

September 20, 2023

# Unlocking Year-Round Success:

## How to Extend Your Season to Maximize Profits

FAREHARBOR  
webinars



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# Today's Agenda

**Off-Season  
Events**

**Promotions  
& Sales**

**Marketing  
Your  
Business**



**Poll:**  
**When is your busy season?**



# Seasonal Events



# National US Holidays

- 10/31 - Halloween
- 11/11 - Veterans Day
- 11/23 - Thanksgiving
- 12/7-12/15 - Hanukkah
- 12/25 - Christmas
- 12/31 - New Years Eve
- 1/15 - MLK Day
- 2/14 - Valentines Day
- 2/19 - Presidents Day
- 3/31 - Easter Sunday
- 5/12 - Mothers Day
- 5/27 - Memorial Day
- 6/16 - Fathers Day
- 6/19 - Juneteenth
- 7/4 - Fourth of July
- 9/2 - Labor Day



# Misc. Days to Celebrate

- 9/16-10/3 - Oktoberfest
- 9/23 - First day of Fall
- 10/1- National Coffee Day
- 11/1-11/2 - Day of the Dead
- 11/25 - Small Business Saturday
- 11/28 - Giving Tuesday
- 1/4 - National Trivia Day
- 2/9 - National Pizza Day
- 2/11 - Super Bowl
- 2/13 - Mardi Gras
- 3/8 - National Women Day
- 3/17 - St. Patrick's Day
- 3/19 - First Day of Spring
- 3/14 - Pi Day
- 5/4 - Kentucky Derby
- 5/5 - Cinco De Mayo
- 6/20 - Summer Solstice
- 7/25 - Christmas In July
- 9/8 - Grandparents Day
- 12/21 - Winter Solstice



# Seasonal Event Ideas

## Winter Wonderland

- Holiday Light Display
- Snowman Building Contest
- Ugly Sweater Day
- Polar Express Boat Party
- Photos with Santa

## Halloween/Haunt

- Halloween Movie Night
- Costume Contest
- Kids Trick or Treat

## Valentines Day

- Date Night Package
- Galentine's Day
- Singles Mingle

## Company Birthday Party

## Easter Egg Hunt

## Super Bowl Watch Party

## Grandparents Day Brunch

## Giving Tuesday

- Food/Toy Drive
- Gift Wrapping Drive

## Book Reading with Santa Claus

## Bring your Dog day

## Friday the 13th

- Murder Mystery Party





## Date Night

Great for couples • 2 General Admission Tickets, 2 Pumpkins +Pumpkin Decorating



**\$30** Date Night Couples with Corn Maze General Admission 2 Corn Maze Admission, 2 Pumpkins + Pumpkin Decorating Supplies

Prices for Tuesday, September 27th 2022 @ 6pm

### Date Night

Join us this season for the perfect date night activity! General Admission Corn Maze, Pumpkins and an hour at our pumpkin decorating area! You have the option to upgrade to our Field of Fright Haunted Maze, if you dare!

### About

2 Corn Maze General Admission Tickets, 2 Pumpkins + pumpkin decorating for the couple

### 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

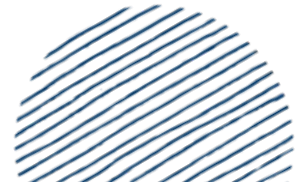
## Halloween Trick or Treat for Kids!



## Adjust your Offerings

### Locals and Community:

- **School is back in session**
  - After School availabilities
  - 1 or 2 hour offers
- **Local Sports Game, Festivals, Markets, Concerts**
  - Watch party
  - Pre/Post Party
  - Night before celebration
- **Collaborations**
  - Local Brewery to serve drinks
  - Local Restaurant to host a holiday dinner
  - 'Bite and Fright' Haunt + Local Pizzeria
- **Locals only night**



# Using your Venue Space

## Group Charters

\$20 – \$30 Group Rate for 20+ guests • 90 Minutes • Join us for your events, parties, charters, etc!

7:30pm

Groups of 20+  
Passengers



☰ Details >



### The Cooking Professor's Corporate Cooking Classes, Team Building Events & Private Functions:

- From \$140pp + GST – 'Hands-On Cooking Classes Team Building Events' (BYO): 'We Teach You Cook & Share a Feast!' (Group size 10 to 35 people)
- From \$110pp + GST – Hands-on 'Cooking Workshop' Team Building Events (BYO): Group size of 16-20 people
- From \$85pp + GST – 'Riki's Long Table Dining Event' (BYO): Celebrating with Riki's unique shared platters dining experience with (Optional) Live Entertainment (Group size 35 to 40 people)
- Private Functions (BYO) : Birthdays, Family Occasions, Engagement Parties, Hens Nights, and more!

