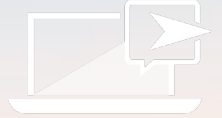


# Promo Codes, Gift Cards and the Holiday Season

FAREHARBOR  
webinars



November 9, 2022

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Denver, CO



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Account Manager

Denver, CO



# Today's Agenda

**Promo  
Codes**

**Gift  
Cards**

**Holiday  
Marketing**



# Poll

## What is one holiday sales tactic you plan to implement this year?

- Gift Cards
- Promo Codes
- Holiday Events/Activities
- Not sure yet!





# Holidays to keep in mind

[ 2022 ]

**November**

**24**

**Thanksgiving**

**November**

**25**

**Black Friday**

**November**

**26**

**Small Business  
Saturday**

**November**

**28**

**Cyber Monday**



# [ 2022 ]

**December**

**18 - 26**

**Hanukkah**

**December**

**24 - 25**

**Christmas**

**December**

**26**

**Boxing Day**

**December**

**31**

**New Year's  
Eve**



[ 2023 ]

January

1

New Years  
Day





# Promo Codes



# Why Promo Codes? How can these help grow online sales?

- **More than 70%** of US online users claim discounts have the biggest effect on purchase decisions during the holidays.
- Over **340,000 bookings** utilized a promo code in Q4 of 2021.
- **Incentivize** shoppers to complete their purchase by offering a promo code.
- Gives customers a reason to use a promo code on **holiday items**



# Best Practices using Promo Codes

- Consider your **margins** when choosing a discount amount.
  - **Smaller** profit margins consider smaller discounts (5-15%).
  - **Higher** profit margins can consider higher discounts (15-25%).
- Utilize **valid** and **blackout** dates.
- Use **whole-booking field** promo codes when possible.
- Create your campaigns **ahead of time!**
- Highlight promo code on a **banner** on the homepage of website



## New Promo Code Request

### FareHarbor Dashboard: \*

Please include a link to your FareHarbor Dashboard so we know where to add the new code. (Example: <https://fareharbor.com/yourcompanyname/dashboard/>)

### Promo code(s): \*

Enter the promo code you want to use (ex: SUMMER21). Or, if generating random codes, let us know how many codes you want.

### Should this code tag an affiliate?

 Yes

### Discount amount: \*

How much should be discounted? Please specify a dollar or percentage amount.

### Should this discount apply to the whole booking, or to each customer individually? \*

### Which items should this code apply to? \*

Ex: Harbor Tour, Private Tour, and Sunset Cruise

### Valid, blackout, or expiration dates (optional):

Let us know if there are certain dates this code should be valid or invalid, and whether these rules apply to the booking or activity itself. Ex: "Valid for bookings made on Oct 30 only" / "Valid for bookings made on Oct 30-31"

### Special instructions or comments

### Contact info:

#### Your name: \*

#### Your email address: \*

We will contact you at this email if we have any questions.

# Setting up a Promo Code

Support is the way to go!

- [New Promo Code Request Form](#)
  - Best Practices for filling out this form:
    - Availability date vs. Booking Created Date
    - Be as detailed as possible
    - Think about blackout dates for future peak holidays (ex: Memorial Day, 4th of July)
    - Questions? Contact 24/7 Support or Account Management Team

