FareHarbor webinars

FareHarbor

SPARK

Explore. Connect. Ignite.

Jake Karp

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Technical Support Manager, Denver

Harnessing Your FareHarbor Dashboard's Brainpower

For Optimal Inventory Management

Use your "brain" to make your daily operations easier!

BASIC PRESENTATIONS
PRESENTATIONS WITH MEMES

What industry segment do you belong to?

- Attractions
- Tours
- Transportation
- Recreational Activities or rentals
- Gaming
- Other

Why Resources?

1

Optimize + Diversify Bookings

Ensure real time availability across multiple items

2

Track Your Valuable Resources

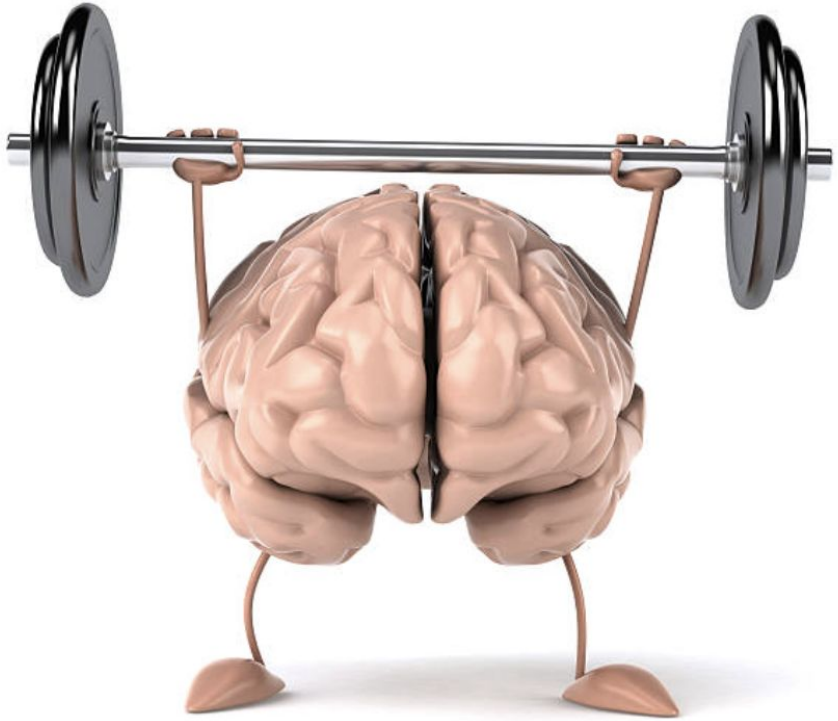
Quickly display your used and available resources in your dashboard

3

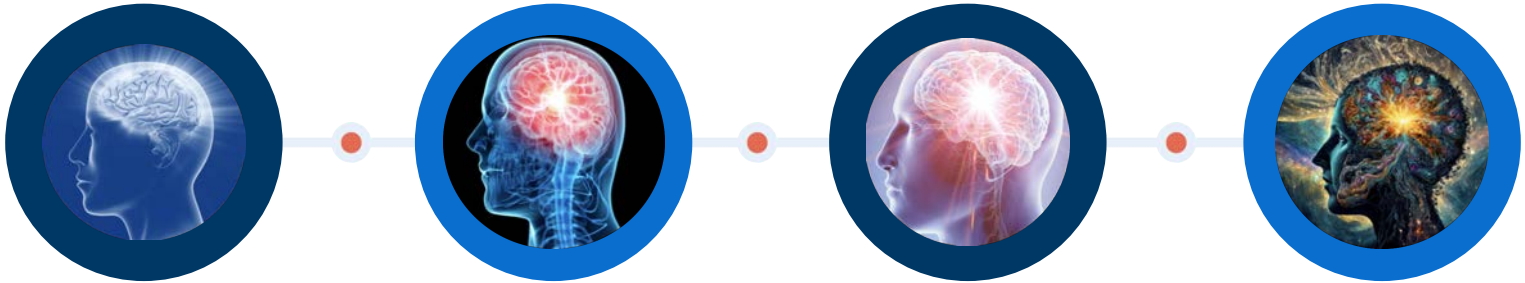
Eliminate Time Spent Manually Tracking Resources

