

FAREHARBOR

SPARK 

 VIRTUAL 2022 



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Marketing to British Customers and how to keep them **COMING BACK**

A tale of three journeys



THE AGENDA

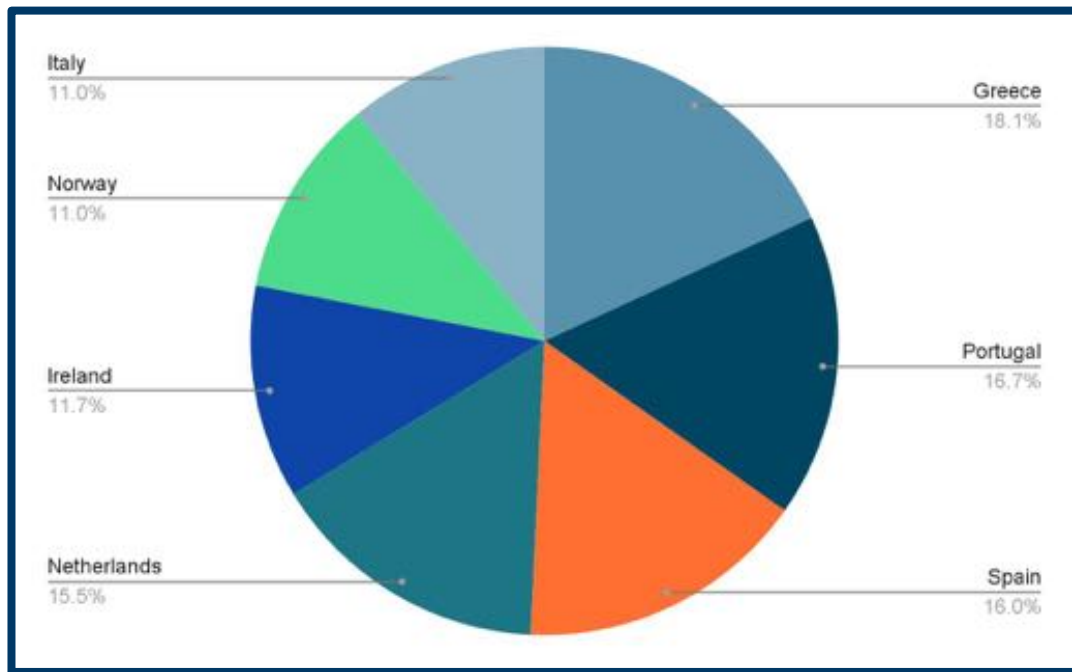


- Why them?
- Who are they?
- From looker to **BOOKER**
- How/when do they book?
- Q&A

Why *THEM*?

This chart shows a breakdown of the top 7 countries in Europe that our British Customers visited in the past year!

Share of **bookings** in these **countries**

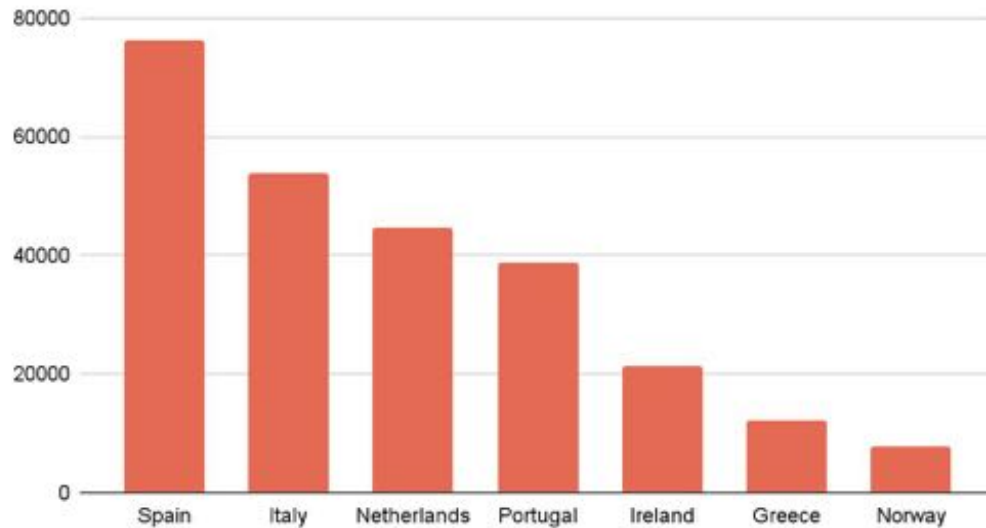


Why *THEM*?

