

September 27th, 2023

FAREHARBOR  
webinars



**Get Ahead of Next Season:**

**Build Your 2024 Booking Calendar Now!**



**Cattie Cortina**

QCA II - Quality Control

FareHarbor Denver



**Tracy McCann**

Senior Project Manager - Quality Control

FareHarbor Denver





## today's agenda

- Why building out your calendar is important NOW
- How to Start the Calendar Build Process
- General Dashboard Best Practices



why is it important to  
build out your calendar now?



## Poll

**When do you typically build out your calendar for the next season?**

- Start of the New Year
- A few weeks before high season
- When customers start inquiring about the next year



# Importance of adding Availabilities Early

- Over 10% of bookings are made more than two months in advance
- 15% of clients already have bookings for next year
- Doing this now saves you time and stress – you will be ready to go before your busy season
- It makes it easier to work with your FareHarbor representatives. We can help you get everything set up, make any changes, etc.



# how to submit an availability request



## Poll

### How do you typically build out your calendar?

- Using the Availability Updater
- Utilizing the Help Center or request forms
- Contacting FareHarbor Support or Account Management
- A little of this, a little of that



# Submitting a New Calendar Availability Request

## Getting Started!

- Filling out the form will be the **easiest** way to get our team the information!
- Be as **specific** as possible with your request.
- Remember that we can make changes after.

## Things to Know:

- We **do not** have a “duplicate” button in the dashboard.
- The calendar build will be challenging for our team if the calendar lacks consistency in the previous year.
- Please be patient with us when we ask clarifying questions!



# Information to Include in your Request:

- **Seasonality differences for calendars including seasonal price changes**
- **Different options (Customer Types) and inventory (Resources) allotments for different days/weeks/months.**
  - This also includes varying capacities.
- **Specific start times and end times.**
  - This is often needed for rental items.
- **Specific item names or item IDs.**
  - Items are often named similarly in Dashboards and they need to be identified properly in the form.
- **Holiday DATES or date ranges (mm/dd/yyyy).**
  - Please do not mention holidays by name (e.g. Christmas, Labor Day, etc.)



# Let's walk through this together!

The screenshot shows a web browser window with the URL `help.fareharbor.com/submit/new-availabilities/`. The page title is "Add Availabilities to Calendar". The form contains the following sections:

- Header:** FareHarbor logo and navigation links: Contact us, Go to Dashboard, Search help..., Search.
- Admin Filtering:** Internal only, Client-facing only.
- Getting Started:** Payments, Websites, Software Partnerships & Integrations, Reseller Partnerships, Reporting, Frequently Asked Questions, Internal.
- United States:** English.
- Form Content:**
  - Add Availabilities to Calendar:** Fill out the form below to submit your request to the FareHarbor team. A copy of your responses will be emailed to you after submitting. Remember we can build your calendar out for the next 5 years, save yourself the legwork now!
  - FareHarbor Dashboard:** Please include a link to your FareHarbor Dashboard so we can make sure we're updating the right calendar. Example: `https://fareharbor.com/yourcompanyname/dashboard/`
  - Please choose which option best applies to you:** Note: Items refer to the tours, activities, rentals, etc. located in the Items section of your FareHarbor Dashboard.
    - ☐ I would like to duplicate my existing schedule into the following year.
    - ☐ I would like to duplicate my existing schedule for some items, but other items will be different.
    - ☐ I will be making schedule changes to all of my items.
  - Do you offer activities that change start times seasonally (such as a sunset cruise) or occur on holidays?**
    - ☐ Yes
    - ☐ No
  - Submit** button.



# Be the Booker!



## Poll

**How often do you run through the booking process on your website?**

- Annually
- A couple times a year
- Only from the initial onboarding process
- Never



# Double check your activity offerings!

## Item Listing

- Item listing
  - Start times
  - Price
  - Duration
  - Age Restrictions

## Confirmation Notes/Locations

- Location
- “What to Bring”
- Other important information applicable to the activity

## Options & Prices

- Customer Type
  - CT notes added
  - Pricing accurate
- Custom Fields
  - Too many CFs or too few

**Get feedback from friends & family about your website.**

- Do your book buttons stand out?
- Is information consistent between your website and dashboard?



# Confirmation Notes: Before

Booking #354682



Kayak Rentals

**Thursday, September 22 2022 @ 12:00pm**

11 Hour Rental

Add to your calendar:

 [Google Calendar](#)

 [Apple Calendar](#)

 [Yahoo Calendar](#)

 [Outlook Calendar](#)

Please arrive 15 minutes early

## Details

<b>1 Hour Rental</b>	<b>\$10.00</b>
Taxes	\$0.50
<b>Total</b>	<b>\$10.50</b>
<b>Amount due</b>	<b>\$10.50</b>


## Cancellations

No refunds available within 72 hours of cancellation.