Let the dashboard do the work for you

The Brain of the Dashboard



Objectives



Resource Basics

Common Applications

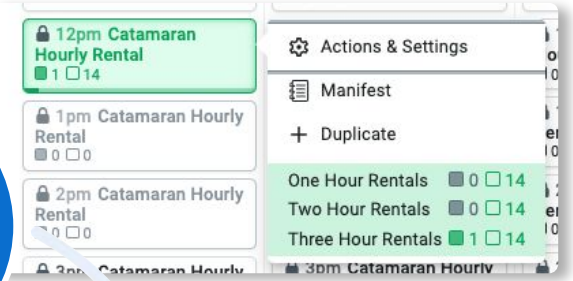
Automating Resources

Tracking Resources

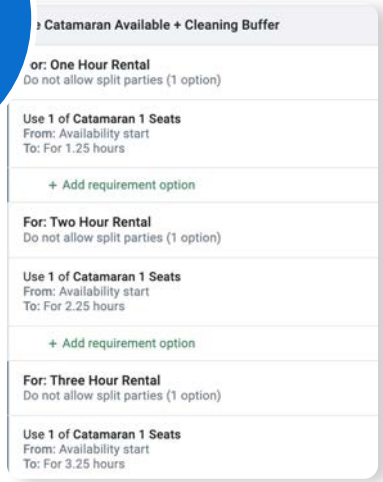
Resource Basics

What Can Resources Do?

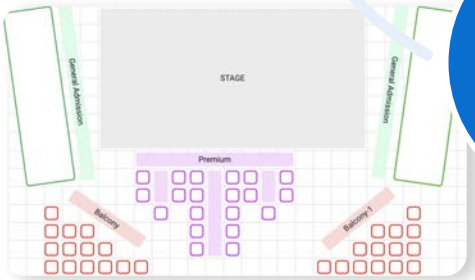
Display Real Time Availability



Time blocking for inventory maintenance



Display Visual Maps



Track & Display Inventory Usage

What are you hoping to accomplish with resources?

- Display real time availability
- Automatic time blocking for inventory maintenance
- Track and display inventory usage
- Other/I’m just here to learn

Real-Life Application

Using Resources in Real Life

Michael McClay

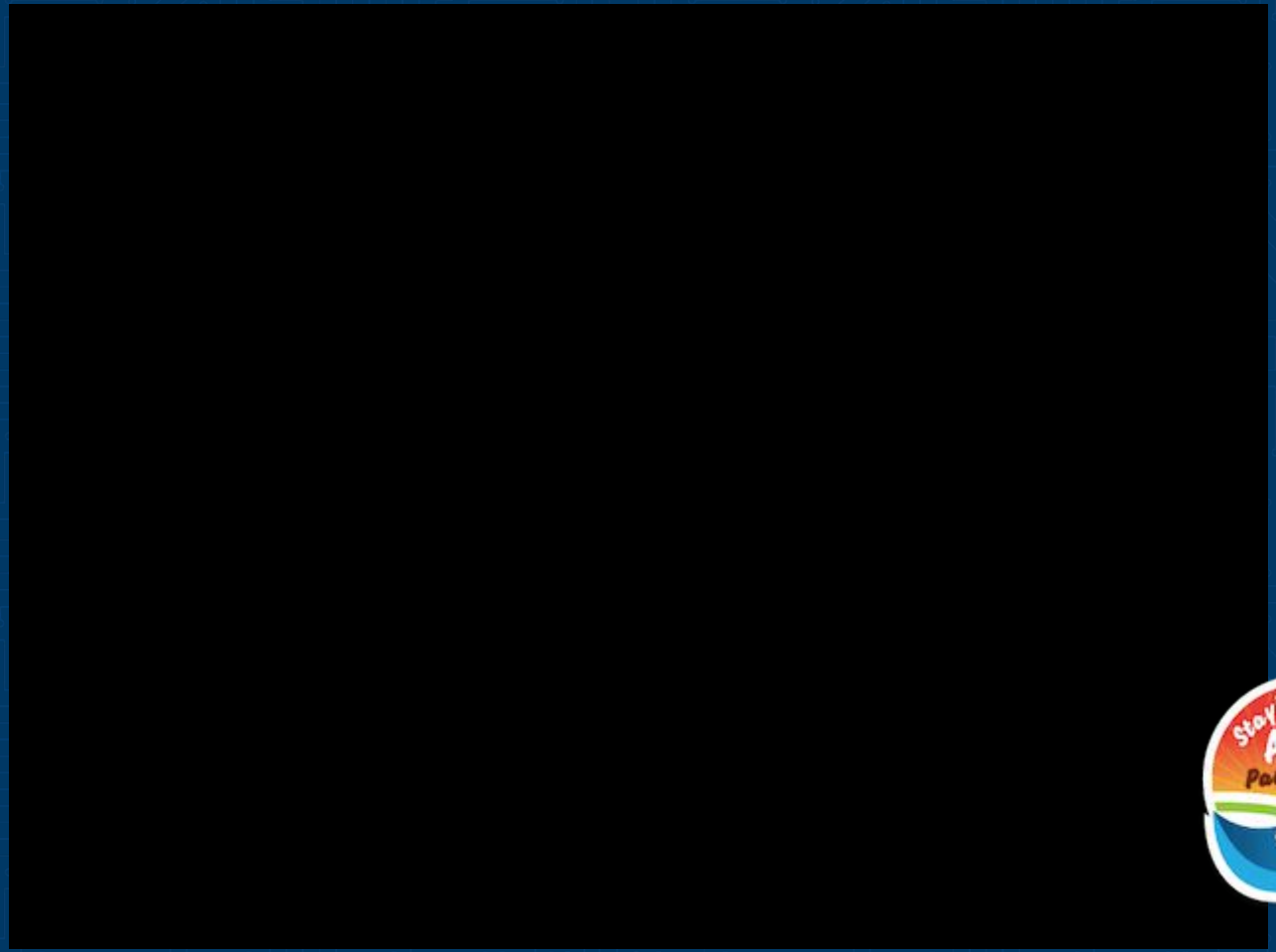
CEO/CO-FOUNDER (LEFT)

