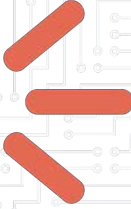


FAREHARBOR

SPARK 

Explore. Connect. Ignite.

Navigating New Standards: Implementing Solutions to Advance Your Safety Efforts

Workshop by FareHarbor

October 20, 2020





**I WILL
TRAVEL
AGAIN**

FAREHARBOR
meetups [VIRTUAL]

How Our Business Changed

- Shifting to Remote Work
- #iwilltravelagain
- Virtual Events

What Remains the Same

- We're in This Together
- 24/7/365 Support
- The Best in the Industry!





VIRTUAL: Classes & Tastings
Starting at \$40 | 2 or 6 Hours | All Ages



**Super-Safe
Private Boat
Charters in
Dana Point,
CA**

We Will Help You Create
the Perfect Dana Point
Cruise!

RESERVE MY PRIVATE CHARTER



★NEW! PRIVATE CHARTERS 2020★

How **Your** Business Changed

- Virtual and Self-Guided Tours
- Private Tours and Rentals
- No-Contact Check-In / Social Distancing

What Remains the Same

- Commitment to Your Customers
- Resilience in the Face of Adversity





Implementing Changes in the Booking Process





1

Before Booking:

Update the information shared on your website, Dashboard, social media, and other marketing channels

2

During Booking:

Update your Dashboard to meet safety guidelines and require customers to agree to new protocols or procedures

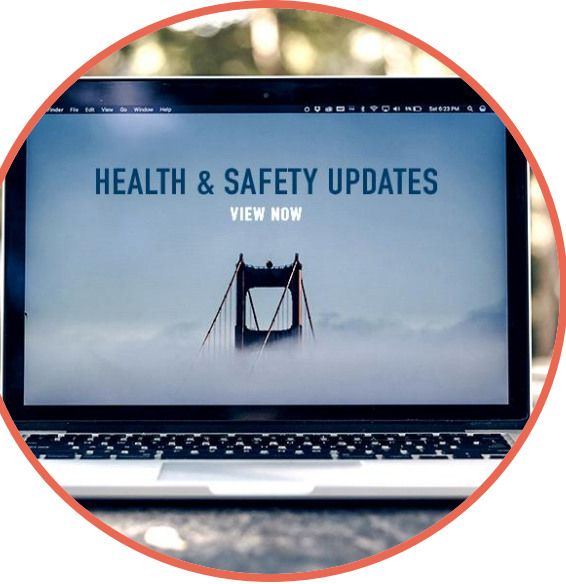
3

On-Site & Beyond:

Reduce contact points on site, request feedback from your customers, & follow local, state, and CDC guidelines



Where to Make Changes



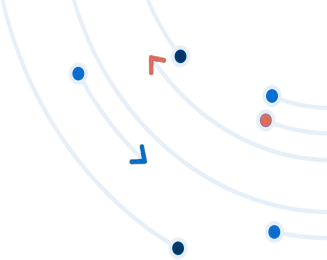
**Website and
Social Media**



**In-Person
Interactions**



**FareHarbor
Dashboard**





Before Booking



What **Health & Safety Procedures** Are You Implementing?



**Sanitization
of Inventory**



**Resources for
Staff & Guests**



**Local & National
Regulations**



Website & Social Media

- **Add a Banner**
at the top of your webpage to highlight your operating status or link to additional information
- **Create Dedicated FAQs**
or information pages with updates regarding your new health and safety policies
- **Highlight Cancellation Policy**



Website & Social Media

- **Communicate New Standards**
on your social media profiles and posts
- **Show Current Photos**
of your tours or activities with these new protocols in place
- **Make Your Health & Safety Standards Visible**
At every point of the online booking experience, including on Google Reserve, Trip Advisor, etc.



