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FAREHARBOR
webinars



How to Extend Your Season

And Maximize the Value of
The Shoulder Months

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Today's Agenda

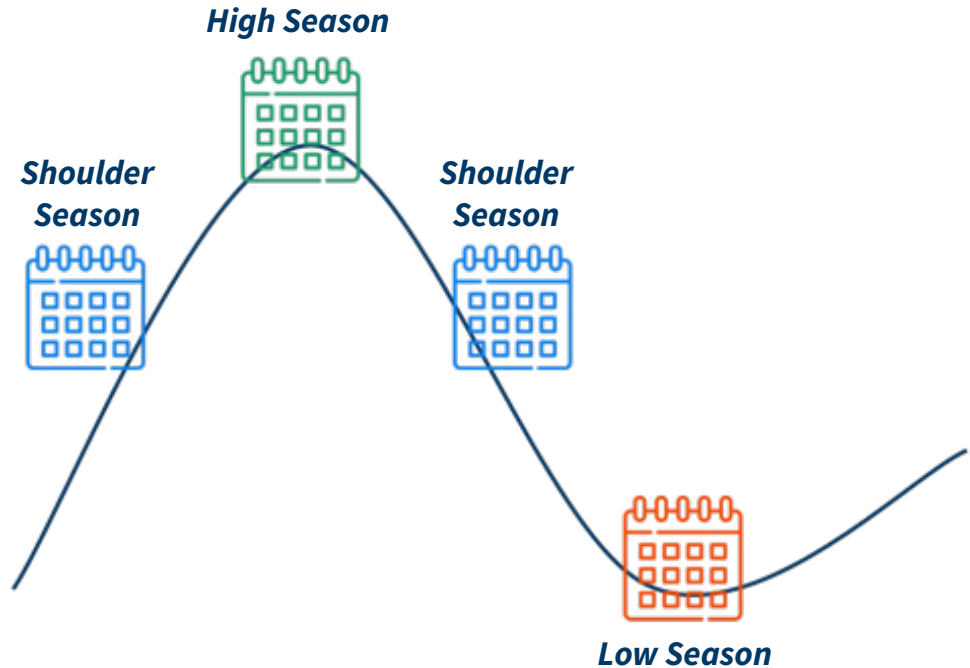


what is the shoulder season?



Understanding the Tourism Shoulder Season

- The tourism shoulder season is the season **leading up to** your peak season, and **following** your peak season.
- Depending on your location and the activities you offer, you could have **two** shoulder seasons, like the spring and fall.



shift focus to your local community





poll

Do you currently partner with other local businesses in some capacity?

- Yes
- No
- I'm planning to!



Who Is Your Local Audience?

- Locals become a valuable asset during the shoulder season.
- Your local audience can differ from your peak season target audience.

Understand Your Audience

- Google Analytics demographics
- FareHarbor reports
- Trends from previous years



How to Attract Your Local Audience

- Partner with local businesses on discounts, joint activities, and advertisements.
- Offer specials for locals.



Pro tip: People travel during the shoulder season to avoid crowds and save money. Promote discounts, small tour size, or other elements that make your business stand out.



Select your tickets

Are you a CO resident?

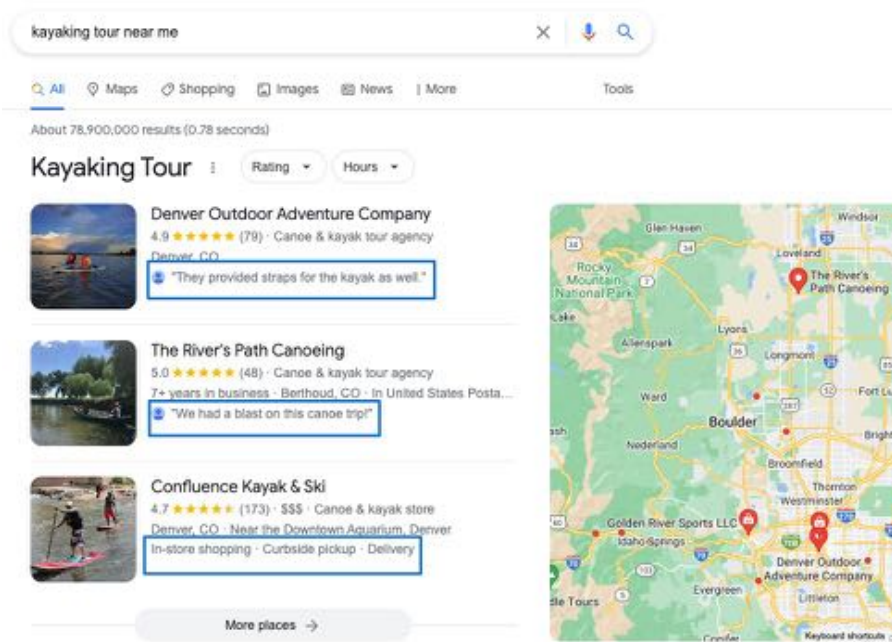
Provide your billing zip code and access savings on ticket prices.

[Apply](#)

This attraction offers savings on tickets for Colorado residents

Improve Your Local SEO Presence

- People search for things to do near them and use the map pack results to inform their search.
- Optimizing your Google My Business page is the best way to improve your local SEO strategy.
- You can also influence local justifications to show users that your business fits their needs.



create seasonal activities



poll

Do you offer seasonal activities that are different from your peak season activities?

- Yes
- No
- I'm planning to!



Create Seasonal Opportunities

Changes to Existing Offerings

- Smaller tour sizes
- Different availability times
- Flexible cancellation and rescheduling due to shoulder season weather patterns

New Seasonal Activities

- Team building / corporate outings
- Happy hours
- School events like field trips
- Holiday activities
 - Lights parade, fall festivals, Halloween costume activities, Santa meet-and-greet, etc.



additional tips for shoulder season success



More Ways to Extend Your Season



thank you!



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