


FAREHARBOR

SPARK 

Explore. Connect. Ignite.

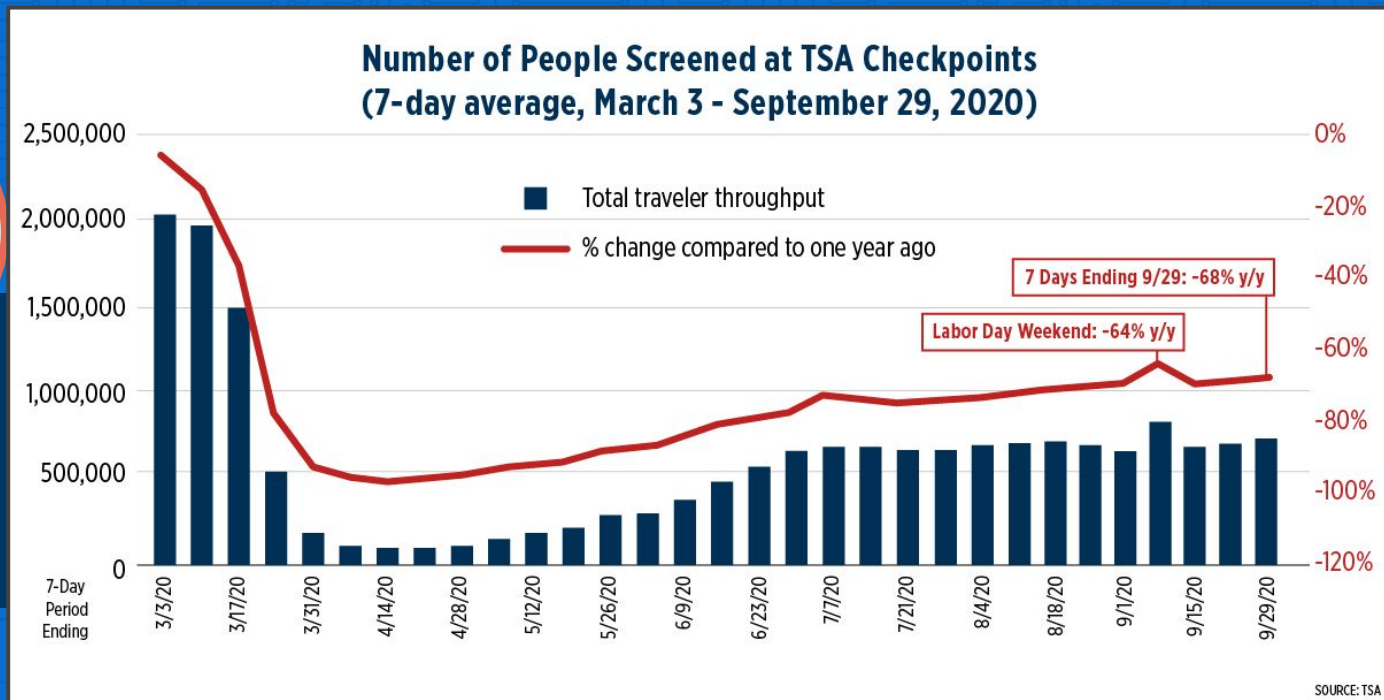
# **Capturing Lightning in a Bottle: Turning Challenges Into Opportunities**

*Industry Insights by FareHarbor*

October 19, 2020



# Fly-To Destinations Are Suffering



[TRANSPORTATION SECURITY ADMINISTRATION, USTravel.org]





*Bookers are staying close to home*

**82%** of 2020 bookers are locals.  
*Up from only 40% in 2019*

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# Perceived “Safety” Matters

## COVID-Safe

+50%

Zoos	Canoe
Campgrounds	Kayak
Jet Ski	ATV
Marina	Paddleboarding
Boat Rental	Bike Tour



## Not COVID-Safe

-50%

Festivals/Events	Axe Throwing
Brew Bus	Food Tours
Cooking Class	Dinner cruise
Theatres	Sternwheeler
Haunted Houses	Escape Rooms



# Local + “COVID-Safe” is the way forward.



	COVID-Safe	Not COVID-Safe
Local <i>(Within 250 miles)</i>	+95%	-23%
Non-Local	+10%	-70%



July - September 2020  
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1

## Appeal to Locals

Market to locals. Capture repeat business.

2

## Make Your Activity “Safer”

Encourage guests to leave reviews talking about safety measures. Update your Health and Safety Policy.

3

## Understand Your Business

Know your numbers. Cash flow. Fixed costs. Variable costs. Conversion rate. We are here to help!