Data shows customers from the UK travel the most and when they do, they spend on average £56 per booking!



Bookings processed from the UK



tip:

Capitalise on these big spenders by focusing some of your attention on driving them to your business



WHO are they?



Families

Families are the
bread and butter of
UK travellers



Group Holidays

Lads, Ladies and
mixed groups of
friends



Couples

The safe middle
ground between
Families and friends



What *NOW*?

We know the **why**,

We know the **who**,

Where do we go from here?



The Customer Journey

From looker to **BOOKER**

There are a lot of ways that you can grab someone's attention, why not try them all!



Language specific SEO

This combined with Dashboard translations can boost conversions up to 40%



Targeted QR codes

Have fliers made in several languages to maximise your outreach!

ACTIONABLE information!



Referral discount codes

Add a discount code that can be shared among friends, word of mouth trumps all!



ZERO Risk - massive potential

The image shows a two-page spread of a brochure. The left page is for 'Bicycle Tours' and features a large QR code in the top left corner. To its right, the text 'SCAN THE QR CODE BOOK NOW!' is written in a mix of black and green fonts. Below the text is an illustration of two people on bicycles. At the bottom left is the 'ave bicycle tours' logo, and at the bottom right is the website 'BICYCLE-TOURS.CZ' with social media icons for Instagram, Facebook, YouTube, and a camera icon.

The right page is titled 'Prenotazioni Online da hotel e affiliati' in red and white text. It features a large illustration of a smartphone with a QR code on its screen and the word 'SCANSIONE' below it. Two people are shown interacting with the phone. The background includes various travel-related icons like a suitcase, a sailboat, and a hot air balloon. At the bottom left is the 'FAREHARBOR' logo with social media icons for Instagram, Facebook, LinkedIn, and Twitter. At the bottom right, a red speech bubble contains the text: 'Aumenta le prenotazioni online e traccia quelle che arrivano tramite QR code dagli hotel con cui collabori.'

How they book?

1

Mobile

Online bookings new bread and butter has swiftly become mobile bookings.

2

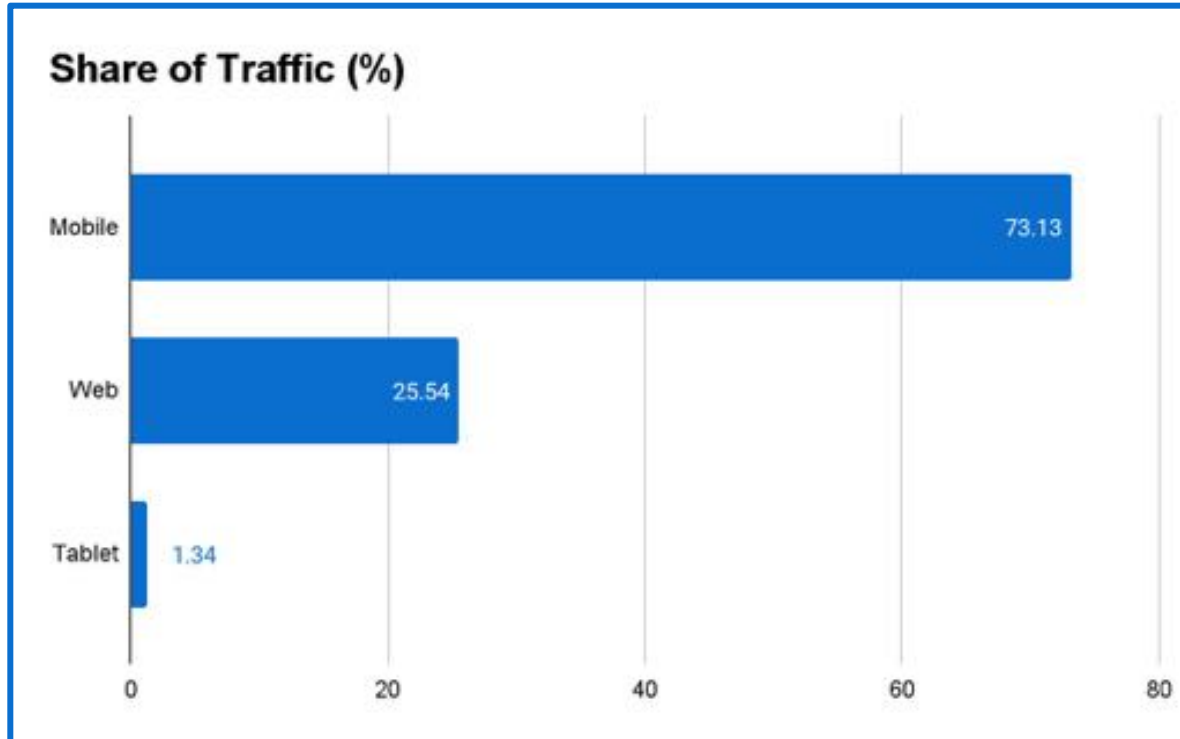
Web (Desktop/Laptop)

With just over one quarter of bookings coming through web portals this is still a high value target

3

Tablet

Lowest returns on investment come from tablet, a low level of focus or none at all should be given to tablet users.



