

FAREHARBOR

SPARK

LAS VEGAS 2022



FareHarbor Features for Driving Conversions



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The background is a collage of four vertical panels. From left to right: 1. A sailboat on the water. 2. A hiker with a backpack on a trail. 3. A person in a blue shirt kayaking. 4. A person ziplining over a forest. The text is overlaid on this collage.

TWEAK THESE FOUR FAREHARBOR FEATURES TO **DRIVE CONVERSIONS**



THE AGENDA



- Booking Flows **Best Practice**
- How To **Streamline** Your Book Form
- Utilizing Custom Canned Messaging To **Promote More Online Reviews & Returning Customers**
- QR Codes + Kiosks





Feature #1:

BOOKING FLOWS

**Best Practices to Highlight Your
Tours & Activities!**



CALL TO ACTION: Book Now Buttons



BOOK ONLINE

BOOK THE TOUR!

BOOK NOW

SEARCH BY DATE & BOOK NOW

September ▾ 2022 ▾ >

Su	M	T	W	Th	F	S
28	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

Saturday, September 10th 2022

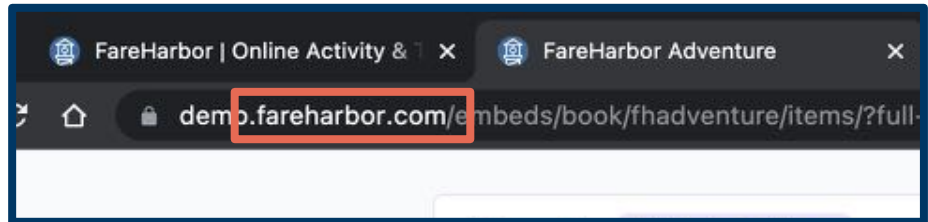
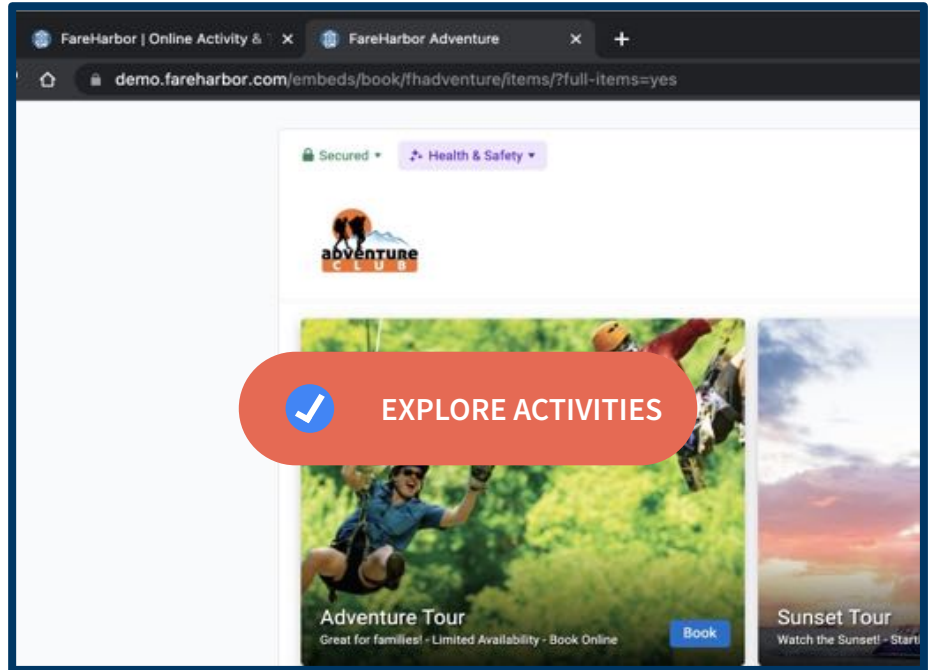
8am One-Day Scenic Rail Adventure >



Search by date



Entering the Booking Flow via *LIGHTFRAME OVERLAYS*



Entering the Booking Flow via *LIGHTFRAME OVERLAYS*



zen tubing.com

Secure

ZenTubing Browse activities

Choose a Date

October • 2022

Su	M	T	W	Th	F	S
25	26	27	28	29	30	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	31	1	2	3	4	5