Dashboard: Set Up for Success

- **Customize Bookability**
settings to allow for private parties,
per availability
- **Stagger Availabilities**
or use resources
- **Adjust Capacity**
or resources to lower the number
of people per availability

Tuesday, October 20th 2020 ▾

Item	1pm	2pm	3pm	4pm	5pm	6pm
Black Ops	🔒 1pm Bl 👤 12	🔒 2pm Bl 👤 12	🔒 3pm Bl 👤 12	🔒 4pm Bl 👤 12	🔒 5pm Bl 👤 12	🔒 6pm Bl 👤 12
Escape From Alcatraz	🔒 1:10pn Alcatraz 👤 12	🔒 2:10pn Alcatraz 👤 12	🔒 3:10pn Alcatraz 👤 12	🔒 4:10pn Alcatraz 👤 12	🔒 5:10pn Alcatraz 👤 12	🔒 6:10pn Alcatraz 👤 12
Houdini's Magic Cell	🔒 1:20pn Magic Ce 👤 10	🔒 2:20pn Magic Ce 👤 10	🔒 3:20pn Magic Ce 👤 10	🔒 4:20pn Magic Ce 👤 10	🔒 5:20pn Magic Ce 👤 10	🔒 6:20pn Magic Ce 👤 10
Hollywood Premiere	🔒 1:30pn Premiere 👤 12	🔒 2:30pn Premiere 👤 12	🔒 3:30pn Premiere 👤 12	🔒 4:30pn Premiere 👤 12	🔒 5:30pn Premiere 👤 12	🔒 6:30pn Premiere 👤 12



Offer Private Tours & Buyouts

- **Transition Private Activities Online**
for a no-contact booking experience
- **Lower Prices or Offer Discounts**
to appeal to those who may not be interested in private tours
- **Market Private Tours**
as Safe, Affordable, and Great for Friends/Family



★NEW! PRIVATE CHARTERS 2020★

Super-Safe Private Boat Charters in Dana Point, CA

We Will Help You Create the Perfect Dana Point Cruise!

RESERVE MY PRIVATE CHARTER

BOOK NOW

1 - 2 Passengers 2-Hour Private Charter	\$570 \$350
3 - 5 Passengers 2-Hour Private Charter	\$570 \$450
6 - 12 Passengers 2-Hour Private Charter	\$995 \$795
13 - 14 Passengers 2-Hour Private Charter	\$1365 \$995



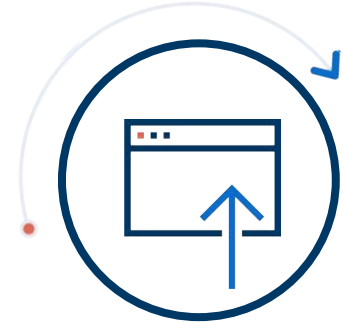
Recap: **Before Booking** Changes



Have Your Policy & Procedures Set



Change What You Offer



Update Your Website & Social Media



POLL:

How Has Your Business Changed?

**We're Now
Offering
Private Tours**

*All Private,
All the Time!*

**We're Going
Virtual or
Offering
Take-Home
Activities**

*Catch me live
every week, or we
pack it up and
you do the rest!*

**No Contact
Check-In and
Distancing
Requirements**

*We made major
changes to ensure
our customers'
safety.*

**We're More
Flexible**

*Our cancellation
and rebooking
policies have
changed.*





During Booking



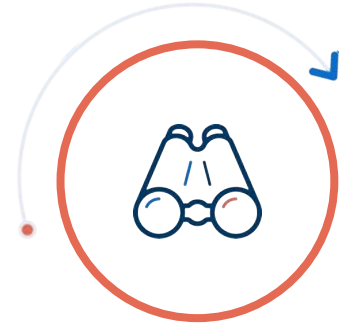
How Do **Operational Changes** Impact Your Guests?



