

FAREHARBOR

SPARK 

 VIRTUAL 2022 



Be Your *OWN CUSTOMER*

Simple steps on how to understand
your customers booking journey

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What We Will Cover



Dreaming Phase



Planning Phase



Booking Phase

What We Will Cover

1

Dreaming Phase

We will explore what triggers customers to dream, and how your business can help influence this stage.

2

Planning Phase

How your business can stand out and make sure that you're in the customer's plan.

3

Booking Phase

We will look at what makes for a great booking experience, and some tips to streamline your booking form.



By the end of this presentation, you should be able to...



- Understand the different phases of the customer journey.
- Identify actionable takeaways for your own business.
- Develop your own method to be become your own customer.



Dreaming Phase

This is the initial stage in a customer's journey. A certain event or search will trigger the customer to dream about visiting a particular destination.

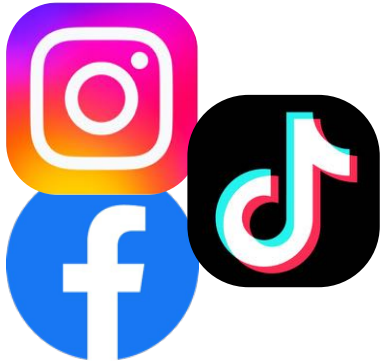


tip:

This is the **hardest** part of the journey to be part of, but is one of the most important for a customer.



What You Can Control



Social Media



Newsletters



Search Engine
Optimisation (SEO)

Key Takeaways

1

Dreaming can be random

The dreaming phase can be triggered by any interaction a customer can have in their daily life.

2

Keep customers engaged

You can be the reason customers dream about your destination through newsletters and interaction.

3

Social Media is key

This is one of the best ways to keep future customers engaged, and a great way to highlight your destination!

4

SEO

Ensure you have an SEO strategy so you are attracting the correct audience for your destination.



Planning Phase



Your customers are now **planning their** trip and are looking to narrow their searches down to activities and plan their itineraries.

Source: Think with Google

64%

Discover products and services online

Source: Think with Google

74%

Are influenced by friends, family and peers



A Customers Planning Process

The processes that customers plan their tours and activities.

Bonus Info!

Mobile Optimisation:

70%

of travellers search
on their phones.

[Think with Google]

- > **Lists and Recommendations**
“Top 20” lists and traveller experiences
- > **In Depth Research**
More detailed searches on activities
- > **Searching for options**
“Best crocodile tour Daintree River”
- > **Comparison**
What gives you the information you need?

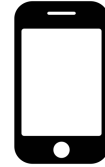


Where Your Business Shines



Relevant Information

Inclusions, pricing, departures times, dates, seasonal information.



Optimised Mobile Site

A mobile-friendly site for customers to navigate.

tip:

Go through your website as a customer, and see if you have all the information required to feel comfortable booking.



Key Takeaways

1

Customers narrow search

Customers begin to narrow down their options and start looking at specific companies.

2

Information

Clear, precise, and relevant information needs to be present on all pages of your website.

3

Mobile Sites

With many travellers using their smartphones, a mobile optimised site is key to obtaining their business.

4

Strategic Partnerships

To get more visibility on broader searches, partner with blogs and local advertisers.



Booking Phase

This is the final stage of the **customers** journey before they do the activity. They are ready to book!

tip:

In this stage, information and accessibility is key!



Booking Your Activity



Call To Action
(CTA) Button



Book Form



Accurate Follow Up

CTA Buttons

Accessible

Can you **locate** your Call To Action (CTA) button?

How many clicks to your book button?

Correct Links

Do your buttons go to the **correct** activity?

Stand Out

Does your CTA **stand out** on your page?

Does it work with your **branding**?

Book Form or Flow?

Are you advertising **multiple products**?

Does it work better with **individual CTA buttons**?





Book Form

- Are you asking the right questions?
- What information do you need?
- Is the book form too long?
- How long does it take to fill it out?
- Is anything causing confusion?