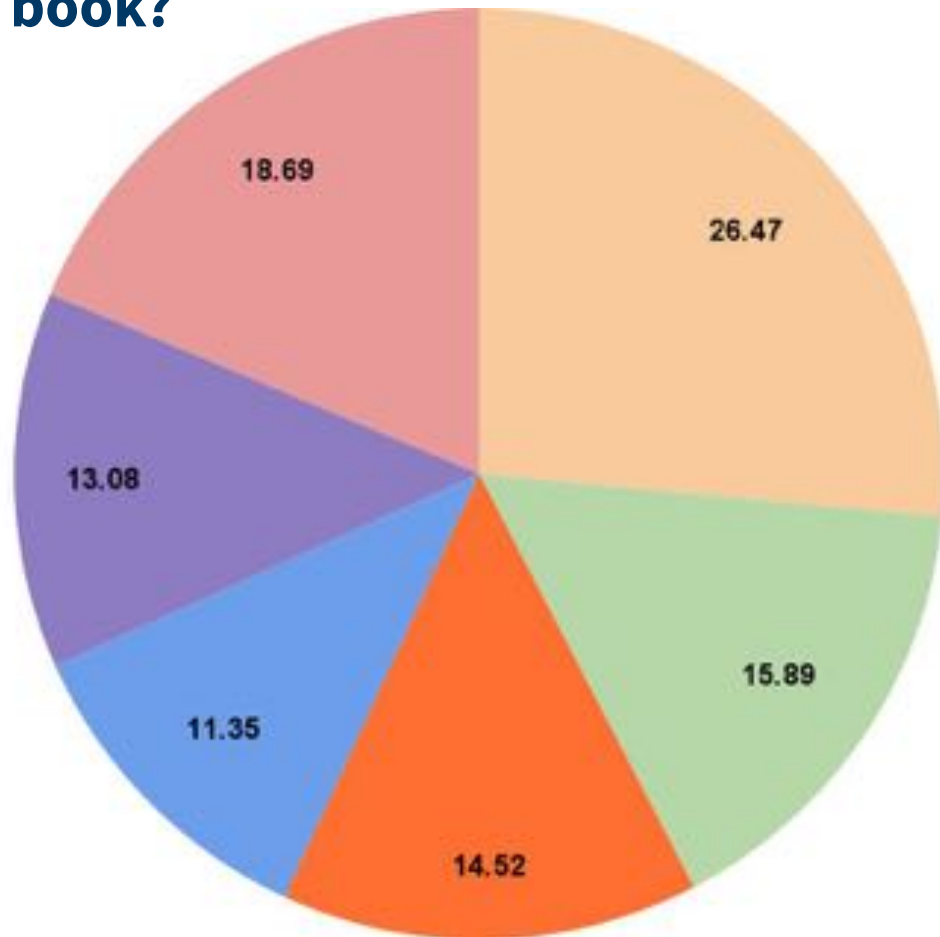
WHEN do they book?

Families

Families tend to book in activities far in advance anywhere between 15 to 60+ days

Groups

Groups are a mix of Same Day and anytime up to 30 days



- Same Day
- 1 to 3 Days
- 4 to 7 Days
- 7 to 14 Days
- 15 to 30 Days
- 31+ Days

Couples

Couples tend to be varied, booking anywhere from 7 to 60+ days in advance while always leaving room for spontaneity in Same Day bookings