**Communicating
Expectations**

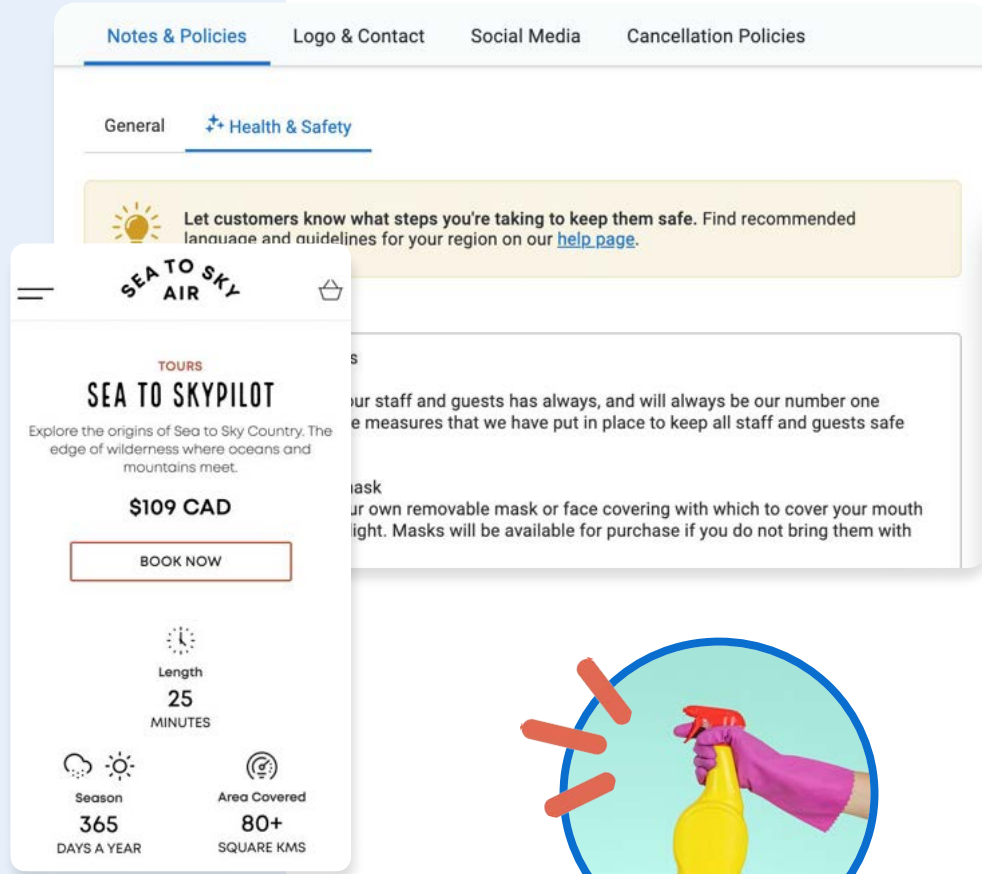


**Enforcing
Guidelines**



**Controlling
Risk Factors**





Dashboard: Health & Safety Flyout

- **Highlights the Changes You've Implemented**
onsite to promote the health and safety of your customers
- **Prioritizes Visibility**
during every point of the online booking experience
- **Included in Emails**



Required Health Questionnaire

In the past 14 days, neither I, nor anyone in my booking, has:

- Knowingly been in contact with anyone who has tested positive for COVID-19 or has or had symptoms of COVID-19
- Has tested positive for COVID-19
- Has experienced any symptoms of COVID-19
- Traveled to a state on the NY State-required quarantine list.

*

If this status changes prior to our excursion with Classic Harbor Line, I understand that I must contact

For the sake of contact tracing we need the full names of each attending guest and their contact info (phone) if it varies from the phone number you already provided.

Recommended Add-Ons

Redeem at Ticket Booth upon check-in.

As a Health Safety Precaution, Advance Bar Purchases recommended to limit onboard hand to hand transactions. Advance gratuity of 15% is applied.

Dashboard: Custom Fields

● Utilize Labels or Required Checkboxes

to repeat your health and safety requirements and procedures

● Gather Additional Customer Information

with single or multi-line text fields

● Pre-Sell Food, Beverages,

and other add-ons to minimize potential contact during tours and activities



POLL:

Is Your Business Conducting Contact Tracing?

**Yes —
In-Person.**

*We have a
questionnaire
we ask guests
on-site.*

**Yes —
Online.**

*We use custom
fields and
waivers to gather
information.*

No.