These are questions you should be asking yourself while being your own customer.

tip:

Hold your breath while trying to make a booking. If you can't hold it, your booking form is too long!



Accurate Follow Up

1 Location



2 Inclusions



3 FAQs & Policies



Confirmation & reminder emails need to provide customers with all relevant information for their tour or activity.



Please note: Staying on top of your confirmation notes can reduce phone calls!

Important: Your Tickets
Use the button to the right to go to your tickets. Please bring a printed copy or keep them ready to open on your phone so we can check you in. [Go to your tickets](#)

Please meet us at:
Alfred St
Sydney, NSW 2000 [Get directions](#)

Location
Please meet us at Wharf 3 @ Circular Quay on Alfred Street, Sydney

What to bring
Your tour includes lunch, so feel free to leave that sandwich at home and enjoy one on us! Feel free to bring the following to ensure the best trip possible:

- A hat and sunscreen
- A poncho or rain jacket in case it rains
- Sea sickness tablets
- A camera for some great photos
- A smile for our workers

Our Rules
Please respect our staff and pay attention to what they say, along with our policies onboard.

- Listen to all instructions provided by our staff.
- No umbrellas while onboard.
- No drinking alcohol onboard as we do not have an alcohol licence.

FAQS
Please find a link to our [FAQS Page here](#) for any additional information.

Details

Adult	\$52.17
Adult	\$52.17
Tax	\$15.66
Total	\$139.00
Amount due	\$139.00

Cancellations
Refund and Exchange
We provide the following refund and exchange policies:
- A full refund or exchange to gift card for any cancellations made 48 hours prior to your cruise time.
- A 50% refund or exchange to a gift card if made between 48 and 24 hours before your departure time.
- 0% refund or exchange to a gift card if cancelled within 24 hours of your cruise time.

If you decide that you want to rebook to a similar time on the same, no penalties will be incurred. However, if you want to change to a different day you will incur a fee.

Covid Policies

- We encourage all customers to wear a mask inside our vessels, but it is not required.
- If you are positive for Covid-19, please call us and we can reorganise your cruise (excluded from our cancellation policy).

Key Takeaways

1

Accessibility

Customers need to be able to easily access a CTA Button to book your activities.

2

Book Form

A fine balance between what information you require, and what the customer wants to provide.

3

Accurate Follow-Up

Provide accurate information in confirmation and reminder emails.