Michael grew up in the Midwest outside of Chicago with a lifelong passion for the water. When he moved to Ft. Lauderdale three years ago he realized he found his home on the water in South Florida. Michael's goal now is to show as many people as possible (whether a visiting tourist or permanent resident), a good time on the water. He believe's the best way of succeeding at this is to make it extremely easy, convenient and fun for all customers.

Andrew Cohen

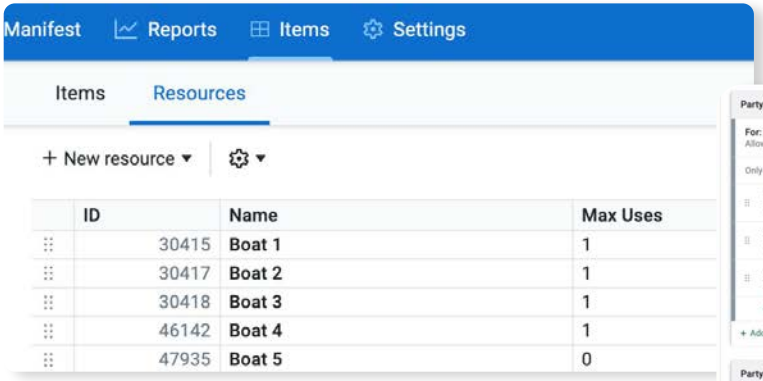
CEO/CO-FOUNDER (RIGHT)

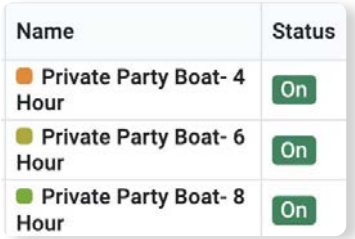
Andrew Cohen was born and raised right in Ft Lauderdale. During his numerous young 20's jobs, such as Scuba Instructor, Navy dolphin trainer, and Yachtie, he completed his MBA through London School of Business and Finance. He moved back to Florida in 2016 to create a company following his passion: "to show people a great time". With complementary attributes, Andrew and Mike continue to work together to create a one of a kind company geared towards fun on the water.

