

FAREHARBOR

SPARK

 OCTOBER 25TH 2021 



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School's Out!

4 Tips to Score an A+ with Holiday Bookings



Rapid Fire



On the Agenda

- > Why / Data Review
- > Strategy / Planning
- > Optimized Setup
- > Tips & Tricks



Why Plan Ahead

On average,

18

days
is how far in advance
travelers are booking
their school holiday
activities

On average,

1 week

is how long travellers
spend researching
things to do before
booking



Strategy and Planning

A well planned school holiday season helps you run your operation smoothly during this busy time of the year.

- > **What** is your strategy?
- > **How** will you promote?
- > **When** will you communicate?



What is Your Strategy?

1

Group Tours

Private, family oriented tours, family ticket types, school group ticket types, etc.



PERFECT FOR PARTIES AND LARGE GROUPS!!

**CHECK OUT OUR PARTY BUNDLES AND
ENJOY YOUR NEXT PARTY WITH US !!**

X Tuff Nutterz is perfect for birthday parties, team building events and family gatherings. Join us, see for yourself!

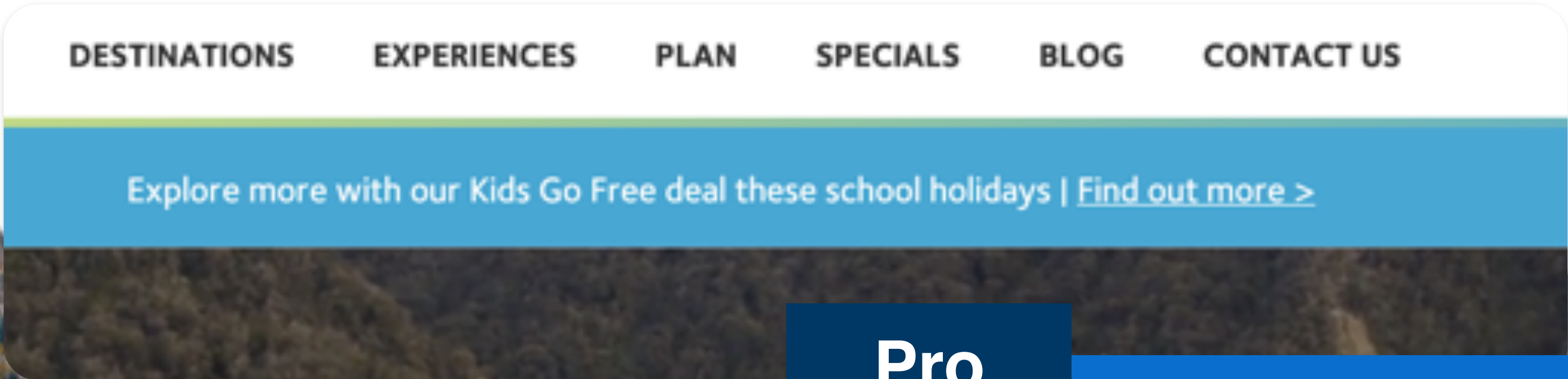
• All packages include 2 hrs of play!



2

Promotion

Featured on website, communicated on social platforms, set up in Dashboard



Pro

p:

Cross sell your offerings via confirmation emails within FareHarbor.



3

Value Add

- > Free Merch
- > Educational Session
- > Free Photo, etc.

