



# Smooth Sailing:

## Your Guide to Summer Planning

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# today's agenda

**Prep Staff &  
Dashboard**

**Get in Front of  
Travelers**

**Ask for  
Reviews &  
Referrals**



poll

**Are you planning to hire new staff for the summer season?**

- Yes
- Not sure
- No



prepare your staff

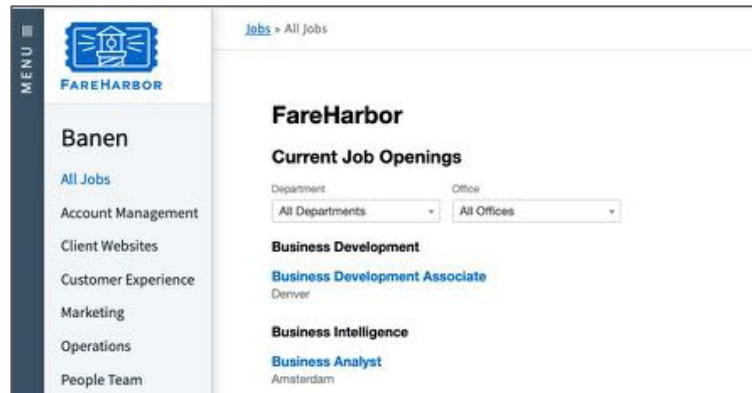


tour guides,  
reservationists and  
other employees  
are the face of  
your business

# Hire New Employees

## On Your Website:

- Create a permanent jobs page to generate interest (and applicants!) year-round.
- Describe your ideal employee and specific qualities you are looking for in a new hire.
- Set clear expectations (hours, responsibilities, etc.).



post job openings  
where your  
desired candidate  
would be looking

# Hire New Employees

## Online & In the Community:

- Share your job post widely!
  - LinkedIn, ZipRecruiter, Adventure Job Board, Summer Job Finder
- Use your own social media profiles as well as relevant groups.
- Go old-school! Post flyers at local businesses.





keep your current employees up to date on any changes to your business

# Prepare Current Employees

## Keep Your Team in the Know:

- New tours or activities
- Changes to schedules, tour scripts, or locations
- Brief employees on customer service basics and escalations
- User-specific webinars





keep your current employees up to date on any changes to your business

# Prepare Current Employees

## Dashboard Updates for Employees:

- Crew assignment
- Customizable user notifications
- Create custom calendars
- Retraining sessions with Onboarding



get in front of the right travelers



poll

## How do you determine the type of travelers participating in your tours and activities?

- We collect data from customers when they book
- We use Google Analytics
- We use data from our social media channels
- We send surveys to customers
- Other



build out your  
summer  
availabilities 6-12  
months in advances

# Prepare Your Dashboard

## How to set yourself up for success:

- Build out your availabilities at least 6-12 months in advance
- Update your photos to make them more seasonal
- Use photos of customers participating in your summer activities



# Are you Family-Friendly?

## Plan for Families!

- Know the school schedules & holidays.
- Create booking flows and ticket types specific to a family booking
- Consider offering educational sessions
- Create special add-ons like a family photo or other keepsake.

keep a calendar of summer holidays like the Fourth of July and school vacation schedules



encourage reviews & referrals



poll

## Which review sites do you participate in?

- Tripadvisor
- Yelp
- Google
- Facebook
- Other





reviews are  
critical to the  
success of your  
business

# Reviews

## Why should you ask for reviews?

- Better reputation
- Opportunities for improvement
- Higher conversion rates
- Social media marketing assets

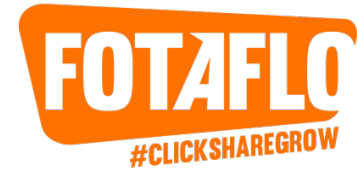


Podium and  
Fotaflo are great  
partners in  
growing your  
reviews

# Reviews

## Five ways to boost reviews

- Be direct
- Make it personal
- Be specific
- Make it easy
- Be repetitive



thank you!



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# SPARK

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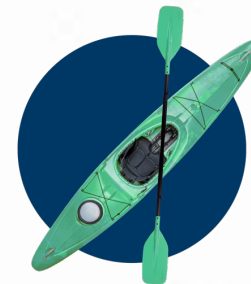
To get you started, here are a few to follow up this webinar:

- [How to Hire Tour and Activity Employees in the Worker Shortage](#)
- [5 Custom Calendar Ideas for a Streamlined Dashboard](#)
- [Drive Busy Season Revenue with the FHDN](#)
- [Preparing For Your Busy Season: Marketing & SEO Checklist](#)



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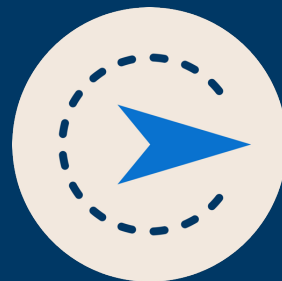
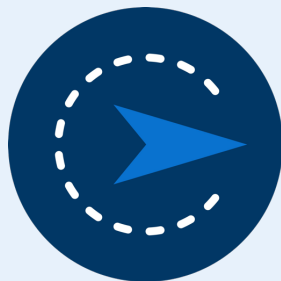
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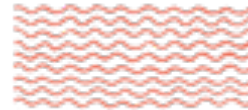
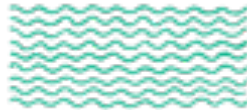
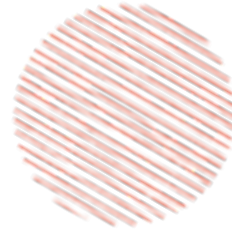
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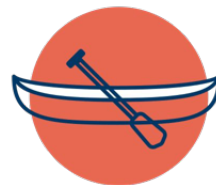
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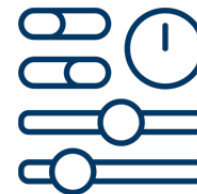
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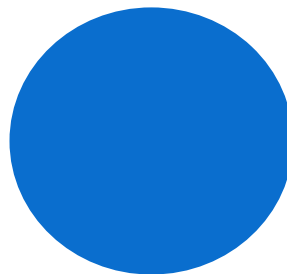
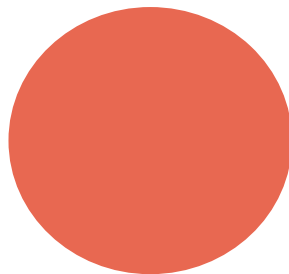
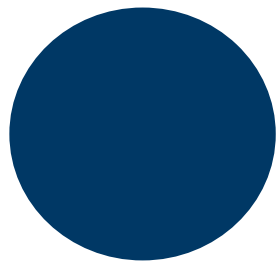
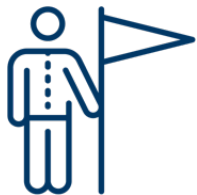


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