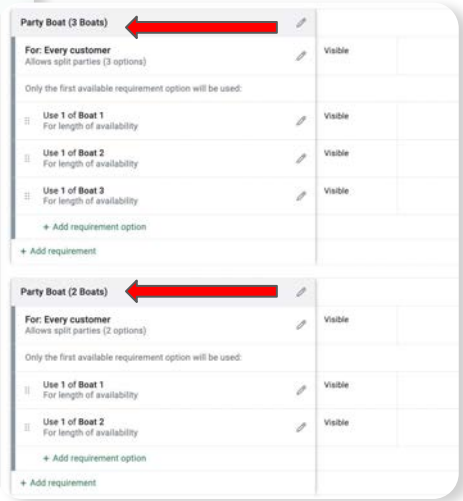


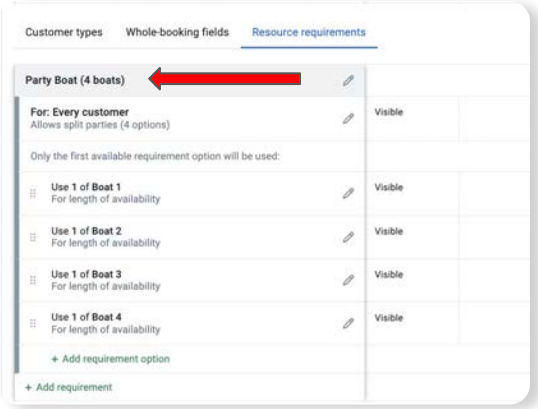
Staying
Afloat
Party Boat

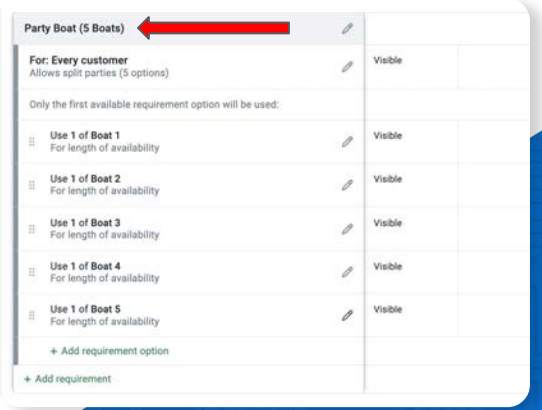
Staying Afloat Party Boat-Set Up





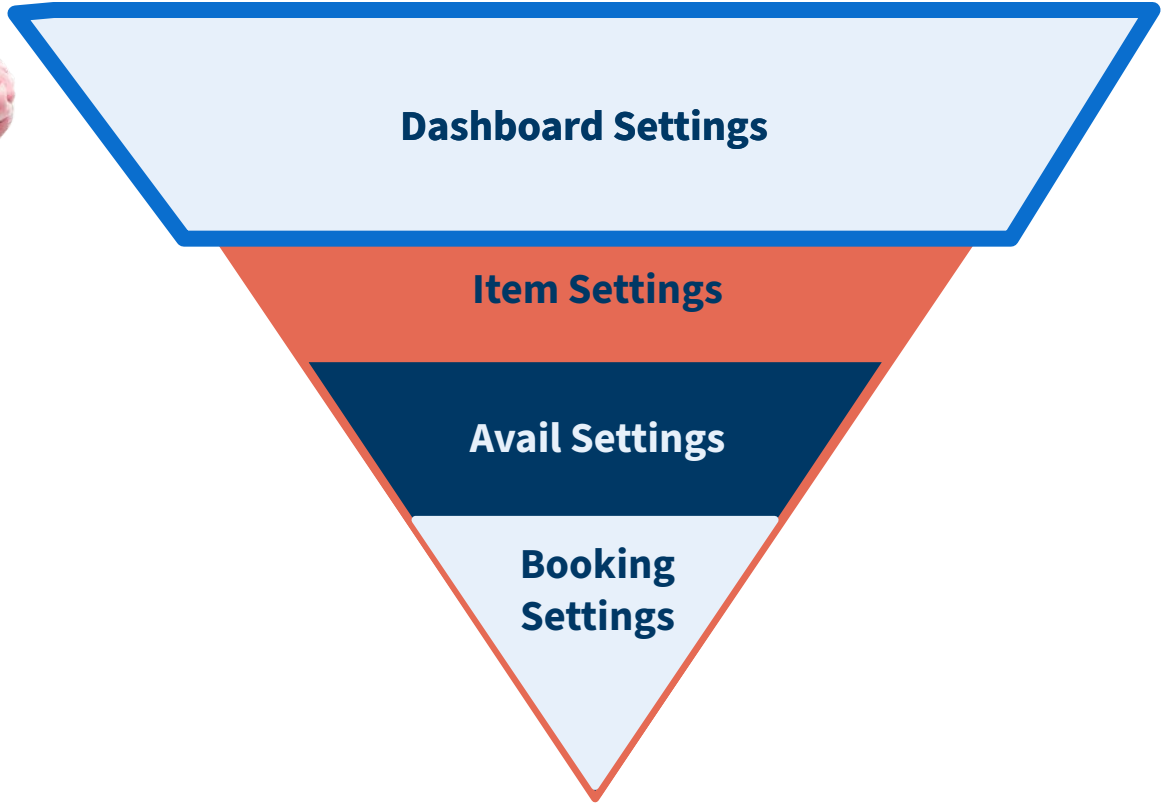




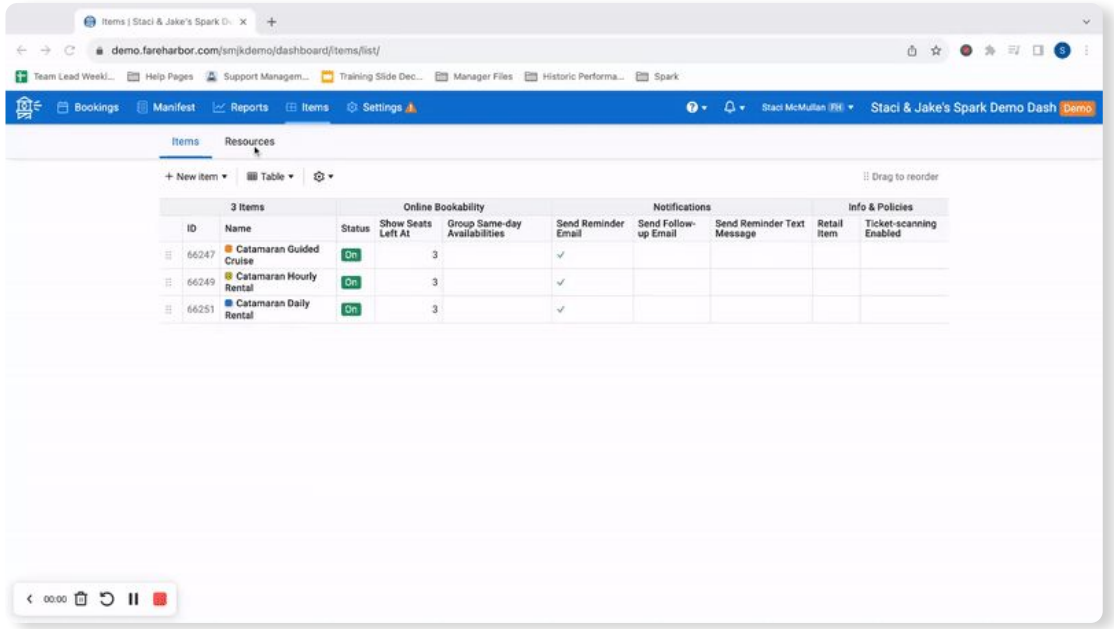