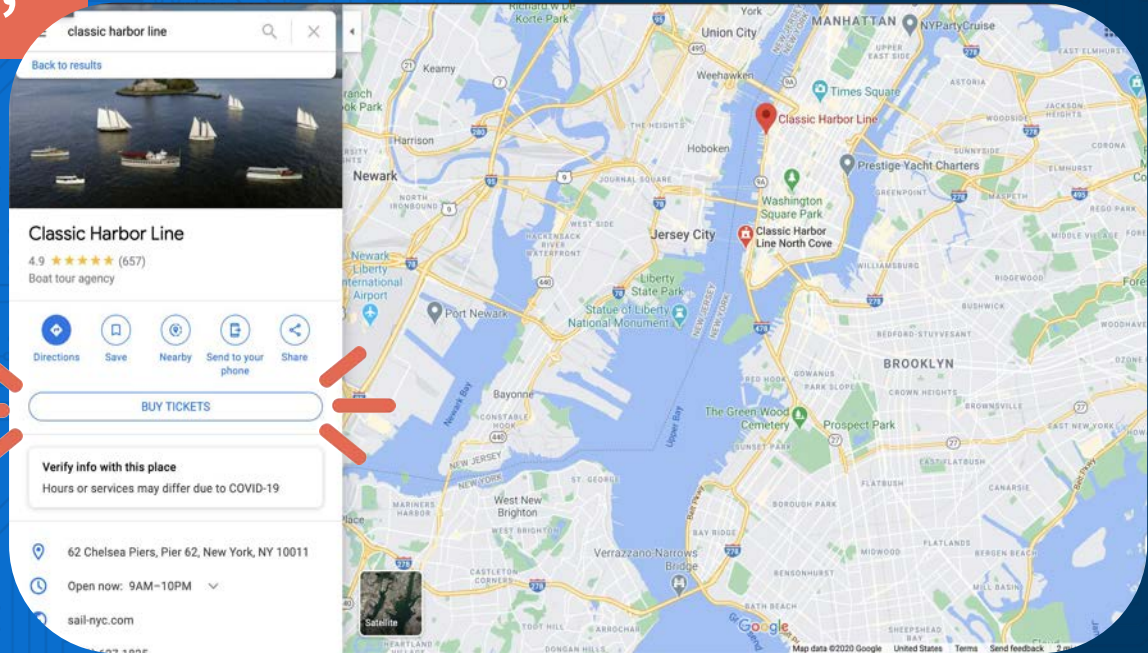
“The COVID-19 pandemic is reshuffling the cards in the travel industry”

*I Will Travel Again:*

90%

of 2019 travelers plan to travel again in 2021

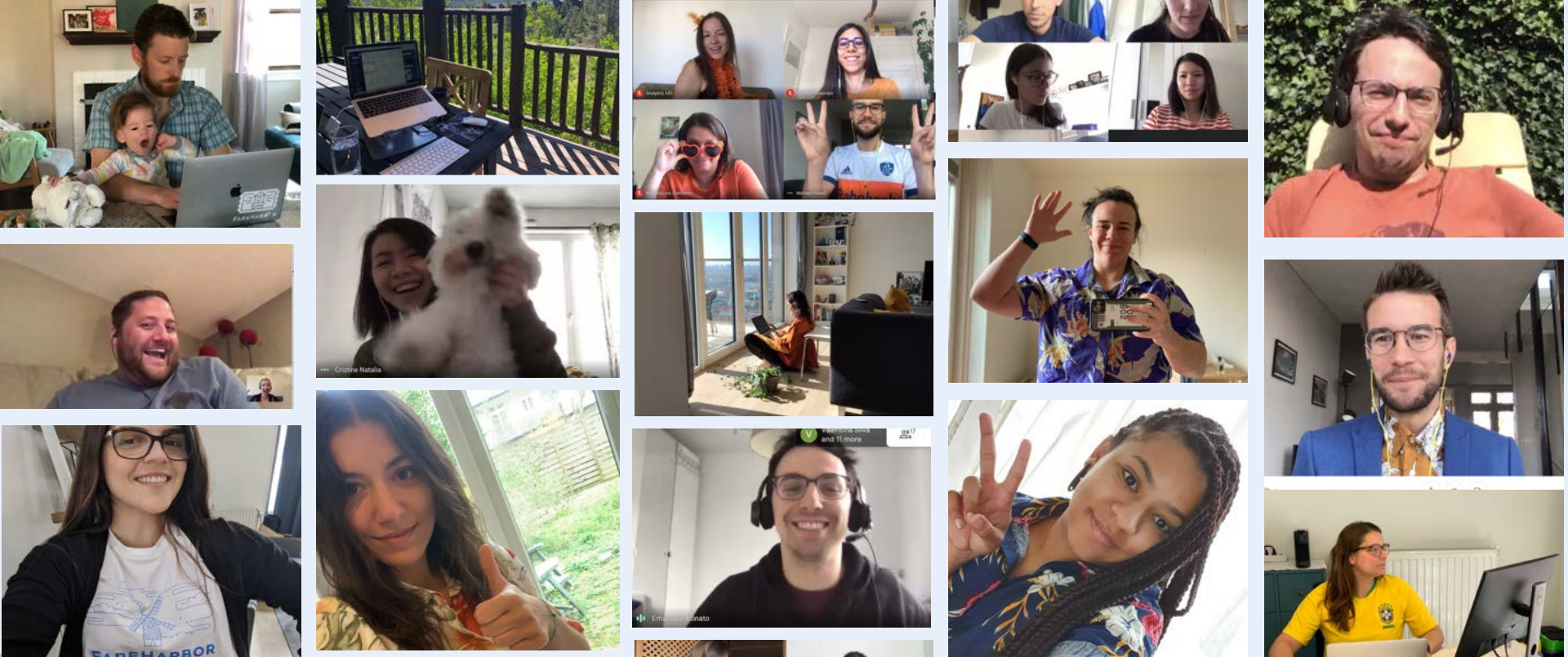
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**What Won't Change?** 





**We're Here For You**



**Thank You!** 