**Not Yet,
But We're
Considering It!**



Dashboard: Online Waivers

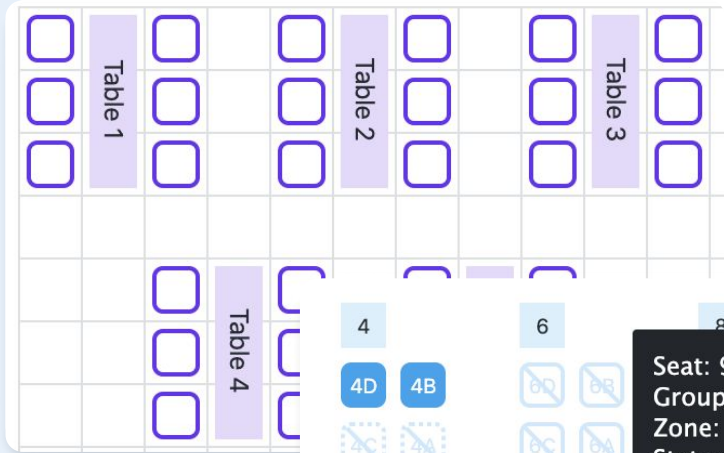


- **Create a Contact-Free Check-In Experience**
by moving your waivers online
- **Ask Guests to Review and Sign Upon Booking**
- **Gather Guest Information**
and communicate on-site expectations
- **See Who Already Signed**
With our SmartWaiver Dashboard integration





Dashboard: Seating Assignment



4 6 8 10

4D 4B

6D 6B

6C 6A

7

9C 9A

9 11

9Q 9R

10B 10A

11Q 11B

11C 11A

Seat: 9B
Group: 9
Zone: Diamond Class
Status: Blocked
Exclusive: Yes



- **Better Visualize and Manage Bookable Space!**
- **Fine-tune Capacity and Social Distancing**
- **Manually Block Seats**
by using exclusivity
- **Easily Rearrange Groups**
to move parties and maximize space



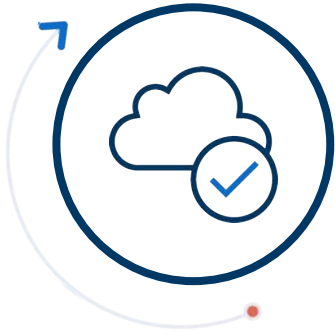


Dashboard: Create Flexibility With Cancellations & Rescheduling

- **Clearly Display Policies**
for cancellation and rescheduling
At the time of booking
- **Offer Ticket Insurance**
- **Encourage Gift Cards
as Credit**
for rebookings or cancellations



Recap: **During Booking** Changes



Go Digital



**Take Advantage
of New Features**



Remain Flexible



POLL:

What FareHarbor Dashboard Features Do You Leverage?

Seat Maps

We use Seating Assignment to automatically create space between parties.

Online Waivers

Digital is the future! No pens and papers for me to wipe down or touch.

Resources

I can control capacity through the experience, from check-in to the activity, and create buffer time after for cleaning.

None Yet!

That's why I'm here!





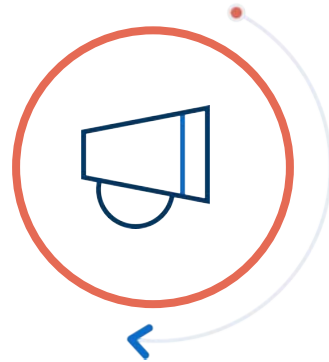
On-Site & Beyond



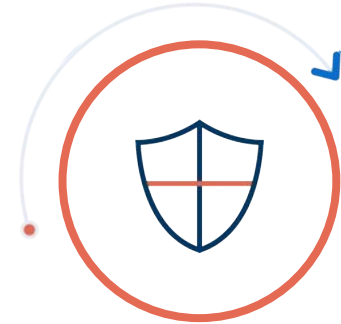
How Has **Communication** With Staff & Customers Changed?



