

June 22, 2022

3 FareHarbor Reports

For a Successful Summer Season

FAREHARBOR
webinars



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today's agenda

**Booking
Trends by
Time of Day**

**Booking
Trends by
Time of
Week**

**How Far in
Advance
Customers
Book**



booking trends by time of day



poll

When are your availabilities most booked?

- Morning
- Afternoon
- Evening
- Combination
- Not sure



discover your
customers'
preferred
tour/activity start
times

Booking Trends by Time of Day

Customer Insights

- See which tour and activity start times are booked most often
- Consider making changes to accommodate more customers during these times
- Understand your peak times during the day and how you can better prepare for them



make small improvements in the present and focus on bigger updates later

Booking Trends by Time of Day

Ways to use this data *now*

- Adjust staff schedules to have more hands on deck during busy times.
- Offer expedited check-in.
 - Mobile app QR scanning
 - Offline scanning
- Ask customers to sign waivers ahead of time.
 - Use Wherewolf or Smartwaiver
- Look for ways to better service your guests.



Booking Trends by Time of Day

Ways to use this data *year-round*

set aside some time to review this report and consider business strategies

- Change your activity schedules and add availabilities to accommodate demand
- If there's a time slot that rarely gets booked, remove it
- Identify hiring and equipment needs



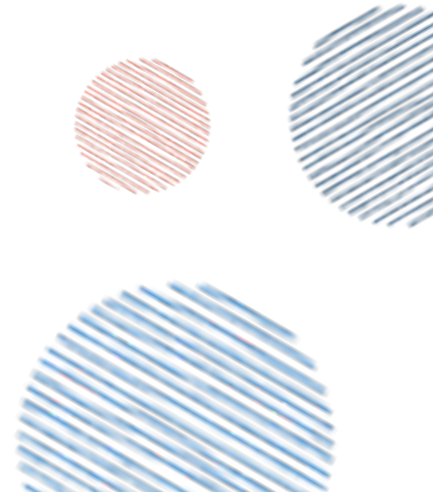
booking trends by time of week



poll

What time of the week is your busiest?

- Weekends
- Mid-Week
- Combination
- Not sure



Booking Trends by Time of Week

Customer Insights

- Which days of the week are most often booked?
- Find opportunities for improvements, optimizations, or new strategies
- Discover opportunities for discounts and other promotions

learn which days
are booked the
most across
different items



Booking Trends by Time of Week

Ways to use this data *now*

make small improvements in the present and focus on bigger updates later

- Schedule more staff on busy days
- Consider extending your hours of operation
- Adjust how you market the activity



Booking Trends by Time of Week

Ways to use this data *year-round*

set aside some time to review this report and consider business strategies

- Consider changing pricing on off days or offering promos/discounts
- Join the FHDN to fill availabilities on slow days
- Identify hiring and equipment needs



how far in advance customers book



poll

How far in advance do your customers typically book?

- Months in advance
- Weeks in advance
- Days in advance or the day of
- Combination
- Not sure



How Far in Advance Customers Book

Customer Insights

- Learn whether your customers book far in advance or at the last minute.
- Cater your marketing strategy and materials based on when your customers typically book.
- Plan initiatives like new tour launches, promos, website updates, etc.

statistics on how far in advance customers typically book



How Far in Advance Customers Book

Early Bookings

early-bird bookers want to see lots of information about your tours & location

- Discover customer booking trends and apply them to your business
- Determine when to launch new marketing strategies like email and social media campaigns
- Make website changes and business updates far enough in advance of your busy season, vacations, and holidays



put an emphasis
on local SEO to
meet this
audience where
they're browsing

How Far in Advance Customers Book

Last-Minute, In-Destination Bookings

- Discover customer booking trends and apply them to your business
- Focus on local SEO
- Maintain your Google My Business profile



thank you!



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