# Confirmation Notes: After


**Booking #354679**



**Kayak Rentals**  
**Thursday, September 22 2022 @ 12:00pm**  
11 Hour Rental

Add to your calendar:

-  [Google Calendar](#)
-  [Apple Calendar](#)
-  [Yahoo Calendar](#)
-  [Outlook Calendar](#)

 **Please meet us at:**  
**244 Wall St Unit C1**  
**Vail, CO 81657**

Please arrive 15 minutes early

[Get directions >](#)

**Details**

<b>1 Hour Rental</b>	<b>\$10.00</b>
Taxes	\$0.50
<b>Total</b>	<b>\$10.50</b>
<b>Amount due</b>	<b>\$10.50</b>

**Cancellations**

No refunds available within 72 hours of cancellation.



# Book Form: Before

Secured


Health & Safety

X

← Choose a different date or time

Fields marked with \* are required

You're Booking



Guided Hike

Friday, September 9th 2022 @ 10:30am - 12:30pm

0

Adults

18+ years

\$35

0

Children

2 - 17 years

\$20

0

Infants

0 - 2 years with Free Admission

+ Nothing added yet. Use the menus above to get started.

English (US)

All prices are in US dollars

Powered by  
FAREHARBOR



# Book Form: After

Secured


Health & Safety

X

← Choose a different date or time

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Powered by FAREHARBOR



# Item Listing: Before

Secured ▾

Health & Safety ▾




✕

🏠 → Guided Hike

## Guided Hike

Vail Village Main Gondola

Guided Hike at Vail Mountain Gondola!



Book online

🕒 Real-time availability

⚡ Instant confirmation

September ▾ 2022 ▾

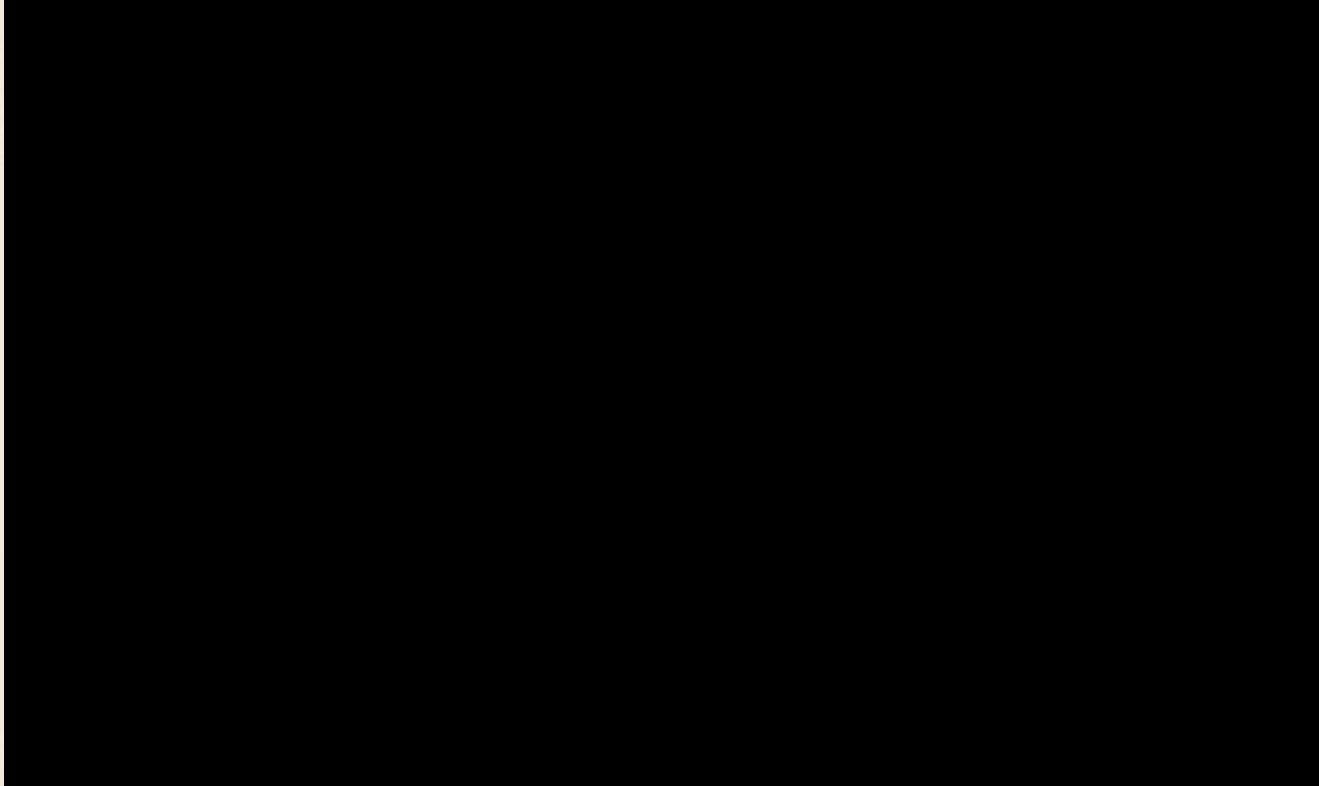
>

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



## Item Listing: After



**Scan Me!**



**Availability Request Form**



questions?



# resources



**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:**

- [Be the Booker!](#)
- [Managing Your Calendar & Availabilities](#)
- [From Clicks to Bookings: The Ultimate Conversion Playbook](#)



## 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!



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**.



# 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