Monday, October 10th 2022

Private River Cruise
365 3 Hours • Runs 7 days a week June-October

11am 4pm

EXPLORE ACTIVITIES

English (US)
All prices are in US dollars

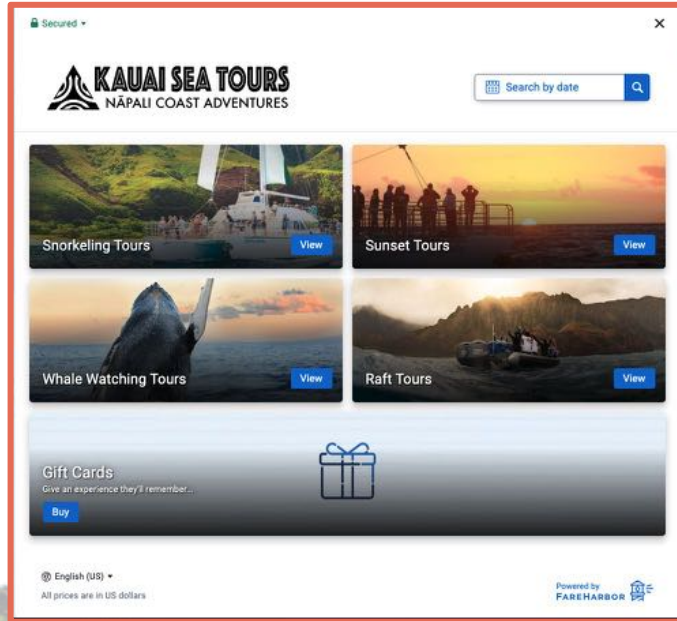
Powered by FAREHARBOUR

* Featured Floats *

zen tubing.com

Secure

Booking Flows



Secured

KAUAI SEA TOURS
NĀPALI COAST ADVENTURES

Search by date

Snorkeling Tours [View](#)

Sunset Tours [View](#)

Whale Watching Tours [View](#)

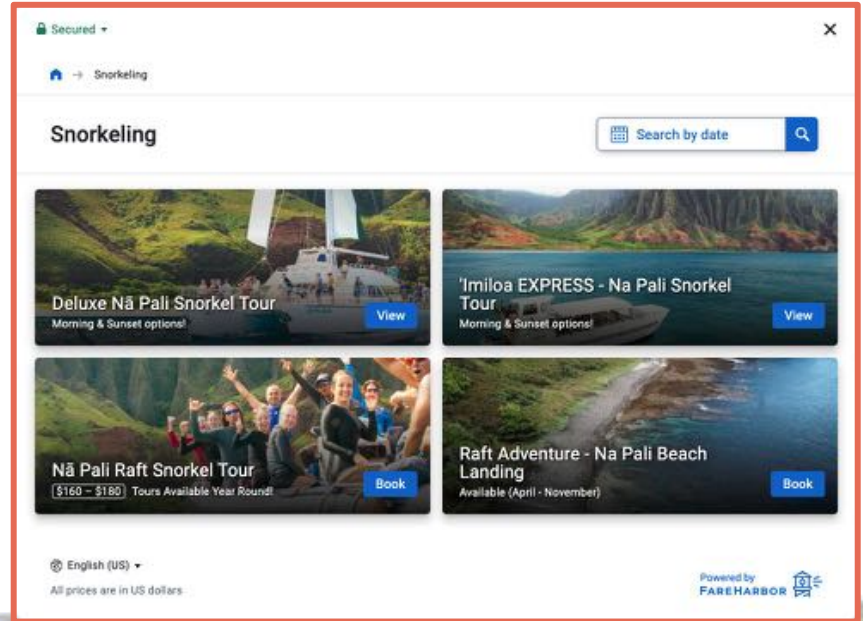
Raft Tours [View](#)

Gift Cards
Give an experience they'll remember...
[Buy](#)

English (US) [v](#)

All prices are in US dollars

Powered by **FAREHARBOR**



Secured

→ Snorkeling

Search by date

Snorkeling

Deluxe Nā Pali Snorkel Tour
Morning & Sunset optional! [View](#)

'Imiloa EXPRESS - Na Pali Snorkel Tour
Morning & Sunset optional! [View](#)

Nā Pali Raft Snorkel Tour
[\$160 - \$180] Tours Available Year Round! [Book](#)

Raft Adventure - Na Pali Beach Landing
Available (April - November) [Book](#)

English (US) [v](#)

All prices are in US dollars

Powered by **FAREHARBOR**

1 Proper Segmentation



Booking Flows

Have fun with your booking flows!