**Training Staff
To Interact With
Customers**



**Marketing
and Outreach**



**Inspiring Trust
and Building
Relationships**



Dashboard: Automated Messages & Reminder Texts

- **Streamline Communication**
with customers from booking through the days following the tour or activity
- **Maintain Transparency**
of your health and safety policies and required customer protocols
- **Keep Customers Updated**
on whether their scheduled tour or activity is still on, cancelled, or needs to be postponed

Send text message ✕

Email

Text message

📞 🇺🇸 ▼ Mobile number ✱

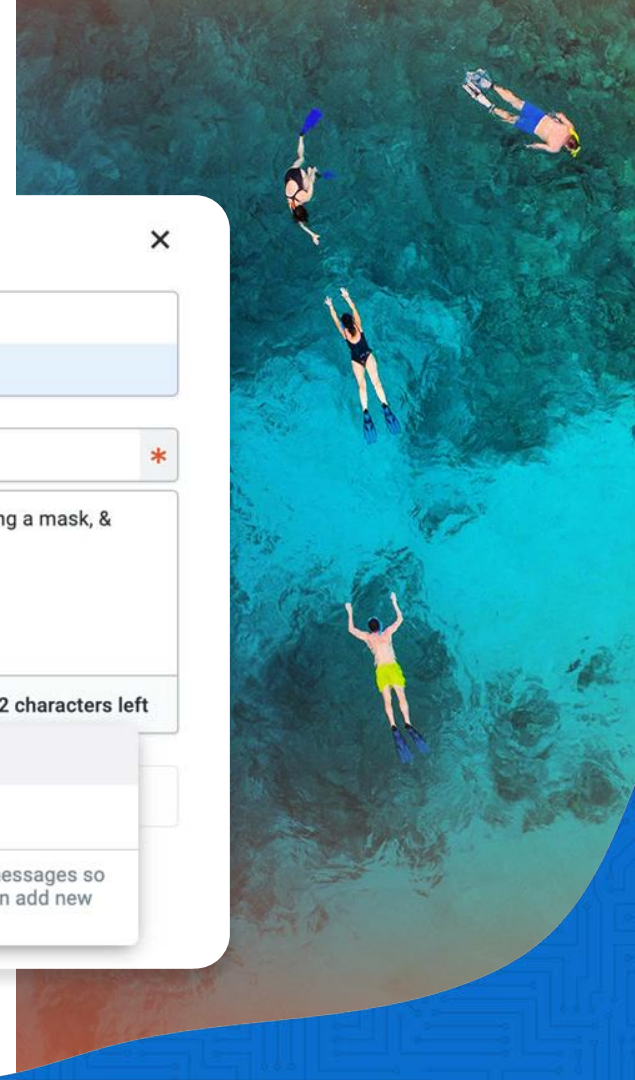
Remember to wash your hands, bring a mask, & have some fun tomorrow!

📄 ▼ 62 characters left

▼ Message

Mask Reminder

Canned messages let you save messages so you can quickly use them. You can add new ones or edit them in [settings](#).



Dashboard: Onsite & Beyond

Utilize Online Booking While On-Site

- Booking cutoffs let you determine when an item should be closed to customers booking online
- By opening online booking until the activity start time (or even after), you can direct walk-up customers to book, agree to all safety & wellness requirements, and sign your digital waivers online, without any in-person contact

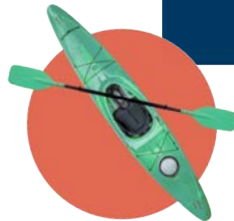
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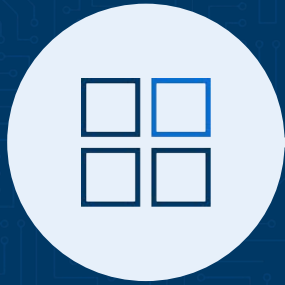
FareHarbor saved us

this spring when we were allowed to open with contactless sales only. It's been almost two months and it has been a life saver!!!”

Jill Space, Owner
SPACE FARMS ZOO & MUSEUM



Onsite & Beyond: Contact-Free Check-In



**Enable
QR Codes**



**Scan-In
Customers**



**Use Digital
Waivers**



**Go Cashless
With EMV
Chip Readers**



Solicit Feedback from Your Customers

● Send Surveys in Follow-Up Emails

● Ask For Reviews

Google, Trip Advisor, Yelp

● Seek Feedback From Unhappy Customers

This can be some of the most valuable feedback!

