

FAREHARBOR

SPARK 

 VIRTUAL 2022 



Ilaria Mammucari

CLIENT ONBOARDING SPECIALIST FareHarbor





**How to make the most
out of your *OFF-SEASON***



Today we are looking into:

1

Why is the off season important?

2

What can you do for your business?

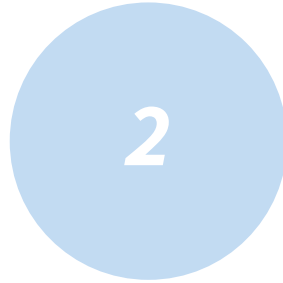
3

How can you make this happen?





Why is the off season important?



What can you do for your business?



How can you make this happen?



Turn **ON** your off season

The **most successful** businesses are those who take advantage of the slow season to prepare for the upcoming one



Analyze your business

Review the success of the previous season



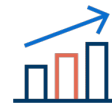
Extend your season

Promote to attract new customers



Plan your activities

Facilitate the travellers who book in advance



Improve your website

Increase conversions with a good user experience





Why is the off season important?



What can you do for your business?



How can you make this happen?





Analyze your business

Review the success of the previous season



Extend your season

Promote to attract new customers



Plan your activities

Facilitate the travellers who book in advance



Improve your website

Increase conversions with a good user experience

WHAT are reports?

Report type | Suggested reports | Saved reports | Share | Advanced reports help

Bookings

Report generates in a few seconds ago [Generate](#)

Filter bookings:
Cancelled Status: uncanceled, canceled > 90 paid

Item:
Select all items
 Blue Mountain Hiking
 XTVs Rental
 Rafting
 Bike Rental
 Gift Card

Group by:
Find group

Columns:
 Summary report
 Detailed report
Summary Detail All
Find column

Booking columns:
Show all (default)
 # of Bookings
 # Cancelled

Item	# of Bookings	# of Fee	Subtotal	Total Tax	Total	Total Paid	Processing Fees	Total Paid after Processing Fees
ATVs Rental	6	6	499.75	€70.87	€1,151.80	€796.00	€2.57	€793.43
Bike Rental	3	3	€156.31	€31.69	€190.08	€190.00	€0.80	€190.08
Blue Mountain hiking	6	6	€349.57	€70.00	€403.08	€141.00	€0.32	€140.68
Delphin Cruise	1	1	€416.67	€83.33	€500.00	€500.00	€0.80	€500.00
Gift Certificate	1	1	€41.67	€8.33	€50.00	€50.00	€1.40	€48.60
Hotel Pub-Cruises	2	7	€145.81	€29.19	€175.00	€175.00	€0.80	€175.00
Scuba Diving Tours	1	6	€400.82	€79.99	€480.00	€480.00	€0.80	€480.00
Snorkeling Cruises	1	6	€250.82	€49.99	€300.00	€300.00	€0.80	€300.00
Snorkeling Tours	2	8	€291.69	€58.31	€350.00	€350.00	€0.80	€350.00
Sydney Coastal Hiking	2	14	€0.80	€0.00	€0.00	€0.00	€0.80	€0.00
10 Items	28	77	€3,213.29	€800.71	€3,819.00	€3,803.00	€4.29	€3,807.71

Need help? Learn about working with reports and important terms.

Overview

Payouts & Refunds

Contacts

Advanced

Sales

Bookings

Customers

Custom Field Answers

Resource Uses

Expenses and Discounts

Gift Cards

Payment Processing Documents



Group by:

Find group

- Item
- Availability
- Lodging
- Pickup
- Last Booked By
- Booking Created By
- Booking Cancelled By
- Source

Columns:

- Summary report
- Detailed report

Summary Detail All

Find column

Booking columns

Select: [all](#), [none](#), [default](#)

of Bookings

Cancelled

Subscribed to text messages

WHAT are reports?

REPORTS are useful to

You can create several types of fully customizable reports using data collected from your Dashboard.

- > Check the **best seller** item
- > See which tours and dates are **performing best**
- > Track the success of **promotions**





Analyze your business

Review the success of the previous season



Extend your season

Promote to attract new customers



Plan your activities

Facilitate the travellers who book in advance



Improve your website

Increase conversions with a good user experience

Campaigns and Promo Codes

Campaigns allow you to **offer discounts** for your customers using promotional codes.