Use key information to ensure customers are able to make informed decisions & cross that finish line (with less clicking!)

The screenshot shows a travel website interface for 'Snorkeling' activities. At the top right, there is a 'Search by date' button. Below this, four activity cards are displayed in a 2x2 grid. Each card features a scenic image, a title, a price range, and a call-to-action button. Red boxes highlight specific elements on each card: the price range '\$160 - \$180' and 'Tours Available' on the bottom-left card; the title 'Nā Pali Raft Snorkel' and price range '\$160 - \$180' on the top-right card; and the title 'Raft Adventure - Na Pali Beach Landing' and availability 'Available (April - November)' on the bottom-right card. At the bottom of the page, there is a language selector set to 'English (US)' and a note that 'All prices are in US dollars'. The page is powered by 'FAREHARBOR'.

Snorkeling

Search by date

Deluxe Nā Pali Snorkel Tour
Morning & Sunset options! View

'Imiloa EXPRESS - Na Pali Snorkel Tour
Morning & Sunset options! View

Nā Pali Raft Snorkel Tour
\$160 - \$180 Tours Available Year Round! Book

Raft Adventure - Na Pali Beach Landing
Available (April - November)

Nā Pali Raft Snorkel
\$160 - \$180 Tours Available

Raft Adventure - Na Pali Beach Landing
Available (April - November)

English (US) ▾
All prices are in US dollars.

