → Arches National Park (Mandatory, 120 mins) → Blanding

Morning Transportation: Drive from hotel to Canyonlands National Park

Travel distance: 255mi Travel time: 5Hour

Morning

Canyonlands National Park

Canyonlands National Park is an American national park located in southeastern Utah near the town of Moab. The park preserves a colorful landscape eroded into numerous canyons, mesas, and buttes by the Colorado River, the Green River, and their respective tributaries. While these areas share a primitive desert atmosphere, each retains its own character. The Island in the Sky mesa rests on sheer sandstone cliffs towering over 1,000 feet (304 m) above the surrounding terrain. Every overlook offers a different perspective on Canyonlands' spectacular landscape. Island in the Sky is the easiest area of Canyonlands to visit in a short period of time, offering many pullouts with spectacular views along the paved scenic drive.

Afternoon Transportation: Drive from Canyonlands National Park to Arches National Park

Travel distance: 30mi Travel time: 1Hour

Afternoon

Arches National Park

Arches National Park is located near the town of Moab in Utah, USA. It covers an area of 309 square kilometers and preserves more than 2,000 natural rock arches. About 300 million years ago, this salt layer was an ocean. Millions of years after the sea disappeared, the salt layer was covered by air and water debris, and squeezed into rock with other debris. Later, after the crust uplifted and natural weathering, it became the arches of today. The park not only has arches, but also numerous large and small spires, pedestals, balancing stones and other unique geological features; all the stones have textures with very strong color contrasts.

Afternoon Transportation: Drive from Arches National Park to the hotel

Travel distance: 80mi Travel time: 2Hour

Night

Hotel: Rodeway Inn & Suites Blanding; similar

Day 6

Monument Valley - Vehicle - **Horseshoe Bend** - Vehicle - **Antelope Canyon**

Morning Breakfast

Breakfast Included

All day

Friends who are interested in western blockbusters are in luck. Today we will go to Monument Valley. Monument Valley frequently appears in movies and is a symbol of the original American West. The cross-country long-distance race in "Forrest Gump" ends here. Then go to Horseshoe Bend, a famous photography spot selected by American National Geographic Magazine. The river turns 360 degrees in the reddish-brown canyon, cutting out a horseshoe[1]shaped canyon, which is why Horseshoe Bend got its name. Finally, we will visit the peculiar slit cave, the Lower Antelope Canyon, one of the top ten photography spots in the world. The rock walls of the cave are a perfect wave shape that combines the erosion of wind and torrents for thousands of years. It is an abstract painting of nature. The cave has always been a pure place for Navajo Indians to sit and think deeply. They believe that they can listen to the voice of God here. Stay overnight in Tuba, an Indian reservation.

Itinerary:

Blanding → **Monument Valley** (Mandatory, 120 mins, optional for visit by Jeep) → **Horseshoe Bend** (Mandatory, 75 mins) → **Antelope Canyon** (Optional, 120 mins) → **Tuba City**

Kindly Reminder:

1. Lower Antelope Canyon will be closed for maintenance during 01/12/2026-01/18/2026. Affected by this, the original itinerary during this period will be adjusted to: Antelope Canyon X (Optional, 120 mins).
2. To ensure children's safety, Antelope Canyon X explicitly stipulates: When children aged 0-8 visit, they must be accompanied by a guardian with a self-provided safety seat. Children who fail to bring a safety seat as required will not be allowed to enter. Thank you for your understanding.

Morning Transportation: Drive from hotel to Monument Valley

Travel distance: 75mi Travel time: 1Hour30Minute

Morning

Monument Valley

Monument Valley is a region of the Colorado Plateau characterized by a cluster of vast sandstone buttes, the largest reaching 1,000 ft above the valley floor. It is located on the Arizona–Utah state line, near the Four Corners

area. Monument Valley has been featured in many forms of media since the 1930s. Director John Ford used the location for a number of his best-known films and thus, in the words of critic Keith Phipps, "its five square miles [13 square kilometers] have defined what decades of moviegoers think of when they imagine the American West."

Morning Transportation: Drive from Monument Valley to Horseshoe Bend

Travel distance: 125mi Travel time: 2Hour

Afternoon

Horseshoe Bend

Horseshoe Bend – One of the top ten best photography spots in the United States selected by National Geographic Magazine! The dense aquatic plants on the Colorado River bed make the river water appear fluorescent green in the sun. The river turns 360 degrees in the reddish-brown canyon here, cutting out a horseshoe-shaped canyon, hence the name Horseshoe Bend. Standing on the edge of the cliff, you will be intoxicated by the breathtaking beauty of the blue water, blue sky and red rocks.