You can also add valid or blackout dates to specify when your promo codes are valid or not

Add promo or discount code

If you have a promo or discount code, enter it below.

WELCOME10

✓ -10%

tip:

We are happy to set up your campaigns and promotional codes. **Just drop us a line!**




CREATE Gift Cards

By offering digital gift cards through FareHarbor, your customers can **purchase** and **send** gift cards directly from your website. Recipients can then redeem their gift card when booking on your website or by calling you directly.



You're Buying

 **Gift Card**

Gift Card €25

Choose Amount

Custom €25 €50 €100

Any amount makes the perfect gift!

Recipient Info

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





Analyze your business

Review the success of the previous season



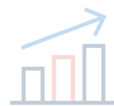
Extend your season

Promote to attract new customers



Plan your activities

Facilitate the travellers who book in advance



Improve your website

Increase conversions with a good user experience





Why build out your
availability calendar
in advance?



Catch the early birds

Have your availabilities ready
for the early planners!



Spread your work

Use the slow time to prepare
your future calendar



How? Submit your build request to our team!

FAREHARBO

Add Availabilities to Calendar

Fill out the form below to submit your request to the FareHarbor team. A copy of your responses will be emailed to you after submitting. Remember we can build your calendar out for the next 5 years, save yourself the legwork now!

FareHarbor Dashboard: *

Please include a link to your FareHarbor Dashboard so we can make sure we're updating the right calendar.

example: <https://fareharbor.com/yourcompanyname/dashboard/>

Do you offer activities that change start times seasonally (such as a sunset cruise) or occur on holidays? *

Yes

No

Submit





Analyze your business

Review the success of the previous season



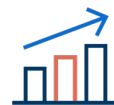
Extend your season

Promote to attract new customers



Plan your activities

Facilitate the travellers who book in advance



Improve your website

Increase conversions with a good user experience





Landing page

Is your website
SSL secure?



Booking Form

Are pictures HQ?
Are there any white spaces?



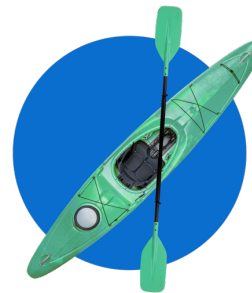
Item optimization

Are key details and prices
displayed?



Mobile

How is the integration on
the mobile?



SSL secure - Why use it?



- > **It increases customers trust**
Customers will know the information they enter is safe
- > **Better Search Performance**
Sites secured with SSL will be ranked more highly
- > **It's more secure!**
Protects your website from attackers

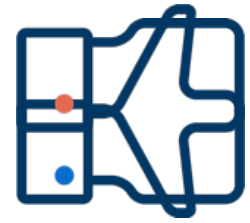
A screenshot of a payment form. At the top, a green banner says "Secured with 2048-bit encryption". Below this, the form is divided into two sections: "Contact" and "Payment". The "Contact" section has two input fields: one for a name containing "Jamie Cooper" and one for a phone number containing "8085551234". The "Payment" section has a "Card number" input field containing "4242424242424242" and a "VISA" logo to its right.



Information displayed

The screenshot displays a travel website interface with a blue header. On the left is a logo featuring a stylized 'S' inside a circle. On the right is a search bar with the text 'Search by date' and a magnifying glass icon. Below the header is a grid of six activity cards, each with a background image, a title, a price range, a description, and a 'Book' or 'View' button.

Activity	Price Range	Duration	Age Group	Action
Blue Mountain Hiking	£50 - £70	1 hour	All ages welcome	Book
Guided Tours	-	-	Perfect for the whole family	View
Rentals	-	-	All ages welcome	View
Water experiences	-	-	-	View
Stargazing	£30 - £60	2.5h	All ages	Book
Dolphin Cruise	£50 - £500	1.5h	All ages	Book





Lightframe





Lightframe





Descriptions & Headlines

ATVs Rental

Great experience - Discount if you book in advance



About

Rent an AVT for a funny ride over the hills!

Duration

From 2 to 3 hours

What to bring

Sporty clothes and comfy shoes

Book online

- Real-time availability
- Instant confirmation

September • 2022 • >

M	T	W	Th	F	S	Su
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Click a date to browse availability






Descriptions & Headlines

Secured
✕

🏠 → Morning Surf

Morning Surf

All levels welcome • From 10 years old • 1 hour and 30 minutes • Experienced instructors



€40 Adults +18 years of age

€20 Children From 10 to 17 years of age

Prices for Wednesday, 31 September 2022 @ 08:00

Book online

- 🕒 Real-time availability
- ⚡ Instant confirmation

November 2022

M	T	W	Th	F	S	Su
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Click a date to browse availability

Let's learn how to ride the perfect wave!