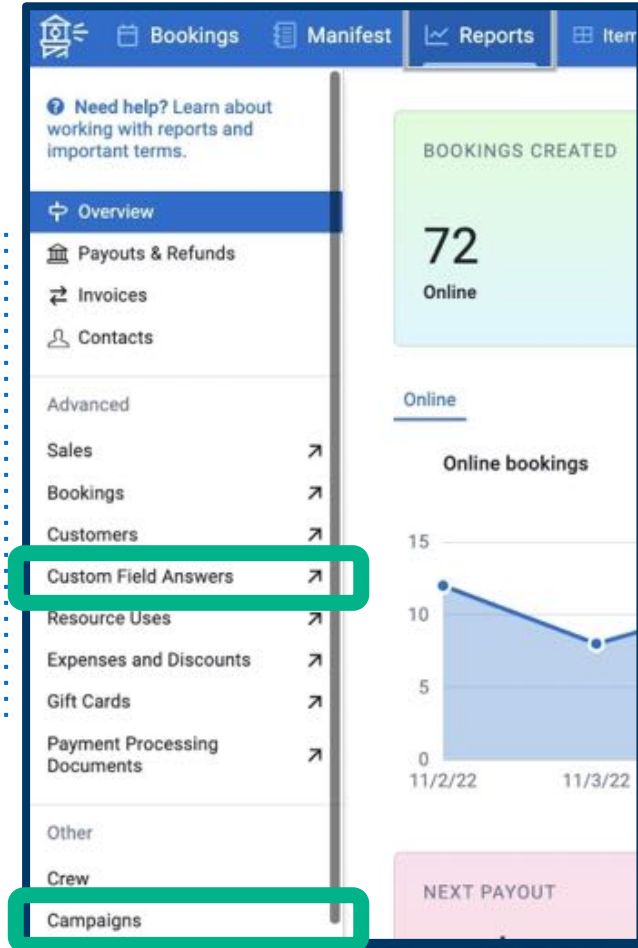
# Reporting on the use of Promo Codes

## Campaigns Report

With the Campaigns report, you can determine how many times your campaigns were used within a specific date range, which items they were used for, and their associated revenue.

## Custom Field Answers Report

The Custom Field Answers report can be used to gather useful information from your customers' bookings. You can see how many times a specific promo code has been used in the past 30 days.



# Poll

## What is your favorite holiday beverage?

- Hot Coco
- Spiked Cider
- Coffee, always
- Mulled wine please!



# Gift Cards



# Gift Cards vs Gift Certificates





# What's the difference?

## Gift Cards

- Applicable to ALL activities
- Do not expire!
- Customers can choose a custom Gift Card value
- Refund to a Gift Card!
- Gift Card Voucher for specified items

## Gift Certificates

- Applies to ONE specific offering
- By default they do not expire but can be set up to expire!
- Gift Certificate sales are final and non-refundable!



## Gift Card Stats



**63%**

of U.S. adults would prefer to receive an experience gift over a material gift.

**60%**

of live FareHarbor Dashboards have an active gift card listed.

**47%**

of all gift cards sold in 2021 were sold in Q4.

**\$149**

was the average amount of gift cards purchased.

**59%**

of gift cards purchased are still unredeemed.

**44%**

of gift cards were redeemed along with another form of payment.

# Gift Card Case Study

A boat charter company that sells online gift cards year-round. Their peak season is during the summer but saw a sales spike during the holidays.

## JULY - SEPT

- Sold **33** gift cards
- Total of **\$3,700** in revenue

## OCT - DEC

- Sold **396** gift cards
- Total of **\$98,300** in revenue



## Gift Card

\$25

### Choose Amount

Custom

\$25

\$50

\$100

### Featured Cruises Rates

Please Note: Gift Cards are available for every cruise.

#### Captain's Dinner Cruise

- Adults - \$65
- Children - \$30

#### Wine Tasting Cruise

- Adults - \$55

#### Three Rivers Sightseeing Cruise

- Adults - \$22
- Children - \$12

#### Kids Themed Cruises

- Adults - \$26
- Children - \$13
- Infants - \$5

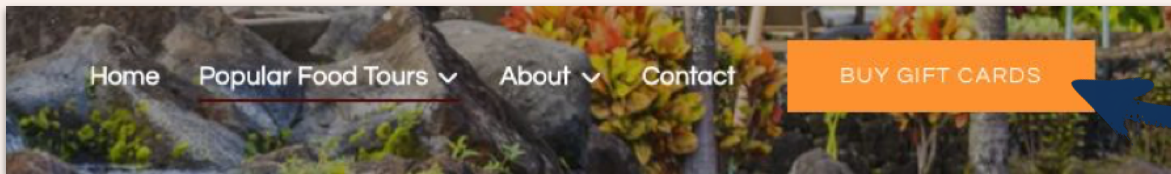
### Recipient Info

You'll confirm these details, add an optional note, and send your digital gift card after checkout.