Afternoon Transportation: Drive from Horseshoe Bend to Lower Antelope Canyon

Travel distance: 10mi Travel time: 20Minute

Afternoon

Lower Antelope Canyon

The Lower Antelope Canyon is located in the north of Arizona, USA. It is formed by soft sandstone after millions of years of various erosion forces. Flash floods often flow into the canyon during the monsoon season. Due to the sudden increase in rainfall, the flow rate of the flash flood is quite fast. In addition, the narrow channel narrows the river channel, so the vertical erosion force is relatively large, forming the corridor at the bottom of the Lower Antelope Canyon and the hard and smooth edges on the valley wall that look like flowing water. There is no artificial lighting in the Lower Antelope Canyon. All visible light comes from the cracks at the top of the canyon. These lights are repeatedly refracted by the rock texture and enter the valley bottom, producing a dreamy and irregular color change. These colors are from deep to light, colorful and beautiful.

Afternoon Transportation: Drive from Lower Antelope Canyon to Tuba City

Travel distance: 80mi Travel time: 1Hour30Minute

Night

Hotel: Moenkopi Legacy Inn & Suites Tuba City; similar

Day 7

Grand Canyon National Park - Vehicle - Las Vegas

Morning Breakfast

Breakfast Included

All day

In the morning, we will drive to the Grand Canyon National Park, which is known as the first of the seven natural wonders of the world, to appreciate the magic of the Creator. Here, every passerby is a photographer, and every photo is a landscape painting. You can take a helicopter at your own expense to overlook the Grand Canyon from the air. After leaving the Grand Canyon Park, we will drive past the famous Hoover Dam and arrive at the world's gambling and entertainment capital - Las Vegas! In the evening, you can follow the experienced driver guide at your own expense to participate in the night tour, or enjoy the world's highest level of singing, dancing and magic shows!

Itinerary:

Grand Canyon National Park East Rim & South Rim (Mandatory, 2.5 hours) → **Grand Canyon South Rim**

Helicopter (optional, 1 hours) → **Hoover Dam** (Pass by) → **Las Vegas** (Optional for Night View Tour)

Morning Transportation: Drive from hotel to Grand Canyon National Park East Rim

Travel distance: 60mi Travel time: 1Hour

Morning

Grand Canyon National Park

Grand Canyon National Park, located in northwestern Arizona, is the 15th site in the United States to have been named as a national park. The park's central feature is the Grand Canyon, a gorge of the Colorado River, which is often considered one of the Wonders of the World. The park, which covers 1,217,262 acres of unincorporated area in Coconino and Mohave counties, has received more than six million recreational visitors in 2017, which is the second highest count of visits in all American national parks after the Great Smoky Mountains National Park. The Grand Canyon was designated a World Heritage Site by UNESCO in 1979.

Grand Canyon South Rim

The South Canyon, also known as the South Rim of the Grand Canyon, lies in the middle of the Grand Canyon. Its rugged and majestic terrain, with its bottomless canyon, makes it the largest of its kind. The park is well-developed and well-developed, making it particularly suitable for road trips. It lacks any commercial facilities, and nearly every viewpoint has been preserved to its original state. The South Canyon's vast, magnificent

landscape and perfect recreational environment leave visitors feeling deeply moved and reluctant to leave, gazing at this unparalleled masterpiece of nature.

Afternoon Transportation: Drive from Grand Canyon South Rim to Las Vegas

Travel distance: 300mi Travel time: 5Hour

Night

Hotel: Fontainebleau Las Vegas; similar

Day 8

Las Vegas - Vehicle - San Francisco

Morning Breakfast

Breakfast Included

All day

Depart from Las Vegas and head back to San Francisco.

Itinerary:

Las Vegas → Welcome To Las Vegas Sign (Mandatory, 20-30 mins) → San Francisco

All day Transportation: Drive from Las Vegas to San Francisco

Travel distance: 570mi Travel time: 10Hour

Cost Description

Cost includes

1. Transportation (The type of vehicle used will be based on the number of guests attending that day).
2. Professional Chinese-English driver and guide (or driver-guide).

3. Hotel (Nights are one day less than the total number of tour days).

4. Breakfasts.

Cost excludes

1. Lunch and dinner.

2. Transportation to the departure boarding point.

3. Service fee (minimum USD\$15/person/day, any child and Infant reserving a seat have to pay the service fees as well).

4. Personal expenses (such as food & beverage, telephone surcharge, etc.).

5. Mandatory and optional attraction admission fee (Prices are subject to change without prior notice; Tickets should be purchased from the tour guide).