Company Events - Birthday Parties - Private Parties/Events - Field Trips - Campfires - Book Clubs - Workshops - Happy Hour - Trivia or Bingo Night - Paint/Craft n Sip



# Promotions & Sales



## Sales Events

## Black Friday & Cyber Monday

- Create time-limited offers ([Triton Charters](#))
- Lean into marketing through email & social media
- Market gift cards (and customize them!) as unique gifts



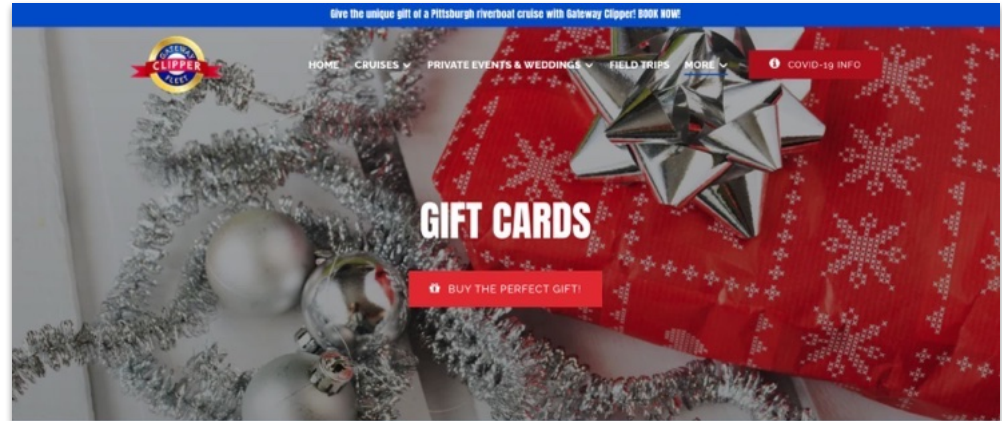
**Poll:**  
**How many of you already offer gift cards?**



## Gift Cards

## Gift Cards

- Keep a Call-to-action live year round
  - Gift Card Button
  - Homepage Banner
  - Booking Flow
  - Activity Pages
- [Gift Card Help Doc](#)



## Discounts and Memberships

### Promotional Offerings

- Early Bird Discount for booking well in advance of peak season
- Promotional discount for slower times of the year (early/late in the season)

Any bookings for any ice fishing or dog mushing trip dates (booking before Sep. 1)

Any bookings for summer fishing trip dates (booking before Dec. 31)

- Season Passes and Memberships

Early birds save 25% off annual memberships now thru September 30th to the Legasea Aquarium x The Reptarium coming Winter 2023-2024. →



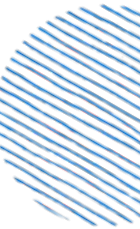


# Marketing Your Business In the Off-Season



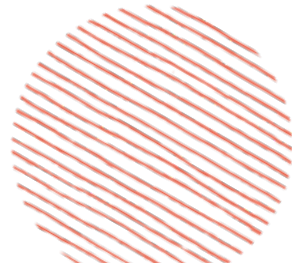
# Marketing

- **Email marketing – get started**
  - Email marketing has a return on investment (ROI) of \$32 for every \$1 dollar spent
- **Social Media**
  - Short-form video — Tiktok and Instagram Reels
  - Clients finding success:
    - Seathecity
    - Longneck Manor
    - Oceanic Expeditions



# Marketing

- **Cross-promotion / partnerships**
- **Embrace seasonality**
  - Utilize season-specific language and imagery in your advertising and marketing efforts



# Seasonal Marketing Language

- **New Year**
  - New Year New You
- **Spring has Sprung**
- **Mother's Day**
  - Show Mom some love (gifting)
- **Earth Day**
- **April Showers**
- **Autumn/Winter**
  - Black Friday
  - Stay warm
  - Plan for warmer months
  - Gift giving



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:**

- [How To Choose The Right Email Marketing Platform for Your Tour Business](#)
- [4 Discount Ideas to Drive Bookings Year-Round](#)



## FareHarbor Support

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

**Email:** [support@fareharbor.com](mailto:support@fareharbor.com)

**Phone:** (855)495-5551

## Help Docs

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



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# 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**.

FAREHARBOR

# SPARK

ORLANDO 2023

**FAREHARBOR'S MOST ANTICIPATED EVENT**  
**IS EXPANDING TO *ONE AND A HALF DAYS!***

Join us as we unveil the latest growth strategies, tackle industry changes head on, and build better businesses, **together.**

**OCTOBER 8-9, 2023**

**VISIT [SPARK.FAREHARBOR.COM](https://spark.fareharbor.com) TO REGISTER NOW**





# Q & A