Tell us about your experience

Happy?

Wonderful! We are so pleased that you enjoyed your cruise. Share your experience by [reviewing us on Yelp](#).

Not Happy?

Please give us the opportunity to turn your frown upside down. We can't direct the wind, but we can adjust the sails. Call us 1-949-488-2828, send an email to captaindave@dolphinsafari.com, or text us at 1-949-763-4488.

Either way, your thoughts and impressions of our team and your experience are very important to us. We would appreciate you taking a moment to complete our survey. Simply click on the green button below. It will only take about one minute to finish!

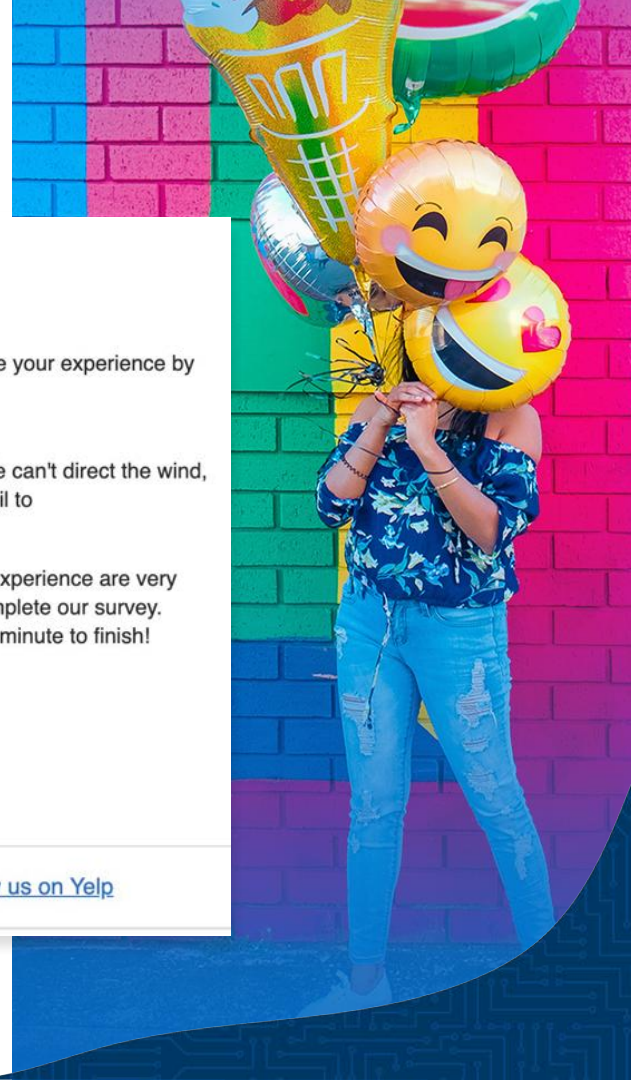
Thank You,
Capt. Dave's Dolphin & Whale Watching Safari
(949) 488-2828
www.dolphinsafari.com



[Tell us about your experience](#)



[Review us on Yelp](#)



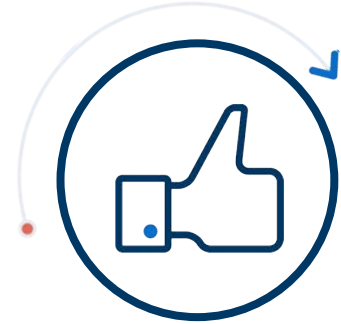
Recap: **On Site & Beyond** Changes



**Continue To
Communicate**



**Go
Contact-Free**



**Solicit
Feedback**



POLL:

What Will You Continue To Utilize as Restrictions Ease?

Cleaning and Monitoring

I will continue to focus on guest safety with stringent cleaning and monitoring of employee health.

Reduced Contact

My operations run smoother with limited in-person contact through online-only booking or QR scanning.

Private Tours

Guests have loved having the option to book a tour or activity for just their friends and family!

Community Outreach

It's been great having an opportunity to connect with our community!





Thank You!