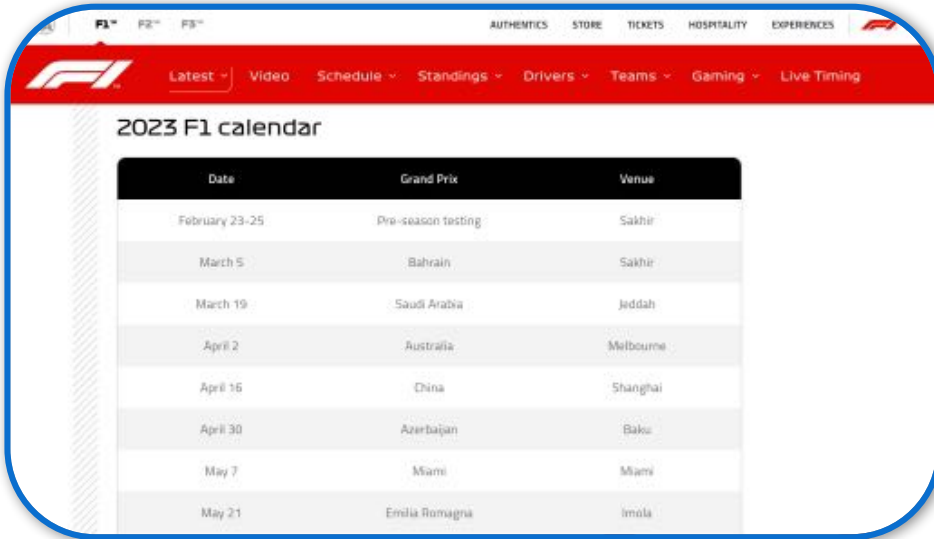
Case Study

My booking journey

Booking a trip to Melbourne

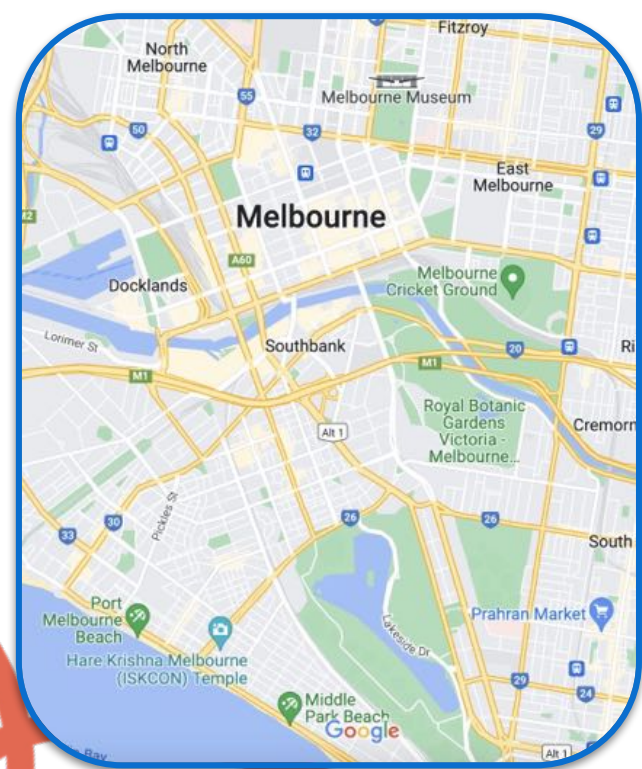


Dreaming Phase



A screenshot of the official F1 website's 2023 calendar page. The page features a red header with the F1 logo and navigation links. Below the header, the text '2023 F1 calendar' is displayed. A table lists the dates, Grand Prix names, and venues for the season.

Date	Grand Prix	Venue
February 23-25	Pre-season testing	Sakhir
March 5	Bahrain	Sakhir
March 19	Saudi Arabia	Jeddah
April 2	Australia	Melbourne
April 16	China	Shanghai
April 30	Azerbaijan	Baku
May 7	Miami	Miami
May 21	Emilia Romagna	Imola



<https://www.timeout.com/melbourne/things-to-do-in...>

101 things to do in Melbourne at least once in your life

27 May 2022 — Melbourne's food, drink, coffee, art, theatre and sport culture are among the best in the world, and we reckon you should try to experience ...

[Sofitel Melbourne](#) · [Arts Centre Melbourne](#) · [Melbourne public transport guide](#)



Planning Phase

Things to do

Activity

Yarra River Cruise

Boat Hire Yarra River

NGV

Albert Park

South Melbourne Markets

Carlton Cafes

Queen Victoria Markets

CBD Walking Tour

Degraves Street

MCG Sports Tour



Top 12 Melbourne River Cruises and Water Adventures

HIRE A BOAT

BOOK NOW SKIPPER YOURSELF SKIPPERED CRUISES GIFT VOUCHERS FAQS GETTING HERE

SKIPPER YOURSELF

You don't need a boat licence to skipper yourself and explore the Yarra River under your own steam. Anyone can captain our user-friendly electric boats.

Up to 9 People

No Boat Licence Required
Super Easy To Operate
Bring Food & Drinks
1 - 4 Hour Cruises

MORE INFO

BOOK NOW

SKIPPERED CRUISES

With our skippered cruises you'll experience the very best of Melbourne. We provide the skipper, so all you need to do is focus on having an awesome time.