Setting Up Resources

Setup: The Resource Pyramid



Creating a Resource in Your Dashboard

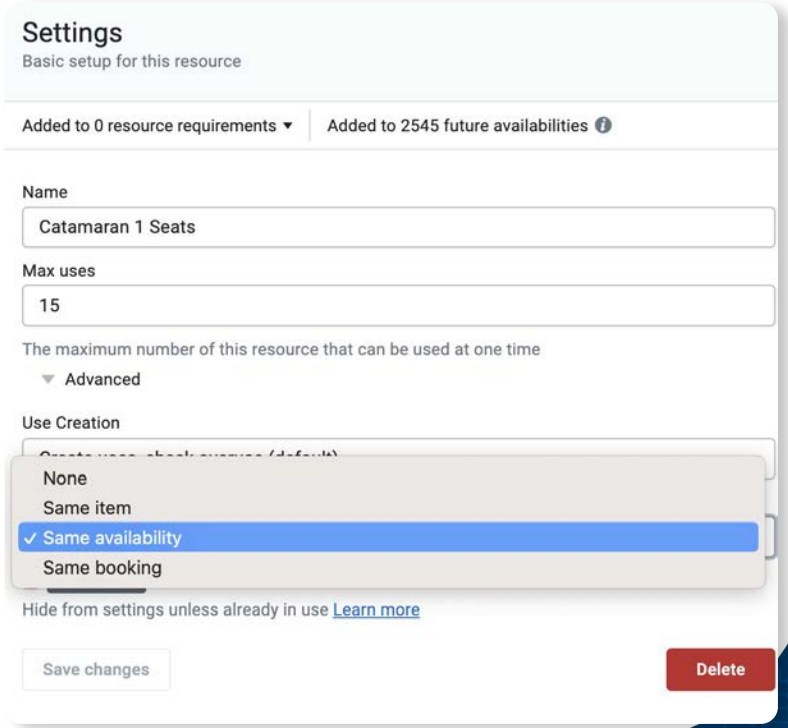


- Navigate to Items → Resources
- Create a descriptive, accurate name
- Set the max use quantity
- Set the resource restriction