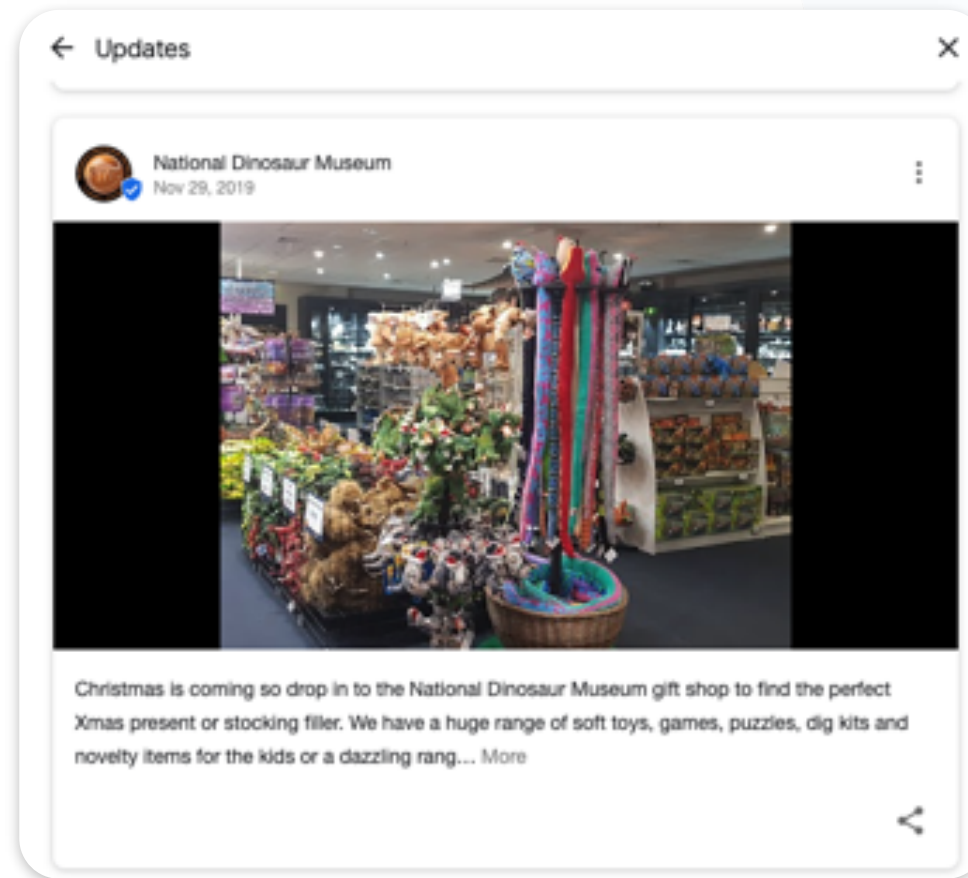


How Will You Promote?

1

Social Channels

Facebook, Instagram, Google My Business



Pro

Tip:

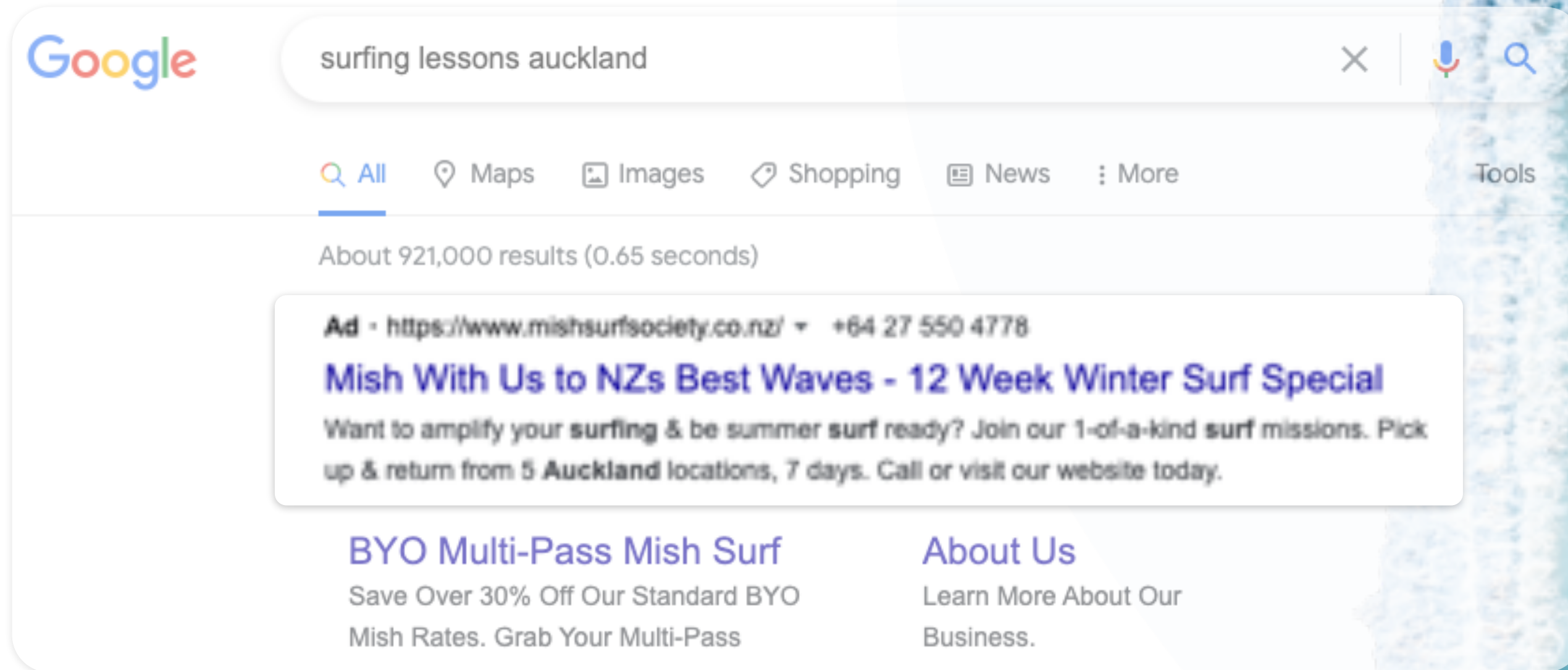
Switch to a Business Profile to run and analyze your performance.



2

Paid Advertising

1-4 search results in Google are ALWAYS ads and you can't outrank them



3

Email Blasts

Email marketing has a return on investment (ROI) of **\$42 for every \$1 dollar spent**

