



The Daily Dish

I Am Sick of the Discounts

DOUGLAS HOLTZ-EAKIN | MARCH 4, 2024

It is Monday and Eakinomics is *angry*. It has spent the weekend stewing over the manifestly unfair pricing schemes littering the economic landscape. There is a toll on my commute to work on I-66. But this weekend it was free. What is up with that? And when I checked on beach rentals, it turns out that right now the weekly rent is one-half of what I will pay next summer. The nerve! And what is up with happy hour drink prices? Stop it! When we went to the theater, matinee tickets were \$2 less than the evening performance. Those bastards! Come to think of it, what is up with these senior citizen discounts? Just because I buy something at a different time in the life cycle, it is cheaper? What the hell is that? (Although, truth be told, just being eligible makes me angry!)

If this strikes you as silly and mistaken, you are right. But this is precisely the same phenomenon that triggered populist outrage when in an [earnings call](#), Wendy's President and CEO Kirk Tanner spoke about the company's digital menu boards and their potential. He said, "Beginning as early as 2025, we will begin testing more enhanced features like dynamic pricing."