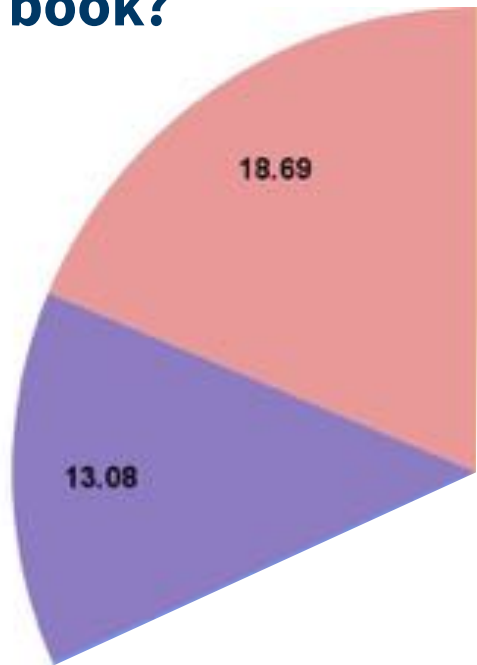
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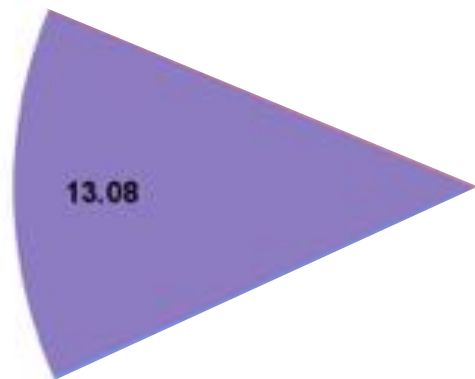
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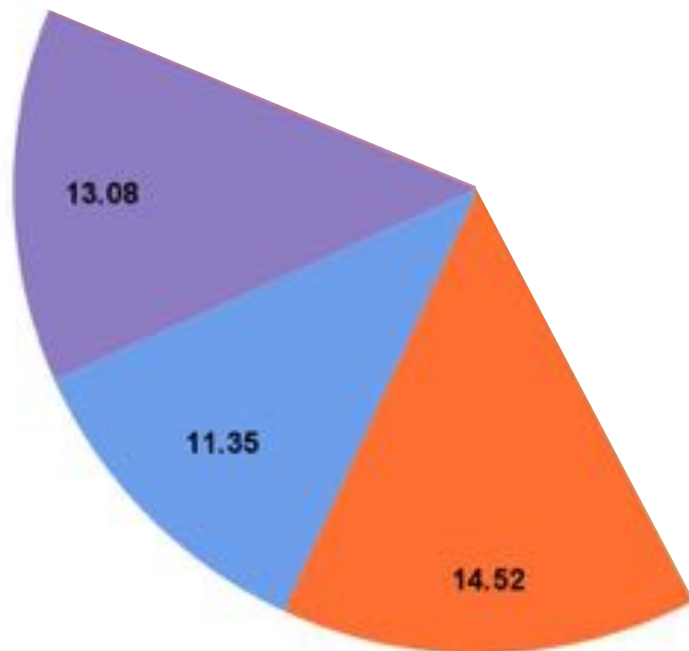


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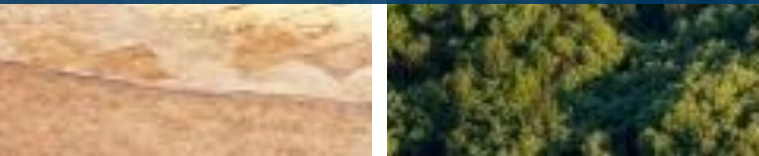
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CASE STUDY

Google reviews People trust people



Source: Oway Tours

+81%

**Increase of + 311 reviews
in 5 months**

[FAREHARBOR]

Why is it important?

- Increase online exposure & local SEO
- Improve Click-Through rate to your website
- Helps to snowball collection of reviews





CASE STUDY

Google reviews

People trust people


- Catch the user's attention by **creating a personalized message in English**
- Make the **follow-up email more visual** *(and add stars as a way to add context for the final user)*
- **Remove multiple call-to-actions:** the user needs guidance, the more choice, the less action is taken!
- **Going the extra mile:** add the “Review us on Google” logo and link on corporate email signature and ask guides to mention it at the end of each tour.





CASE STUDY

Google reviews People trust people



688 37 65 81 • info@owaytours.com • owaytours.com

How many stars do you give us?

★★★★★

Hi there!

Thank you for participating to one of our tours, we hope this unique experience turns into unforgettable memories.

We value your opinion as our client and we would love to hear what you've thought of us: **30 seconds of your time would mean the world to us!**

Thank you very much, we hope to see you soon!
Oway Tours Team

LEAVE A REVIEW



Takeaways

1

Focus on YOUR customers

Identify which group you encounter most and work to make them the focus of your activity

2

Have a game plan

After locking in your target audience - Identify ways you can adapt to how they travel

3

Take Action

Use language specific SEO, Discounts and QR codes strategically to effectively attract big spenders

4

Timing is important

Knowing when to push for customers is as important as knowing which customers to attract



Q&A / Discussion



THANKS 