Contact & Payment

☰ Apply a gift card

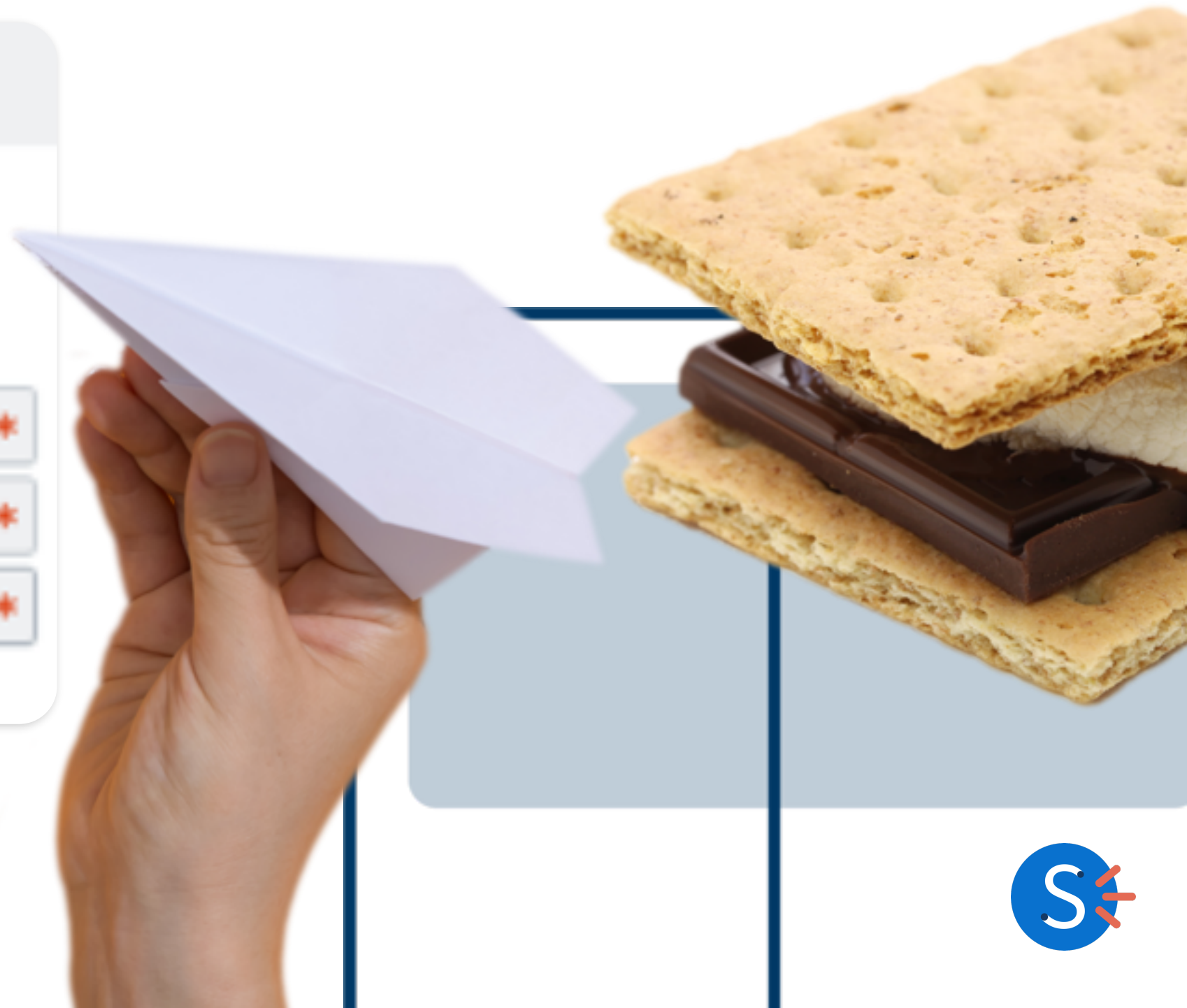
Contact

👤 Full name *

📞 🇬🇧 Phone number *

✉ Email address *

Get future email updates from Shaolin Port Douglas



When Will You Communicate?