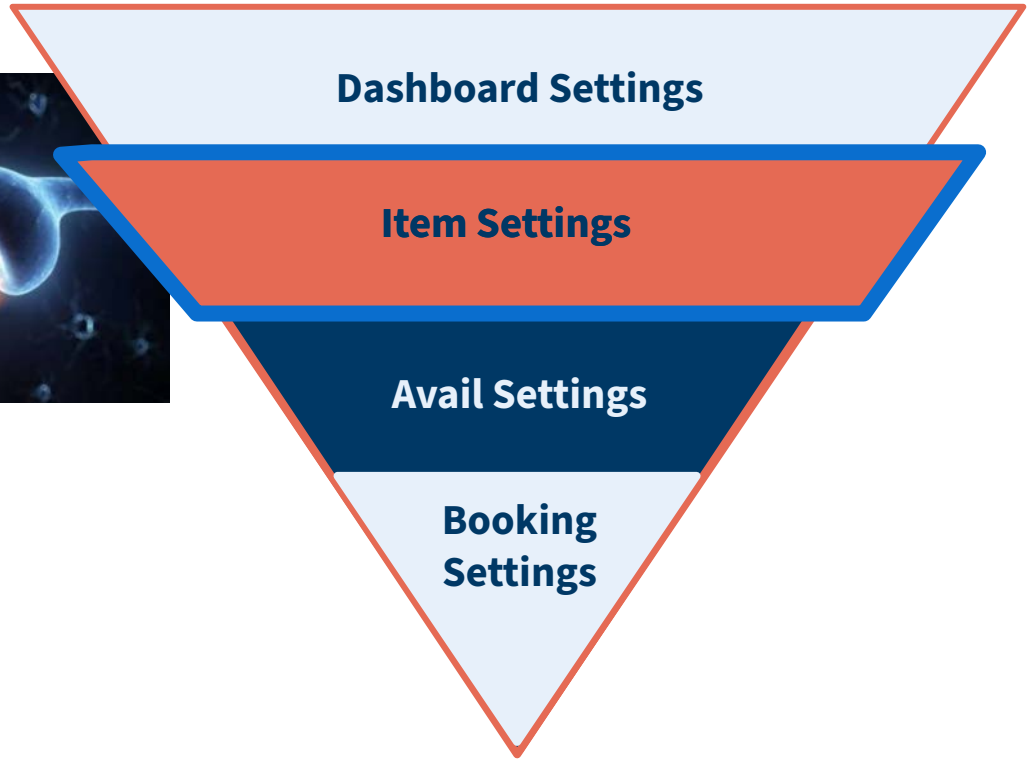
What are Resource Restrictions?

Your "Resource Restriction" will determine how your inventory can be used across items!

- **None:** Resource used across all items concurrently until max is met
  - *Typical for: Rentals*
- **Same Availability:** Resource is limited to use on a single availability
  - *Typical for: Guides*
- **Same Item:** Resource is limited to use on a single item
  - *Typical for: Advanced Uses/Uncommon*
- **Same Booking:** Resource is limited to use on a single booking
  - *Typical for: Private Parties*