6. Any expenses are not listed in Fee Included.

Extra expense

Item name	Days	Price description	Description
Antelope Canyon X	Tour guide arranges according itinerary	Adult: \$100.00; Child (0-): \$70.00;	To ensure children's safety, children aged 0–8 must be accompanied by a guardian who brings their own child

			safety seat. Children without a proper safety seat will not be admitted. Thank you for your understanding and cooperation.
AW Mandatory Fee(SF)	Tour guide arranges according itinerary	Everyone: \$210.00;	Included: Zion National Park, Bryce National Park, Canyonlands National Park, Arches National Park, Monument Valley, Horseshoe Bend, Grand Canyon National Park, Las Vegas five-star hotel resort fee, Welcome To Fabulous Las Vegas Sign
Monument Valley Jeep	Tour guide arranges according itinerary	Everyone: \$65.00;	
Grand Canyon South Rim Helicopter	Tour guide arranges according itinerary	Everyone: \$299.00;	Same price for children over 3 years old and adults. Including: fuel surcharge. Note: The maximum weight limit for this self-funded project is 300 pounds per person. If your weight exceeds the safe range, it is not

			recommended to participate in this activity. If you still want to participate, you may be charged extra fees or persuaded to withdraw by the helicopter company on site. The extra fees will be borne by you; if you are persuaded to withdraw, our company can refund you the pre-paid fees.
Lower Antelope Canyon	Tour guide arranges according itinerary	Before 01/01/2026 :Adult (4+): \$98.00; From 01/01/2026 :Adult (4+): \$105.00; Child (0-3): \$20.00;	Include service fee
Dinner at Top of the World, the STRAT Hotel	Tour guide arranges according itinerary	Everyone: \$140.00;	<p>Includes:</p> <p>Appetizer, main course, dessert, unlimited non-alcoholic beverages (alcoholic drinks available for purchase), seating fee, taxes, service charge, and post-dinner observation deck access.</p> <p>Notes:</p> <p>1. This project cannot be booked in</p>

			<p>advance and guests need sign up directly with the tour guide on the tour.</p> <p>2. Due to limited seating, please confirm your reservation with the tour guide by 2:00 PM on the day of dining.</p> <p>3. Guests must arrive at the restaurant between 4:00 PM and 6:00 PM (the tour guide will assist with timing based on traffic conditions).</p> <p>4. If unforeseen circumstances (e.g., severe traffic, weather disruptions) prevent entry, a refund will be arranged for group guests.</p>
Thunder from Down	Tour guide arranges according itinerary	Adult: \$90.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.
David Copperfield show (D)	Tour guide arranges according itinerary	Everyone: \$123.00 or \$128.00;	Show ticket prices are subject to change. All rates for performances are

			payable at the venue based on prevailing box office pricing.
David Copperfield -C	Tour guide arranges according itinerary	Everyone: \$150.00 or \$155.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.
David Copperfield show	Tour guide arranges according itinerary	Everyone: \$160.00 or \$165.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.
David Copperfield show	Tour guide arranges according itinerary	Everyone: \$175.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.
Fantasy Show	Tour guide arranges according itinerary	Everyone: \$85.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.
Las Vegas Night View Tour	Tour guide arranges according itinerary	Everyone: \$50.00;	Same price as seat
Las Vegas Night Tour with	Tour guide	Everyone: \$159.00;	Included: Transfer +

Helicopter	arranges according itinerary	10-12 mins Helicopter Experience. Age limit: children must be over 3 years old. Note: The maximum weight limit for this self-funded project is 300 pounds per person. If your weight exceeds the safe range, it is not recommended to participate in this activity. If you still want to participate, you may be charged extra fees or persuaded to withdraw by the helicopter company on site. The extra fees will be borne by you; if you are persuaded to withdraw, our company can refund you the pre-paid fees.
Grand Canyon South Rim IMAX Movie	Tour guide arranges according itinerary	Everyone: \$15.00;
Blue Man Group	Tour guide arranges according itinerary	Everyone: Before 01/01/2026: \$110.00; Everyone: From 01/01/2026: \$99.00;

			payable at the venue based on prevailing box office pricing.
Grand Canyon South Rim IMAX Movie + Lunch	Tour guide arranges according itinerary	Everyone: \$32.00;	Same price for children over 3 years old and above.
KA Show	Tour guide arranges according itinerary	Everyone: \$135.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.
Tournament of Kings	Tour guide arranges according itinerary	Everyone: \$106.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.
Michael Jackson One	Tour guide arranges according itinerary	Everyone: \$160.00;	Show ticket prices are subject to change. All rates for performances are payable at the venue based on prevailing box office pricing.