1

1 Month in Advance

Create urgency, help with holiday plans, use a call to action

- 1, March
- End of May
- Mid August
- 1, November



1,
Mar

End
May

Mid
Aug

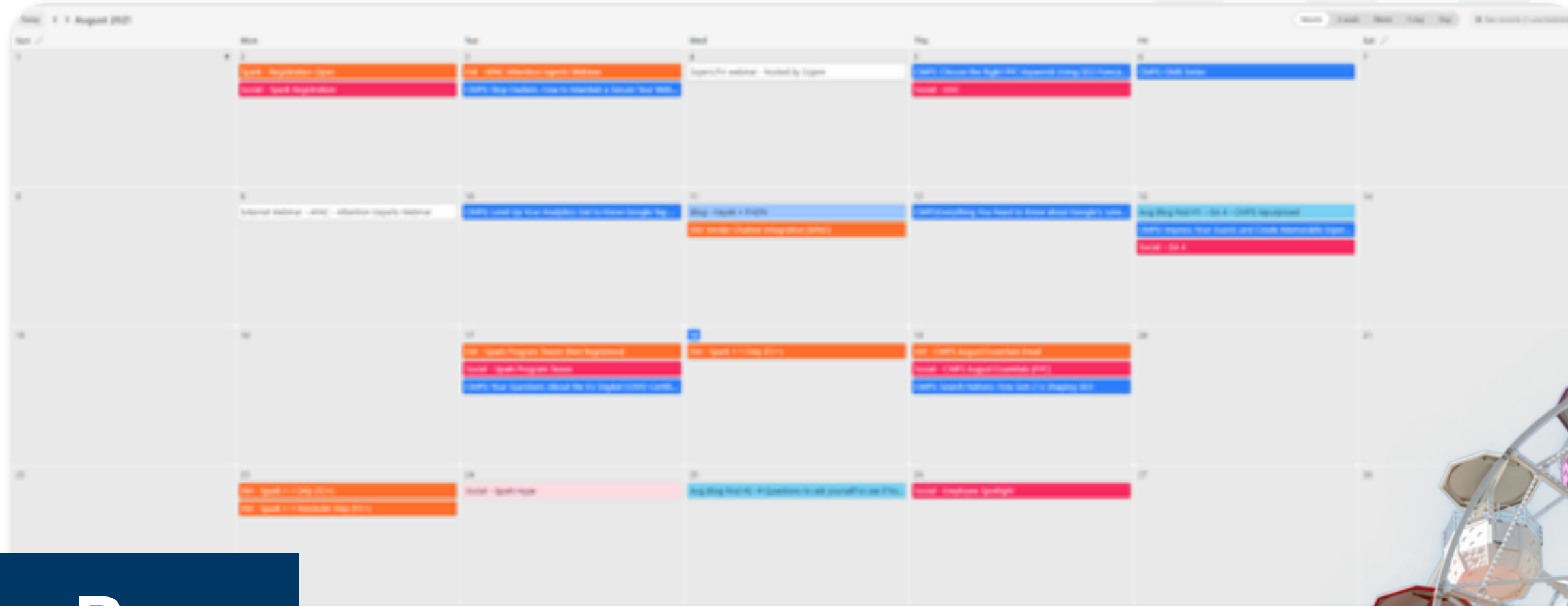
1,
Nov



3

Consistent Engagement

Content calendar, repurpose, categories



Pro

Tip:

Repurpose your content for different platforms: Blog, social posts.



Optimized Setup

A well planned school holiday promotion will not matter if it is not **set up properly**.

- > **Featured**
- > **Conversions**
- > **Availability**
- > **Cancellation/Refund Policies**



Featured

Announcement Banner



30% OFF ON ALL TOURS LIMITED TIME ONLY! BOOK NOW!

OzSail MENU

Experience the Whitsundays with OzSail!

Sailing Tours in the Whitsunday Islands

[BOOK YOUR TOUR](#)

Featured on Homepage



Gift Cards Make The Perfect Gift!

OCEANSIDE ADVENTURES

CHOOSE FROM OUR MOST POPULAR CRUISES

MOST POPULAR

ALL AGES FROM \$44
2 HOURS

Whale and Dolphin Watching Luxury Cruises

Take an awe-inspiring adventure on a beautifully equipped vessel! Our trips are two hours long and are great for anyone and everyone who loves the ocean and the wildlife we may

Booking Flow

Search by date



Whale Watching Cruise

US\$44 - US\$54 | 2 Hours • Daily Year Round Whale & Dolphin Tours

[Book](#)



Oceanside Harbor Wine Cruise

US\$39 | 21 & over • First Saturday Each Month

[Book](#)