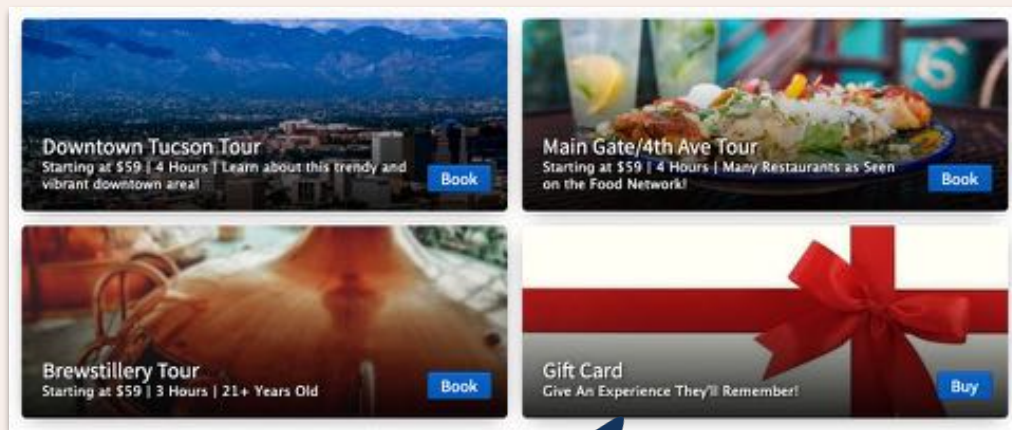
## Gift Card Best Practices

1. Create a gift card item in the Dashboard.
2. Determine the starting price.
3. List a few of your most popular activities.
4. Verify gift card policies are up-to-date.
5. Fill out our gift card set up form!

# Gift Card Callouts



Add a gift card CTA to your website menu.



Add the gift card to your booking flow.



# Holiday Marketing



# Marketing Your Holiday Deals

**Your  
Website**

**Social  
Media**

**QR  
Codes**



# Holiday Tips and Tricks for your Website

- Add a **callout banner** promoting your deals.
- Add a gift card **call-to-action** to your menu.
- Create an **optimized landing page** for any special events.
- Utilize features like **online cart** and **suggested items**
- Update **cancellation policy** information.





# Social Media

- Highlight your **events or discounts**.
- Promote your special events by creating a **Facebook Event**.
- Post **holiday themed content** and highlight your holiday activities.
- Run a holiday **contest**.
- Share **updated images** of attractions, safety policies and reviews

A screenshot of a Facebook event page for "Blossoms of Light" at Denver Botanic Gardens. The event is scheduled for Friday, January 3, 2020, from 5 PM MST to 9 PM MST. The cover image shows two people in winter attire standing in front of a display of colorful lights. The page includes a "Details" section with information about the event's location, host, and ticket prices. It also features a "Go With Friends" section showing 21 people who went and 252 who are interested, and a "Popular With Friends" section with a recommendation for an anti-racist organization series.

**3**

FRIDAY, JANUARY 3, 2020 AT 5 PM MST - 9 PM MST

### Blossoms of Light

Denver Botanic Gardens

Wed, Jan 1 Thu, Jan 2 Fri, Jan 3 +33

About Discussion Interested Going

**Natalie, Stay Up to Date on Coronavirus (COVID-19) Information**

It's up to all of us to slow the spread of COVID-19. Everyone, including young and healthy people, should avoid large gatherings during this time. Stay up to date with public health guidelines from cdc.gov.

Dismiss See Guidelines

#### Details

273 people responded

Friday, January 3, 2020 at 5 PM MST - 9 PM MST

Denver Botanic Gardens

Public - Hosted by Denver Botanic Gardens

This annual holiday lights extravaganza transforms our York Street location into a twinkling winter wonderland. With fresh and exciting new features including a 360-degree immersive light experience, along with some fan favorites, this year's display is brighter and more expansive than ever before.

Available for purchase:  
Dinner, holiday treats, warm drinks and a souvenir reusable mug  
HoloSpex glasses

Timed tickets are issued to reduce event congestion. Enter within a one-hour window starting at the time selected (enter within 30 minutes if you select the 8 p.m. window); once inside, you are welcome to stay until the event closes.

Members  
\$14-\$19 depending on date selected\*  
Non-Members  
\$16-\$21 depending on date selected\* See Less

Other Kid Friendly Volunteering

Denver Botanic Gardens  
1007 York St, Denver, CO

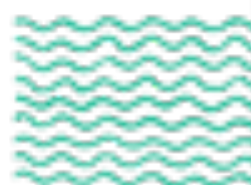
Our dynamic 24-acre urban oasis in Denver features unique garden experiences for the whole family - as well as world-class. See More

Go With Friends See All

21 WENT 252 INTERESTED

Popular With Friends

MON, OCT 26 AT 3 PM MDT  
How to Be an Anti-Racist Organization Monthly Series...  
Note  
Interested



# QR Codes

## QR Codes for Booking:

- Great solution for long lines!
- Customers can scan code and be directed to individual item or book flow
- Track your results!

