

April 12, 2023

FAREHARBOR
webinars



FareHarbor 101: Create a Foundation for Success

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today's agenda

- **FareHarbor Terminology**
- **Reports**
- **Dashboard Best Practices**
- **Tips for Working with Us**



FareHarbor Terminology



Dashboard Lingo

- **Item:** Anything that can be purchased or booked by your customers through FareHarbor
- **Availability:** A specific date and time that an item can be booked
- **Book Form:** The form used to collect customer information and create a booking
- **Booking Overview:** All the details of a completed booking



reports



Poll

Have you built a custom report within your Dashboard?

→ Yes

→ No

→ I'm planning to!



The Relevance of Reports

Getting Familiar

- Generating reports
- Filtering
- Refreshing reports

Report Types

- Basic reports
- Custom reports

Saving Reports

- Access your reports in the future



dashboard best practices



Focus on Bookings

Item Listing

Optimize your Dashboard to generate the most bookings.

Create item listings with bookings and customer experience in mind.

Title



Headline



Description



The image shows a listing for a 'Boat Tour'. At the top, the title 'Boat Tour' is displayed in bold, with a red box and a blue arrow pointing to it. Below the title, the text '33 days • 2 hours • up to 18 people' is visible. A large photograph shows a person on a boat looking out at the ocean. Below the photo, there are two price tags: '\$10000' for adults and '\$5000' for children. A red box labeled 'Headline' with a blue arrow points to the text 'Come enjoy the beautiful Pacific Ocean on one of our boat tours!'. Below this, the 'Duration' is listed as '2 hours'. A section titled 'About' contains a paragraph of text. A red box labeled 'Description' with a blue arrow points to the text 'This charter can accommodate up to 18 people total, all ages are welcome!'. At the bottom, there are two sections: 'What to Bring:' with a list of items (Light Jacket, Sunscreen, Sunglasses) and 'What is Provided:' with a list of items (Water, snacks, and juice, A meal of your choice).



Focus on Bookings

Book Form

Keep the book form clear and concise.


Add custom fields as needed.

Secured

← Choose a different date or time

Fields marked with * are required

You're Booking

 **Boat Tour**
Thursday, April 13th 2023 @ 10am - 12pm

1	Adults	MX\$100
0	Children	MX\$50

Adult MX\$100

Name

Meal

Use the menus above to add more

I have read and agreed to the terms and conditions of this tour

How did you hear about us?

Apply a gift card

Secured with 256-bit encryption

Subtotal MX\$100.00
Taxes & Fees MX\$11.00
Total MX\$111.00



Best Practices



**Add confirmation
& cancellation notes**



**Build out your calendars
6-12 months in advance**



**Use the availability
updater**



working with us



Poll

Which of these resources have you explored?

- Help Pages
- Compass
- Customer Support
- None of the above



Available Resources

Educational Resources

- Help Center – your best friend
- Compass
- Live & on-demand webinars

Building Your Business

- The FareHarbor Distribution Network
- Dedicated FareHarbor team members

Submitting Requests

- Always use the Help Center first
- Submit a build request



New Item Request Form

Apr 03 02:23 pm

Required Information

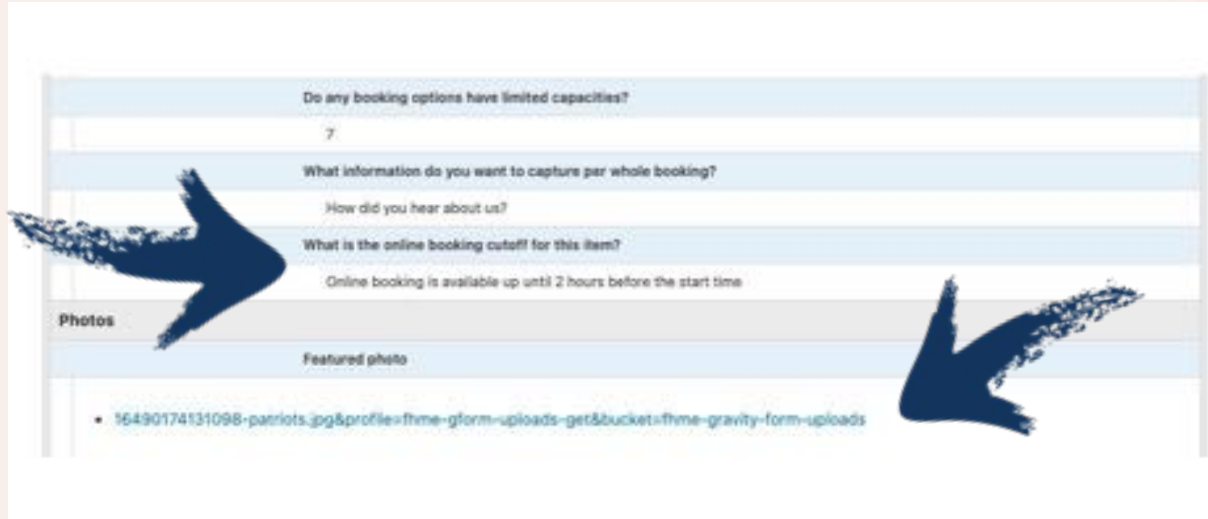
FareHarbor Dashboard:	https://fareharbor.com/snapchs/dashboard/
Name of item:	Across The Ravenel
Please specify the date range that this item is offered.	year round
What days of the week is this item offered?	Tuesday, Thursday
What time(s) is this item offered? Please include start and end times.	1pm-5:30pm
What is the duration of the tour or activity?	4 1/2 hours

Time and
length match



New Item Request Form

Booking Info
included



Do any booking options have limited capacities?