Private Charter

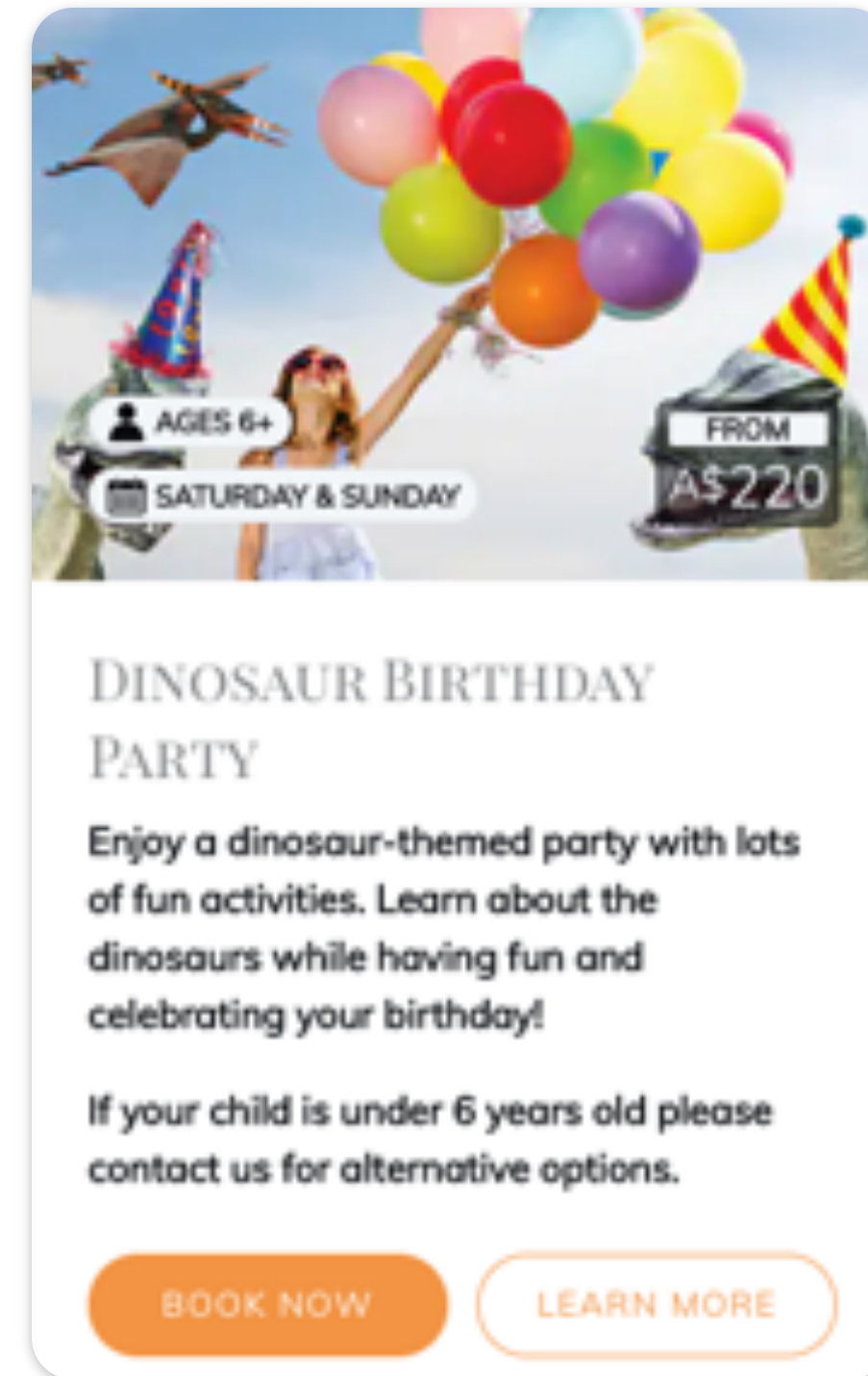
Starting at \$699 - Please call to book this at (760) 277-3073

[Book](#)



Increase Conversions

- Clear CTAs
- Pricing, Duration, Inclusions, Ages
- Clear and FUN images
- Enticing Description



AGES 6+

SATURDAY & SUNDAY

FROM A\$220

DINOSAUR BIRTHDAY PARTY

Enjoy a dinosaur-themed party with lots of fun activities. Learn about the dinosaurs while having fun and celebrating your birthday!

If your child is under 6 years old please contact us for alternative options.

[BOOK NOW](#) [LEARN MORE](#)



Availability

Easily bookable in advance (adding availability ASAP, bookability settings as OPEN as possible)