Powered by FAREHARBOR

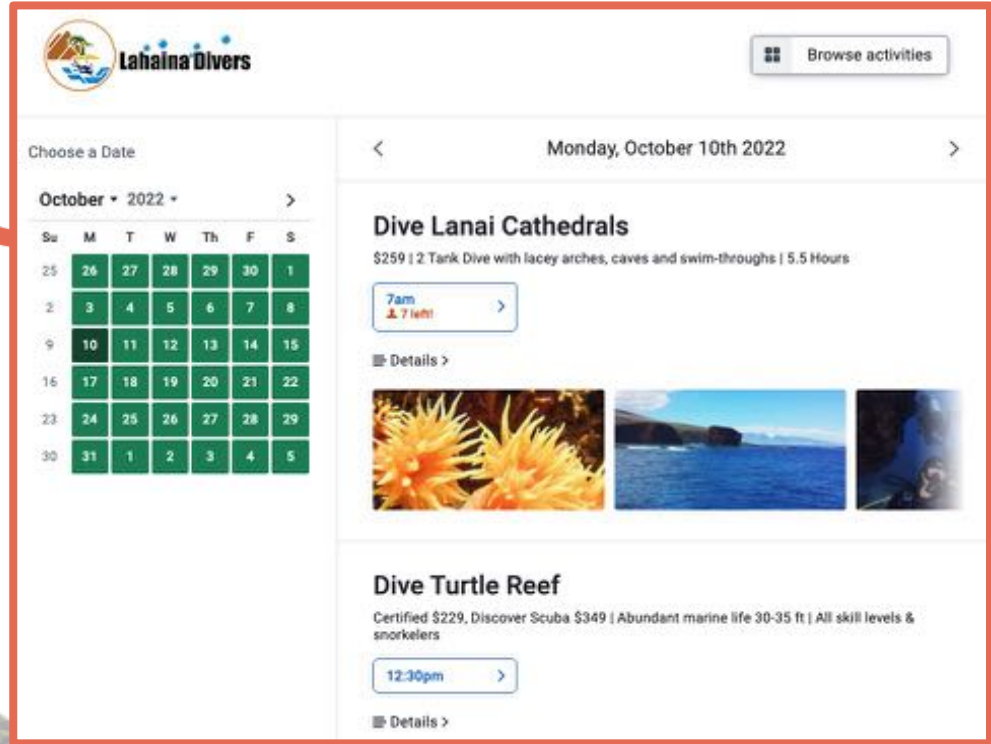
1 Proper Segmentation

2 Information that Excites



Booking Flows: Create ways to *ENGAGE*

SEARCH BY DATE



The screenshot shows the Lahaina Divers website interface. At the top left is the Lahaina Divers logo. A 'Browse activities' button is in the top right. Below the logo is a 'Choose a Date' section with a calendar for October 2022. The calendar shows dates from 26 to 31, with the 10th highlighted. To the right of the calendar is a navigation bar for 'Monday, October 10th 2022'. Below this, two dive activities are listed: 'Dive Lanai Cathedrals' and 'Dive Turtle Reef'. Each activity includes a price, description, duration, a time selection button, and a 'Details >' link. The 'Dive Lanai Cathedrals' activity has a 7am time slot with 7 spots left. The 'Dive Turtle Reef' activity has a 12:30pm time slot.

Lahaina Divers

Browse activities

Choose a Date

October 2022

Sa	M	T	W	Th	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5


Monday, October 10th 2022

Dive Lanai Cathedrals

\$259 | 2 Tank Dive with lacey arches, caves and swim-throughs | 5.5 Hours

7am
7 left

Details >



Dive Turtle Reef

Certified \$229, Discover Scuba \$349 | Abundant marine life 30-35 ft | All skill levels & snorkelers

12:30pm

Details >

1 Proper Segmentation

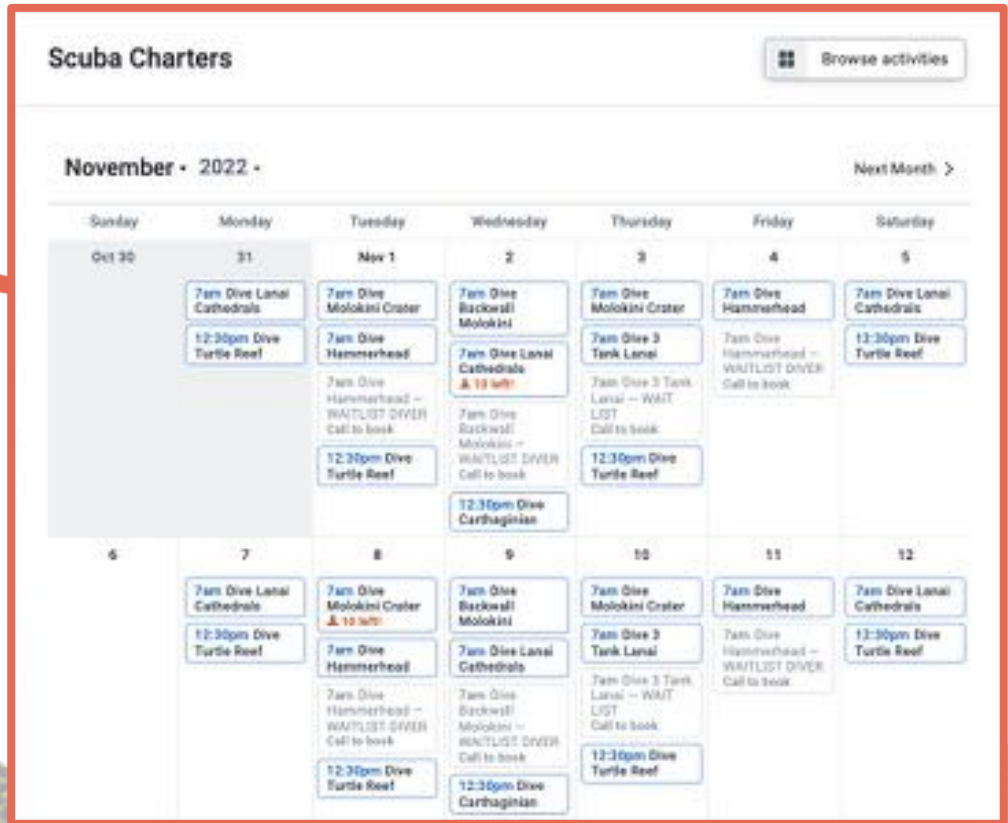
2 Information that Excites

3 Engage



Booking Flows: Create ways to *ENGAGE*

CALENDAR AVAILABILITY



1 Proper Segmentation

2 Information that Excites

3 Engage



Booking Flows: Create ways to *ENGAGE*

SPECIFIC ITEMS

Tubing Reservations • South Asheville Location

\$25-\$30 • Shuttles running continuously every 15 minutes between 10am and 3pm



How does it work?

