

FAREHARBOR

SPARK 

 VIRTUAL 2022 



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STRATEGIC PARTNERSHIPS FareHarbor





CAPTIVATE

IN-DESTINATION

CUSTOMERS



OUR AGENDA



- Why In-Destination Matters
- Online
- Offline
- Community



“
30.4% of bookings were made on the same day of the
activity in June-August 2022 in Europe.”




Pepijn Ernst

Manager of Analytics, FareHarbor



HOW

**do we capture
these booking?**

- 
- > **3 Focus Areas**
 - > **8 Actionable Steps**
 - > **1 Maximized Business!**



FOCUS Areas



Online



Offline



Community

The *ONLINE* Channel



Online **ACTIONABLE** Steps

Mobile Experience Optimization (MEO)



easy to **navigate**

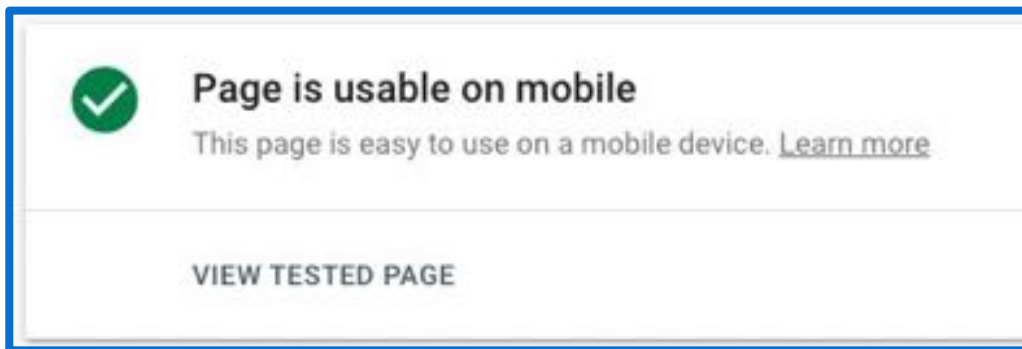
pages are **indexed**

clear **Call to Action (CTA)**



Online **ACTIONABLE** Steps

Mobile Experience Optimization (MEO)



Remember 72% of online bookings came from **mobile** in Q3 2022!

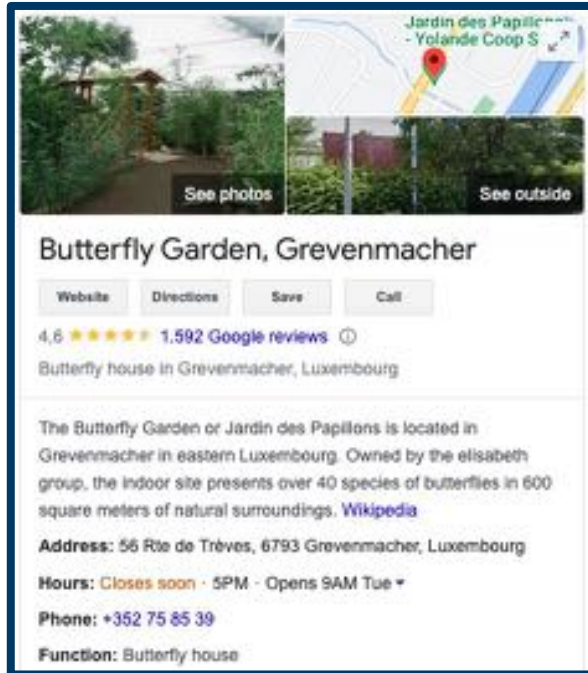


Tip: You can test your website using
the [Mobile-Friendly Test](#) from
Google Search Console!



Online **ACTIONABLE** Steps

Google my Business (GmB) Optimization



add **pictures**

respond to **all** reviews

add **info**



Online **ACTIONABLE** Steps

Local Search Engine Optimization (SEO)



Google My Business


Showing results for paddle benagil. Search instead for [paddle benagil](#).

STANCE SUP & Kayak Benagil
4.4 ★★★★★ (179) ⓘ
Sightseeing tour agency - Estr. de Benagil
Open · Closes 6PM
Their website mentions paddle benagil

✓ **Page is usable on mobile**
This page is easy to use on a mobile device. [Learn more](#)

VIEW TESTED PAGE





CASE Study

In 2020, we conducted a project aiming at **improving local SEO** for our partner **Alhambra Online**

GmB Page Optimization

Follow-Up Email Optimization

- > **+186% Google Reviews**
- > **+8.78% Organic Traffic**
- > **+14.6% Revenue Generated from Organic Traffic**