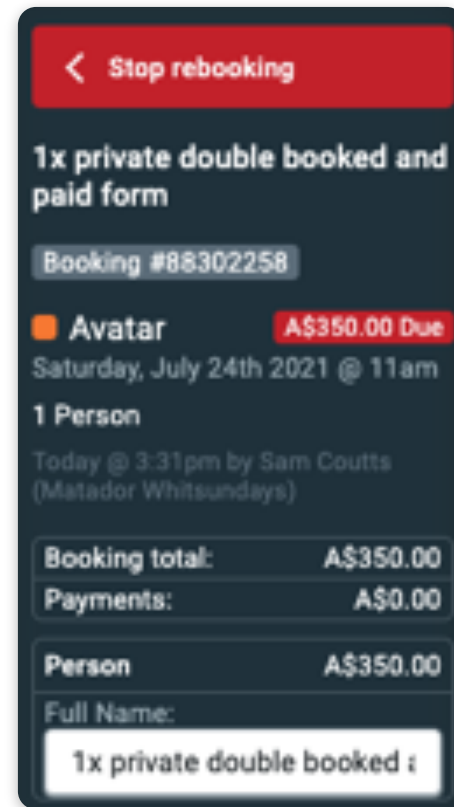


September ▾ 2021 ▾ < Next Month >

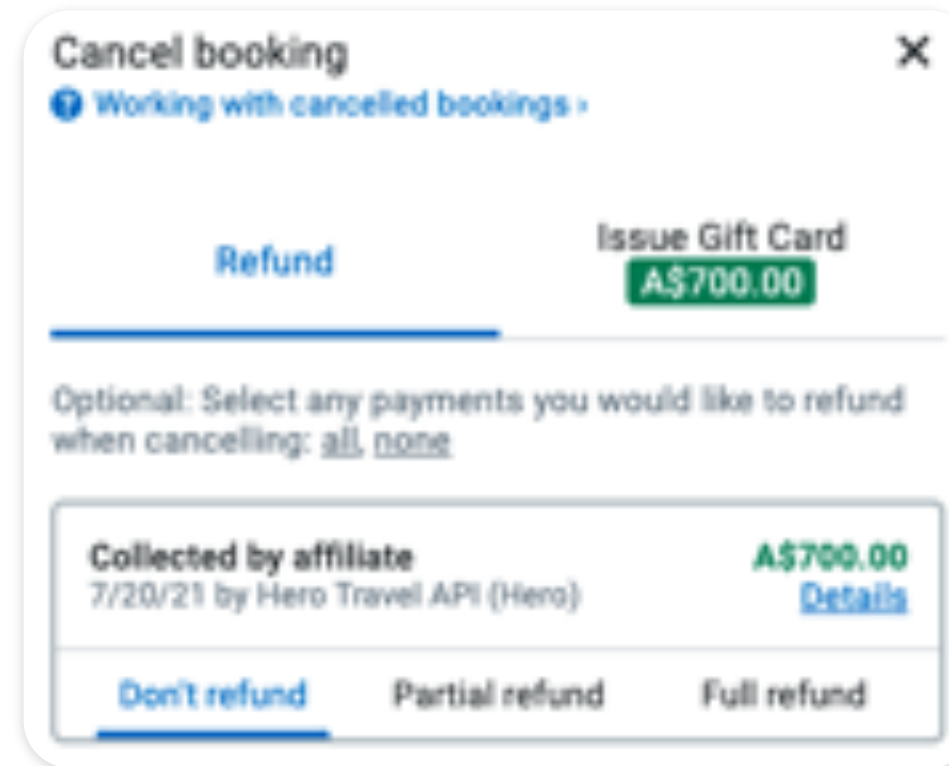
Monday	Tuesday		Saturday	Sunday
Aug 30	31	7:05am Geelong to Docklands — Now Taking Bookings	7:05am Geelong to Docklands — Now Taking Bookings	
		11:45am Geelong to Docklands — Now Taking Bookings	11am Daytime Dinosaur Party 👤 1 left!	2pm Daytime Dinosaur Party 👤 1 left!



Cancellation/Refund Policy



1 Rebook



2 Issue Gift Card

3 Refund

Offering your customer **to rebook or issue a gift card** allows you to keep their business for future.



Please note: Update your cancellation/refund policy before accepting online bookings.





4 Things to Do Today



1

Analyze

What worked in the past

2

Social Media

Switch to business profile

3

Check Your Setup

Website and dashboard

4

Decide How to Promote

Website, Socials, Email Blast



Thank You 