The process is so easy – just park at 1648 Brevard Road and check-in. After checking in, we'll take you upstream to the starting point where you'll receive your tube, get some brief instructions and begin your lazy river float. Along the way, you can stop to swim, wade and hang out to enjoy all the French Broad River has to offer (we want you to be on your own time, but gates close at 6:30pm). Your car will be waiting for you at the end of your trip. (Yes, we rock.)

Book online

- 🕒 Real-time availability
- ⚡ Instant confirmation

September 2022 >

Su	M	T	W	Th	F	S
28	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

Click a date to browse availability

1 Proper Segmentation

2 Information that Excites

3 Engage





Feature #2:

STREAMLINE YOUR BOOK FORM

**Easily the Most Important
Page in the Booking
Process**



MESSY Book form



Start time is APPROXIMATE. Your tour guide will text you the morning of the tour to give you your exact pick up time.

Transportation & Contact Info

Who is your driver?
Please provide your driver's name, phone number, and email address.

Driver Address: City, State, Zip Code We will pick you up from your home, office, or a location of your choice. If you are outside our service area, we will contact you with your nearest nearby location.

What is the best phone number to reach you on the day of the tour?

Do you have preferences on where to pick you up or drop you off at the end of the tour?
Are you celebrating a special occasion with your tour?
Please let us know.

Additional Info

Optional added gratuity
+20% Prepaid Gratuity
(For payment of 2 or more on same date, please provide industry number)

How did you originally hear about us?
Please let us know.

Are you celebrating a special event?

Start time is APPROXIMATE. Your tour guide will text you the morning of the tour to give you your exact pick up time.

Transportation & Contact Info

Who is your driver?
Please let us know your driver's name, phone number, and email address.

Driver Address: City, State, Zip Code We will pick you up from your home, office, or a location of your choice. If you are outside our service area, we will contact you with your nearest nearby location.

What is the best phone number to reach you on the day of the tour?

Do you have preferences on where to pick you up or drop you off at the end of the tour?
Are you celebrating a special occasion with your tour?
Please let us know.

Additional Info

Optional added gratuity
+20% Prepaid Gratuity
(For payment of 2 or more on same date, please provide industry number)



UPDATED Book form

Activity Info

\$20 Please click here to include a gratuity for your tour guide (industry standard 20% per person). For parties of 3 or more please select this box.

What is the best phone number to reach you on the day of the event?

U.S. cell phone preferred as we will be texting you your pick up time on day of tour.

Are you with a group that has booked separately from this order? If so, please give us their last name(s).

Additional Info

Where are you staying? (Not Required)

Customer Comments

Any additional notes or requests for San Diego Beer, Wine & Spirits Tours?

I acknowledge that I have read, and agree to, the following policies below: *

I have read, and agree to, the Safety Procedures and Protocol *





Feature #3:

UTILIZING CUSTOM CANNED MESSAGING

**Promote More Online Reviews &
Capture Returning Customers!**



slido



How often are you responding to reviews?

① Start presenting to display the poll results on this slide.

Why are reviews

IMPORTANT?