FOCUS Areas



Online



Offline



Community

Why OFFLINE Matters

23%

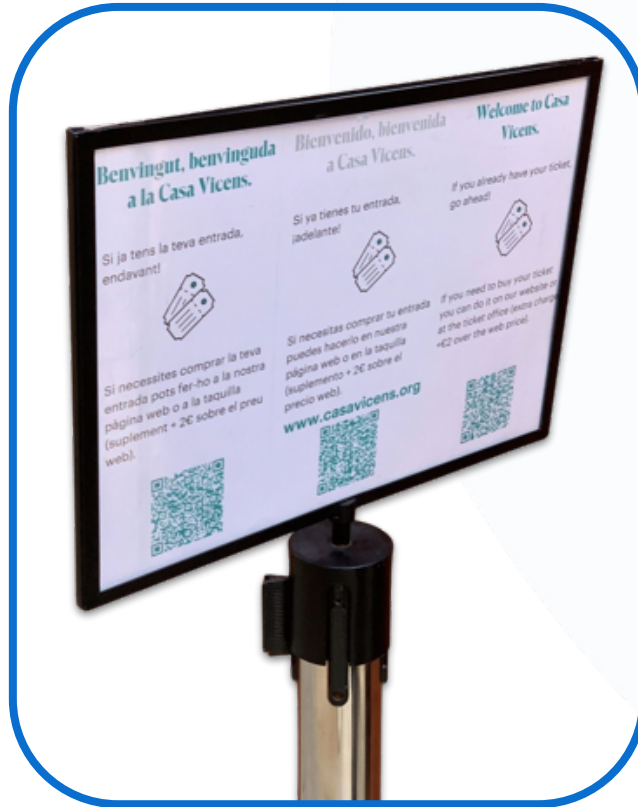
of bookings came from
offline in Q3, 2022

[SPARKTORO]



Offline **ACTIONABLE** Steps

QR Code at **BUSINESS LOCATION**



Casa Vicens Gaudí
Enables customers to skip
the line via QR code



Offline ACTIONABLE Steps

QR Code in VISIBLE PLACES



Kayak Tours
Catches customers in highly frequented places

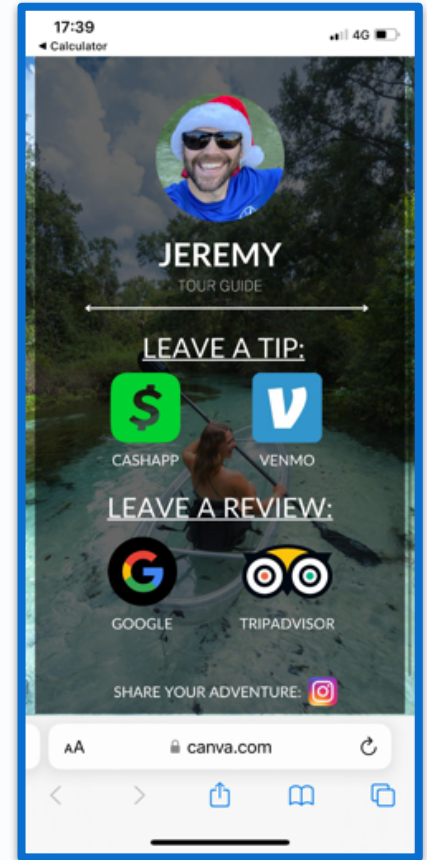


Offline **ACTIONABLE** Steps

QR Code for
SOCIAL MEDIA



Get up and Go Kayaking



FOCUS Areas



Online



Offline

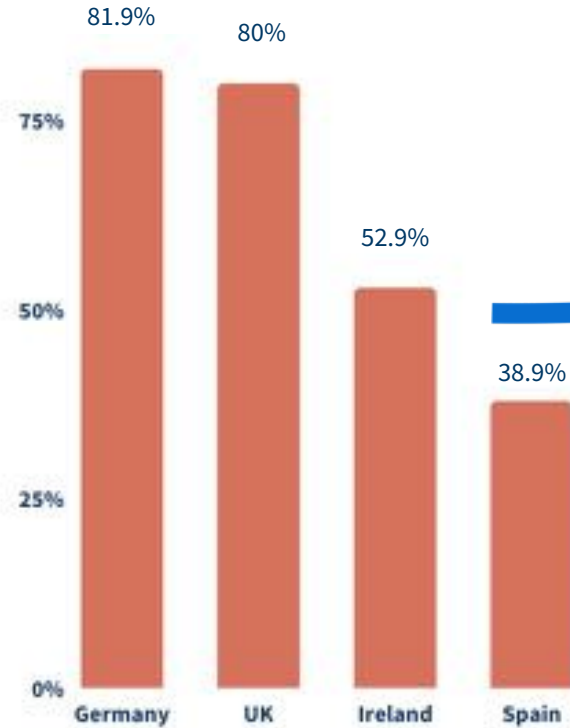


Community

Why **COMMUNITY** Matters

Every year, customers spend most within their **own country** on experiences.