## QR Codes for Check In:

- Can be scanned from confirmation emails
- Customers can easily scan and post a review after the event or activity



**MAGICAL LIGHTS OF SEWARD**  
A DAZZLING DRIVE-THRU LIGHT SHOW STARTING AT 6:00PM!

Opening Night: November 25, 2022  
Closing Night: December 31, 2022

 **MAGICAL LIGHTS**  
OF SEWARD

**TICKETS:**

- Sunday - Thursday Admission: \$20/vehicle
- Friday & Saturday Admission: \$25/vehicle



# Holidays to Keep in Mind

## November 2022

- 24** Thanksgiving
- 25** Black Friday
- 26** Small Business Saturday
- 28** Cyber Monday

## December 2022

- 18 - 26** Hanukkah
- 24 - 25** Christmas
- 26** Boxing Day
- 31** New Year's Eve

## January 2023

- 1** New Year's Day





## Next steps: Spread the Holiday Cheer!

1. Make sure you have **gift cards/certificates** set up and they are purchasable!
2. Set up any holiday **promo codes** you are offering.
3. Make sure **websites** have:
  - a. Holiday promotions and special events in booking flows and Call To Actions
  - b. Gift card bookable online
4. Plan out your **marketing schedule**:
  - a. Social posts
  - b. Email/dashboard marketing
  - c. Make sure your customers know the deals you are offering!



**You Asked and FareHarbor Listened...**



# Customizable Gift Cards are **coming soon!**



Thank you!





## Have you checked out Compass recently?

Our webinar series is just one of the many resources we have to support you in growing your business. **Login** to Compass for guides on PPC, Google, SEO, content writing, industry insights and more!

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

- [Creative Ways to Leverage Social Media During the Holidays](#)
- [How to Take Advantage of the Tourism Shoulder Season](#)
- [A Complete Guide to Holiday Marketing for Tour Operators](#)







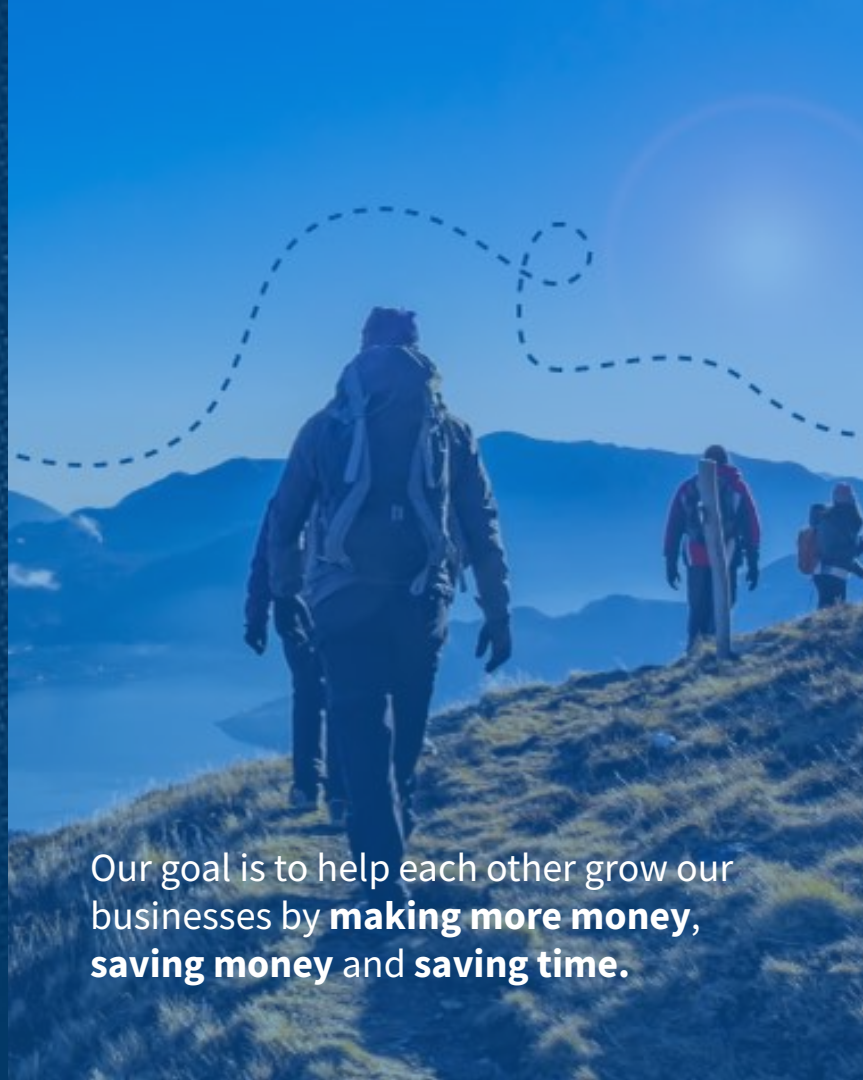
FAREHARBOR

# community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.