90%

of consumers read online reviews
before visiting a business

“Reviews...they are absolutely priceless”



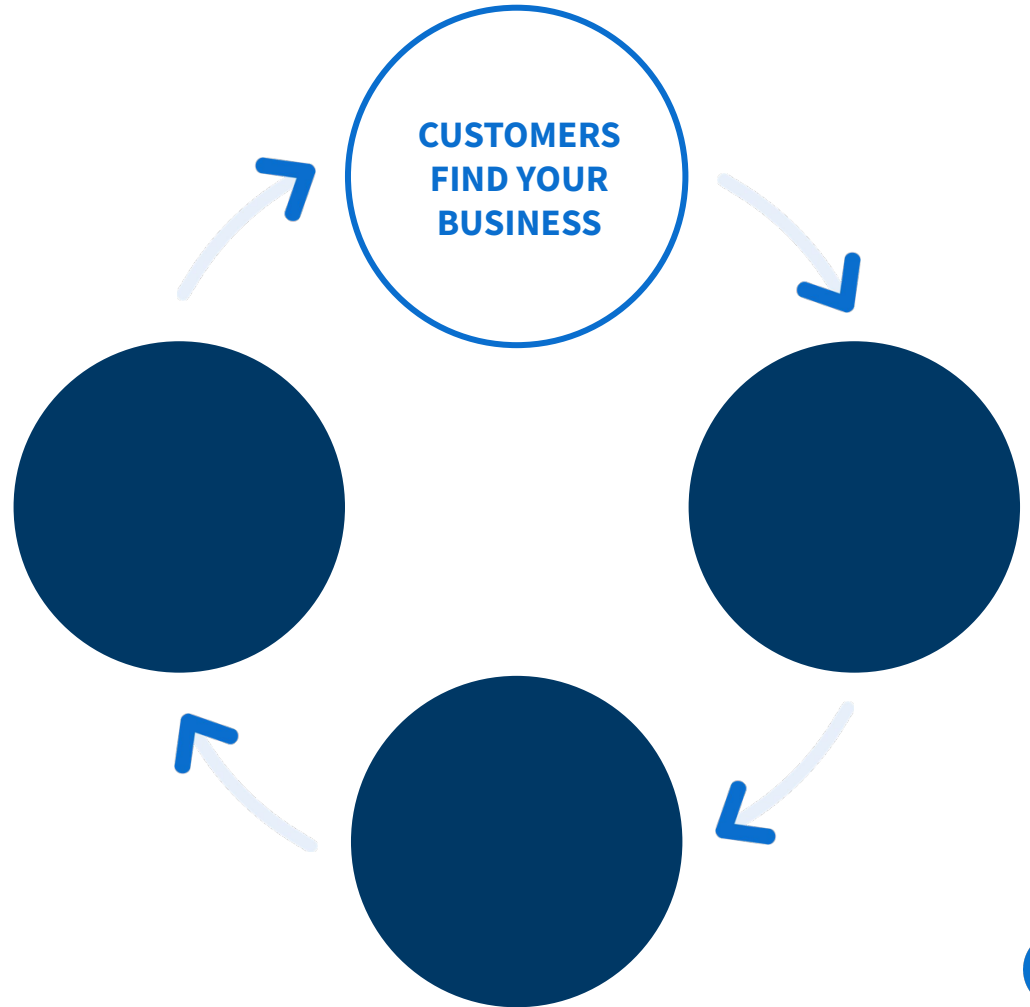
The *LIFE CYCLE* of Reviews



91%

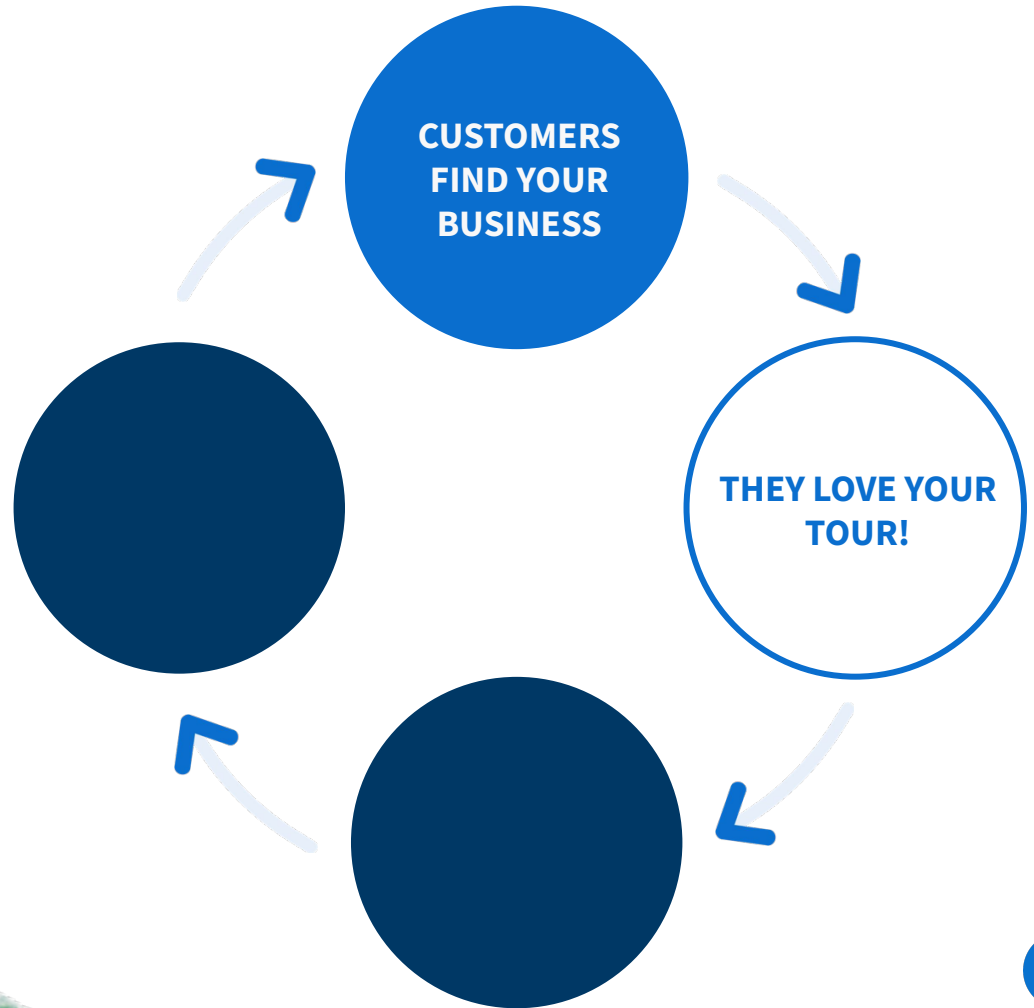
of 18-34-year-olds trust
online reviews as much as
personal recommendation

BrightLocal



The *LIFE CYCLE* of Reviews

“That was the experience
of a *LIFETIME!*”



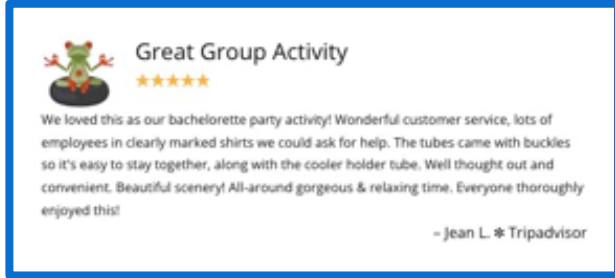
The *LIFE CYCLE* of Reviews



Use a follow up email to prompt a review