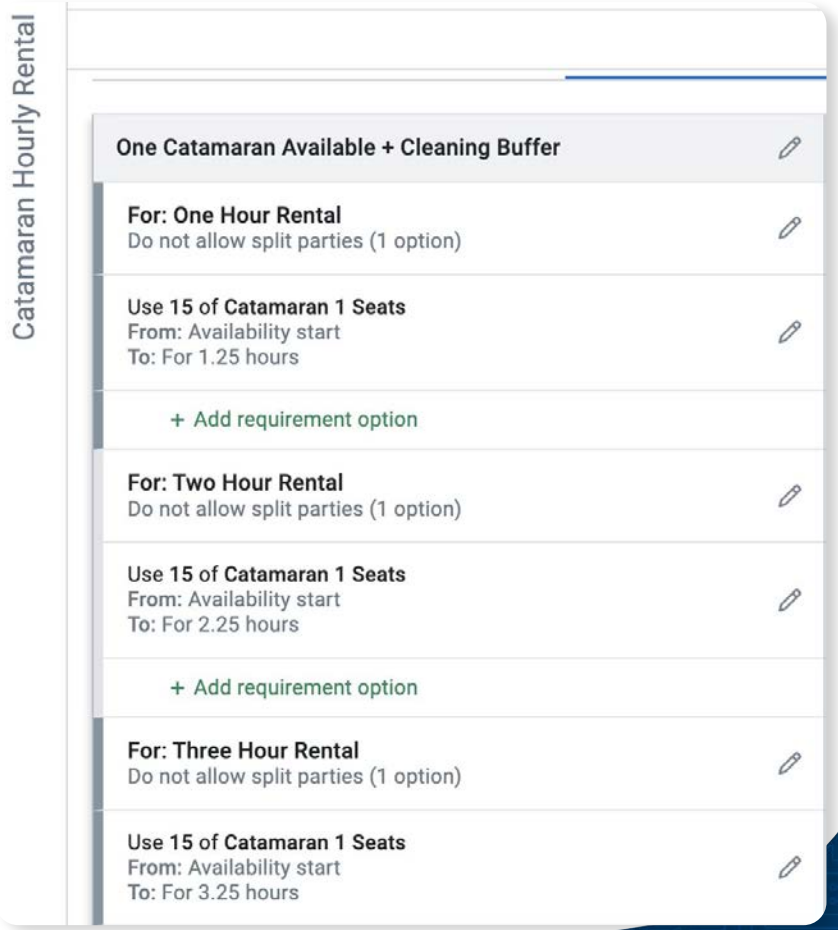


Setup: The Resource Pyramid



Attach Your Resources to Your Items

Once this portion is set up, we've told the brain how your customers will use each specific inventory item, or resource, that you have.



Setup: The Resource Pyramid

Dashboard Settings

Item Settings

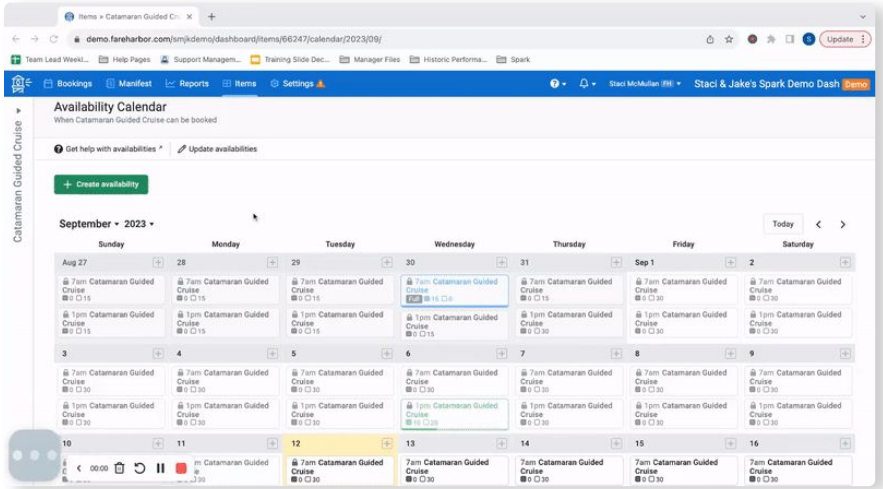
Avail Settings

Booking Settings

Attaching Resources to Avails

Once resources are created in the item, they can be attached to specific availabilities