Duration

Each lesson is 1 hour and 30 minutes long

Description

Whether you've surfed before or have never touched a board, we'll have you riding in the waves in no time! All our instructors are experienced, lifeguard-certified professionals who have taught students of all ages and levels.



Join us for a morning lesson at Sunset Cove, a perfect environment for beginners with beautiful, easy waves year round. We'll even include photos of your lesson to take home as souvenir!

What you'll learn:

- How to choose a surfboard
- Fundamentals of ocean safety
- Board control and body positioning
- Paddling
- How to stand on a surfboard
- How to choose a wave
- Proper etiquette

What to bring

Bring sunscreen if desired. We'll provide everything else!

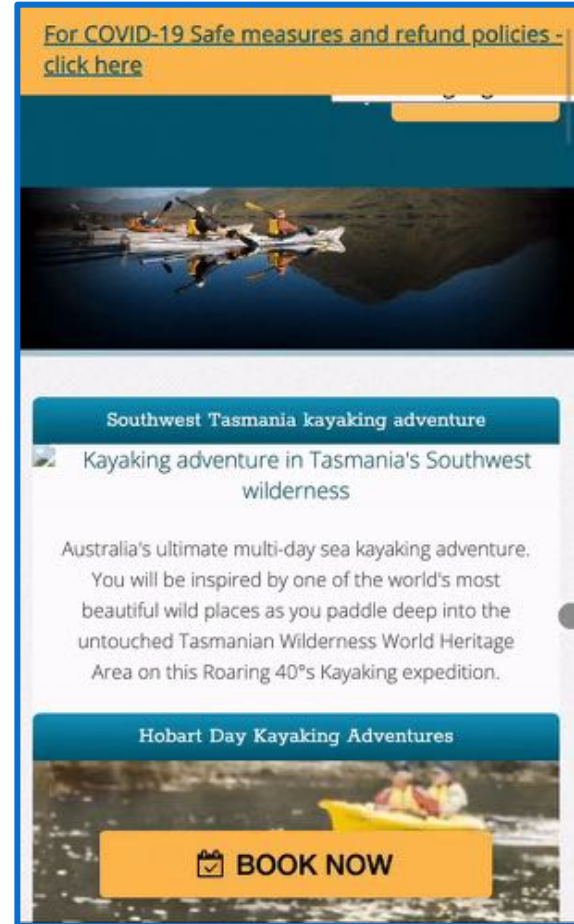
🌐 English (UK)

All prices are in Euro



Mobile friendly websites

- **Implement responsive design**
Adjust the content to fit the smaller dimensions of the screen
- **Keep it simple**
Fewer options on your site menu
- **Say goodbye to ads and pop-ups!**
They are extremely frustrating on mobile devices
- **Adapt book buttons for mobile**
Big enough to read the CTA and large enough for users to easily click it



A quick *RECAP*...



Analyze your business

Review the success of the previous season



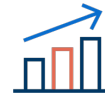
Extend your season

Promote to attract new customers



Plan your activities

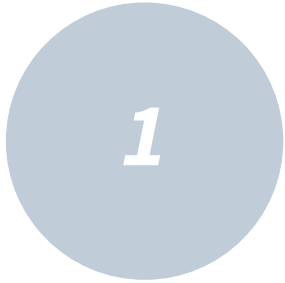
Facilitate the travellers who book in advance



Improve your website

Increase conversions with a good user experience





Why is the off season important?



What can you do for your business?



How can you make this happen?



We are always here to help you grow!



1

Do you want to learn more and grow?

Access [FareHarbor Compass](#), one destination for SEO tips, digital marketing resources and industry insights

2

Do you want to expand your business?

Join our [FareHarbor Distribution Network](#) to partner with fellow FH business and resell each others tours

3

Do you want help with the dashboard?

Reach out to our [Support Team](#) or use the [Help Center](#) for step-by-step guides and answers to common questions

4

Do you want to be re-trained?

Request an [extra 1:1 live training session](#) with our Onboarding team!





Questions?



THANKS 