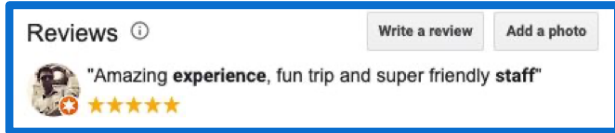
The *LIFE CYCLE* of Reviews




Great Group Activity
★★★★★

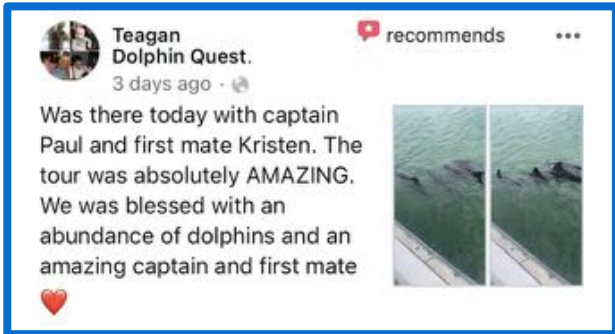
We loved this as our bachelorette party activity! Wonderful customer service, lots of employees in clearly marked shirts we could ask for help. The tubes came with buckles so it's easy to stay together, along with the cooler holder tube. Well thought out and convenient. Beautiful scenery! All-around gorgeous & relaxing time. Everyone thoroughly enjoyed this!