Up to 9 People

Experienced Skipper/Guide
Private Boat
Bring Food & Drinks
1 - 4 Hour Cruises

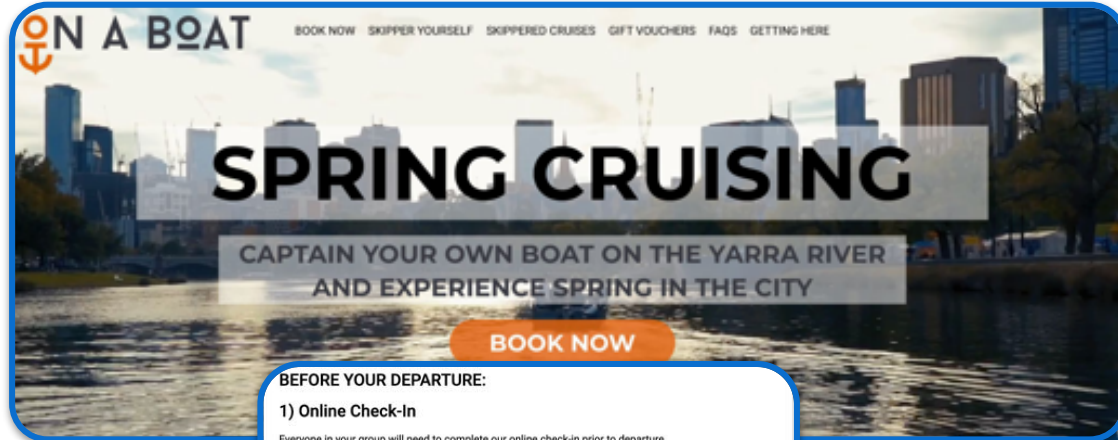
MORE INFO

BOOK NOW

Book Now



Booking Phase



BEFORE YOUR DEPARTURE:

1) Online Check-In

Everyone in your group will need to complete our online check-in prior to departure.

[Click here to check-in now](#)

Please forward this email on to anyone else in your group so that they can also check-in before departure.

2) Arrival & Onboarding

Please ensure arrival at [Collins Landing Wharf](#) at least 15 minutes prior to departure for onboarding and briefing. Late arrival shall result in shorter sailing time.

3) Alcohol Consumption

Please note it is required by law the nominated skipper must not be under the influence of drugs or alcohol and remain 0.00% BAC. Alcohol consumption laws are enforced by Victoria Water Police and comprise heavy fines.

All other guests must comply with our alcohol limits:

- One bottle of wine (per two persons)
- Three bottles/cans of pre-mixed spirits, beer or cider (per person)
- No straight spirits are permitted.

Any antisocial behaviour will lead to the trip being terminated with no refund.

4) Weather

Head to onaboat.com.au/weather for the most accurate weather forecast.

5) Vessel Operation

Please note it is required by law the nominated skipper must be 18 years or older and maintain control of the vessel at all times.

Details

Choose Options

1 ▾

2 Hour Deluxe Boat Rental

Select number of boats | Price is per boat (Up to 9 people)

A\$549

Extra Information

What is the occasion? *

Anniversary, proposal, birthday etc

How many people will be coming on board? *

Choose an option ▾ *

Select your colour theme *

Choose an option ▾ *

I have checked the date/time and understood the Terms & Conditions.

- To read the full list of Terms & Conditions refer to our Terms page.
- ON A BOAT provides boat rental and boat cruises. The Customer shall behave in accordance with these general rules and will at all times bear responsibility for all passengers to comply with all general responsibilities. Should the Customer (or a person in the Customer's party) not comply with the general responsibilities, then ON A BOAT is entitled to terminate the agreement with Customer with immediate effect. In such an event, there will be no right of restitution for any amount paid.
- The Customer must be 18 or older to hire and operate the vessel. The customer agrees that a person 18 years or older will be in control of the vessel at all times.



Now that we have finished, you should be able to...



- Understand the different phases of the customer journey.
- Identify actionable takeaways for your own business.
- Develop your own method to become your own customer.





Questions?

THANKS 