Especially true in **Germany, UK and Ireland.**



[Countries Welcoming Own Guests] - 2022 YTD



Community **ACTIONABLE** Steps

Leverage Local Customers

Custom activities for off-season



Discounted rates for residents

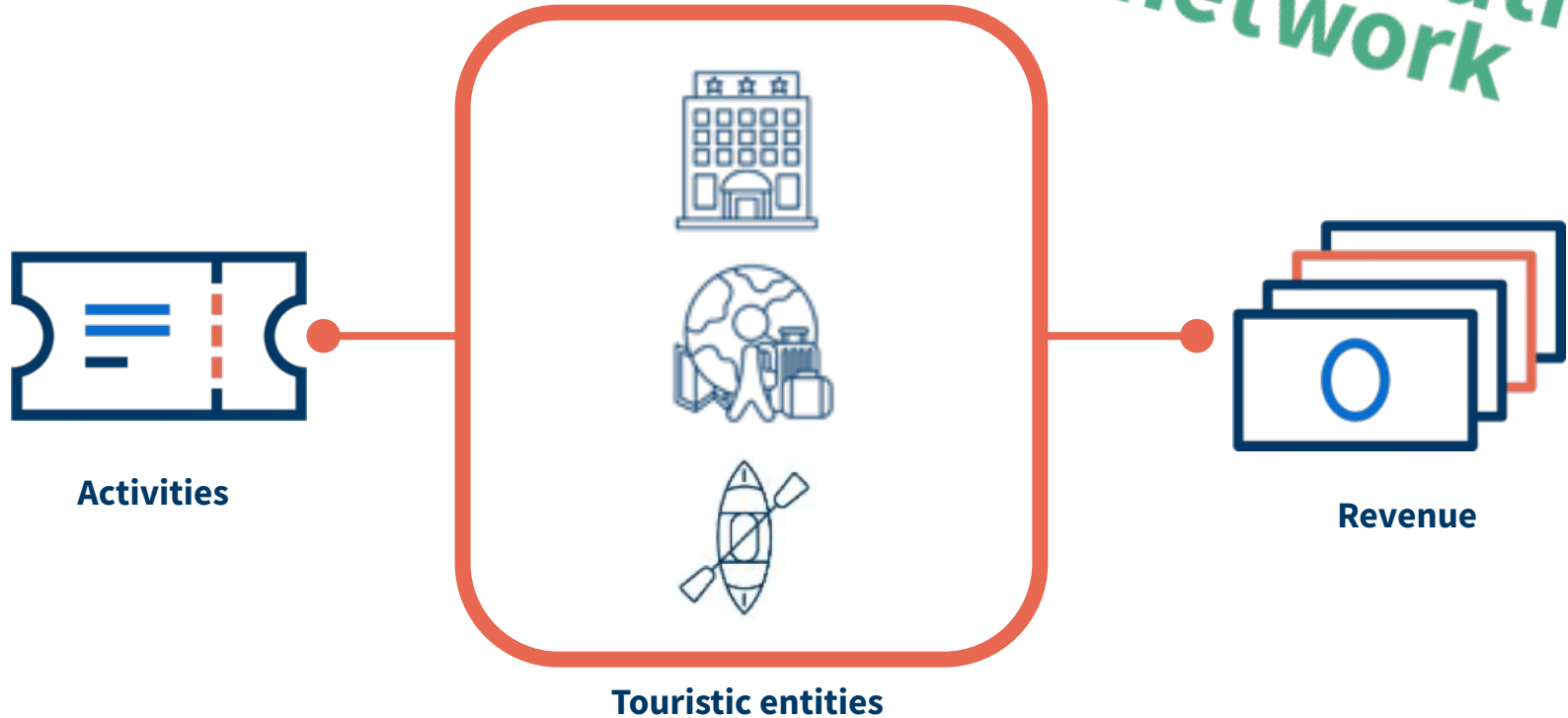


Promo codes for repeat customer



Community **ACTIONABLE** Steps

Leverage Local Businesses



FAREHARBOR
**distribution
network**



KEY Takeaways

> Technology is your friend - use it!

> Swap Offline for Online

> Business partnerships = €£\$



NOT SURE WHERE TO START?



FAREHARBOR
compass

The screenshot displays the 'compass' website interface. At the top left is the 'FAREHARBOR compass' logo. To the right is a navigation menu with links for 'HOME', 'EXPLORE TOPICS', 'WEBINARS', 'PARTNERS', and 'PROFILE', along with a search icon. Below the navigation is a 'Recommended Content' section. A message states: 'FareHarbor is committed to helping you build and maintain a resilient business and our partnership with you is our highest priority. Explore our business-boosting resources and hone your skills to help set yourself up for future success.' Below this are three article cards, each with an '8 MINUTE READ' badge and a list of tags: 'BUSINESS MANAGEMENT TIPS', 'COVID-19 RESOURCES', 'INDUSTRY INSIGHTS', 'LOCAL STRATEGIES', 'BUSINESS MANAGEMENT TIPS', 'DIGITAL MARKETING', 'LOCAL STRATEGIES', 'DIGITAL MARKETING', and 'INDUSTRY INSIGHTS'. The article titles are 'How to Hire Tour and Activity Employees in the Worker', 'Everything Tour & Activity Operators Need to Know about', and 'Festival & Event Guide: FareHarbor Features and'.



THANKS 