7

What information do you want to capture per whole booking?

How did you hear about us?

What is the online booking cutoff for this item?

Online booking is available up until 2 hours before the start time

Photos

Featured photo

- 16490174131098-patriots.jpg&profile=fhme-gform-uploads-get&bucket=fhme-gravity-form-uploads

Photo
included on
your item



New Item Request Form

Price matches
CT set up

What is the total capacity of each availability?
7

What are the different booking options and prices?
\$95

Please provide all affiliate rates for this new item. If not applicable, please enter 'N/A'.
I have not set up the affiliates yet?

Website integration instructions.
main page, under across the Ravenel tour

Additional Information

Item description
Discover what's on the other side of the Cooper River. The famous Avenue of Oaks of Boone Hill Plantation and the infamous history of Sullivan's Island awaits you. Other stops include Sullivan's Island Lighthouse and Fort Moultrie, and Charleston Harbor Resort.

Item location
Charleston sc

Information to be included in confirmation emails
Just like the other tours

Strong item
description

Critical info
for customer
included





be the booker!



Thank you!





Have you checked out Compass recently?

Login to Compass for guides on PPC, Google, SEO, content writing, industry insights and more!

To get you started, here are a few to follow up this webinar:

- [FH Terminology Part 1: Dashboard & Booking Topics](#)
- [FH Terminology Part 2: Items, Settings & Reports](#)
- [3 FareHarbor Reports for a Successful Summer Season](#)



FareHarbor Support

Please contact our **24/7 Support** if you have any questions pertaining to your dashboard!

Email: support@fareharbor.com

Phone: (855)495-5551

Help Docs

Fareharbor **help docs** can be found on your dashboard in the dropdown menu!



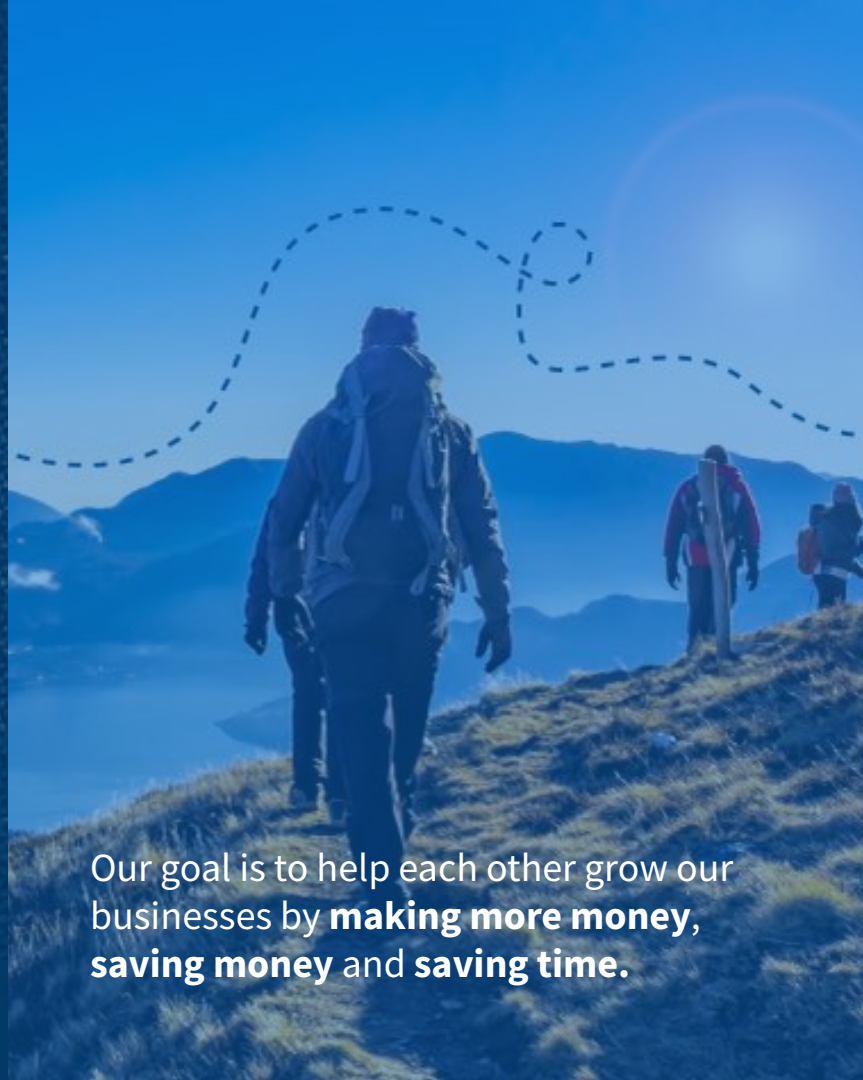
FAREHARBOR

community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

Q & A