- Jean L. * Tripadvisor




Reviews ⓘ Write a review Add a photo

 "Amazing **experience**, fun trip and super friendly **staff**"
★★★★★



 **Teagan**
Dolphin Quest. recommends ...
3 days ago · 🌐

Was there today with captain Paul and first mate Kristen. The tour was absolutely **AMAZING**. We was blessed with an abundance of dolphins and an amazing captain and first mate



📍



The *LIFE CYCLE* of Reviews





Feature #4:

QR CODES & KIOSK MODE

Your “ace” up your sleeve!



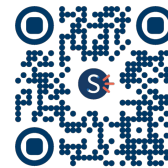
slido



**How many of you are
utilizing QR codes?**

① Start presenting to display the poll results on this slide.

How To Create a QR Code



1

Get link from FH Dashboard

Ask Support for your embed link that will **take customers directly to your booking flow.**

2

QR Code Generator.com

Go to this free QR Code generator website and input the correct embed link.

3

Download as PDF/PNG

Save the QR code

4

Print out & plaster them everywhere!

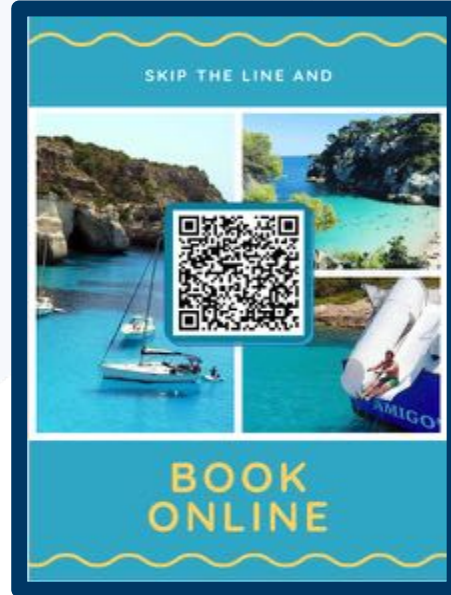
Flyers, banners, T- shirts, business cards, on your storefront window - everywhere!



QR CODES

QR Codes are **QUICK & EASY** to set up and can be used for multiple purposes such as:

- Skipping the line
- Check-in process
- Flyers + signs
- Reviews



Kiosk stand using *KIOSK MODE*

1

Self Service Option

Having a self service option for customers works well for businesses that see a lot of people coming in line all at once. For example, a cruise ship port.

2

Streamline Your Check In Process

Less time consuming for you and your employees.

3

Less Staff Needed

Small investment with a big payoff!



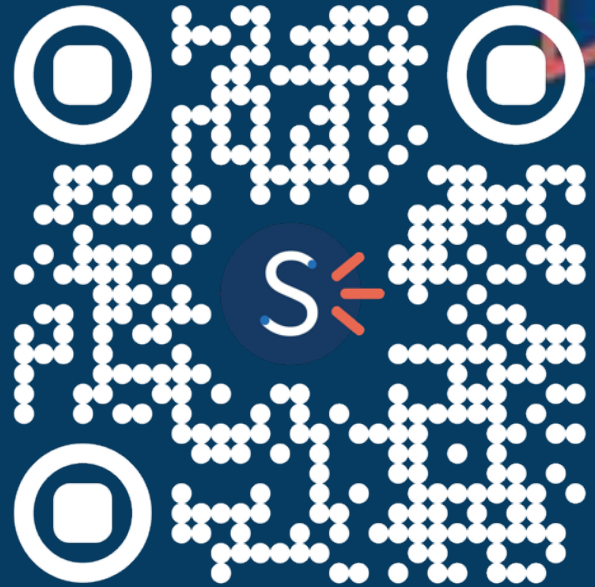
THE RECAP



- Booking Flows **Best Practice**
- How To **Streamline** Your Book Form
- Utilizing Custom Canned Messaging To **Promote More Online Reviews & Returning Customers**
- **QR Codes** + Kiosks



Questions?



Learn about FareHarbor exclusives &
find links to all your resources here!



THANKS