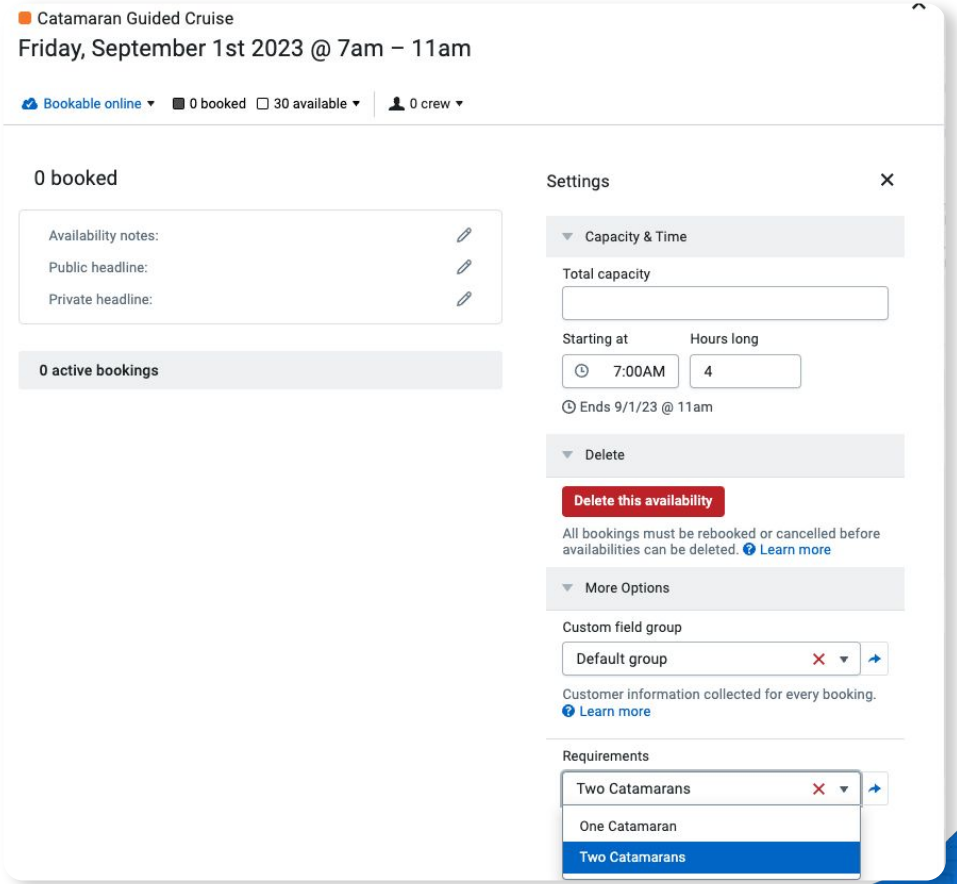
- Navigate to the desired item's calendar
- Click on "update availabilities"
    - To open the availability updates
- Select "resource requirements" in section 1
- Select your time range
- Select any availability filters
- Select the desired resource requirements in section 3, and complete updates



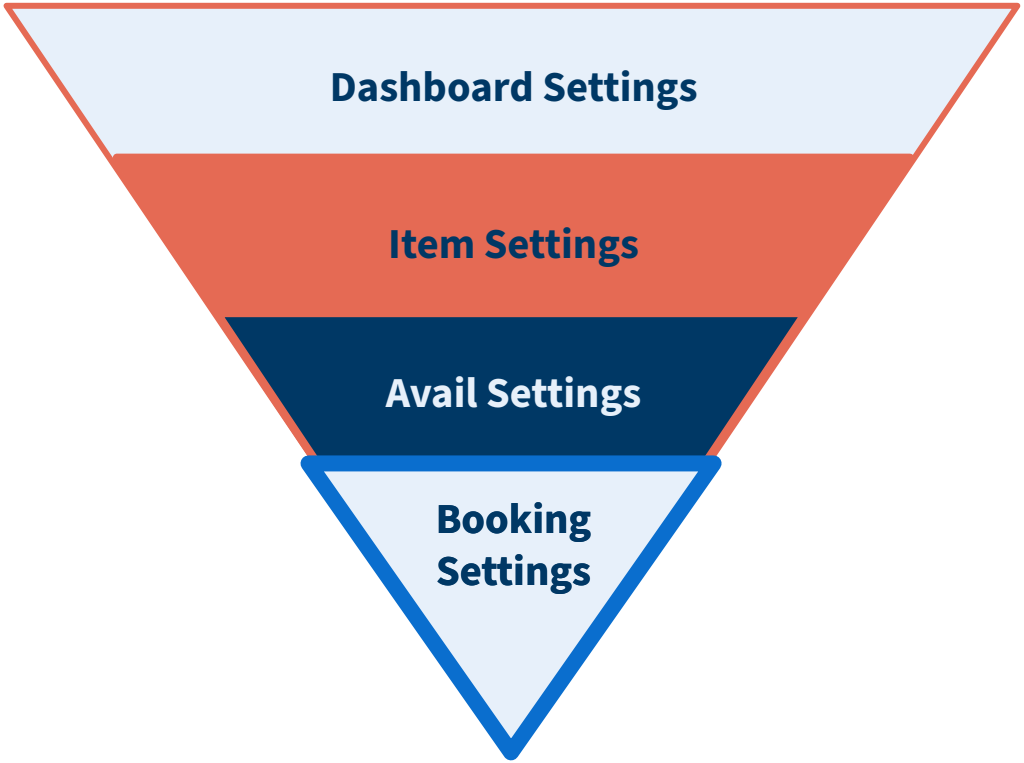
Single Availability Updates

Updating Availability Resources

To update a single availability to a specific resource group



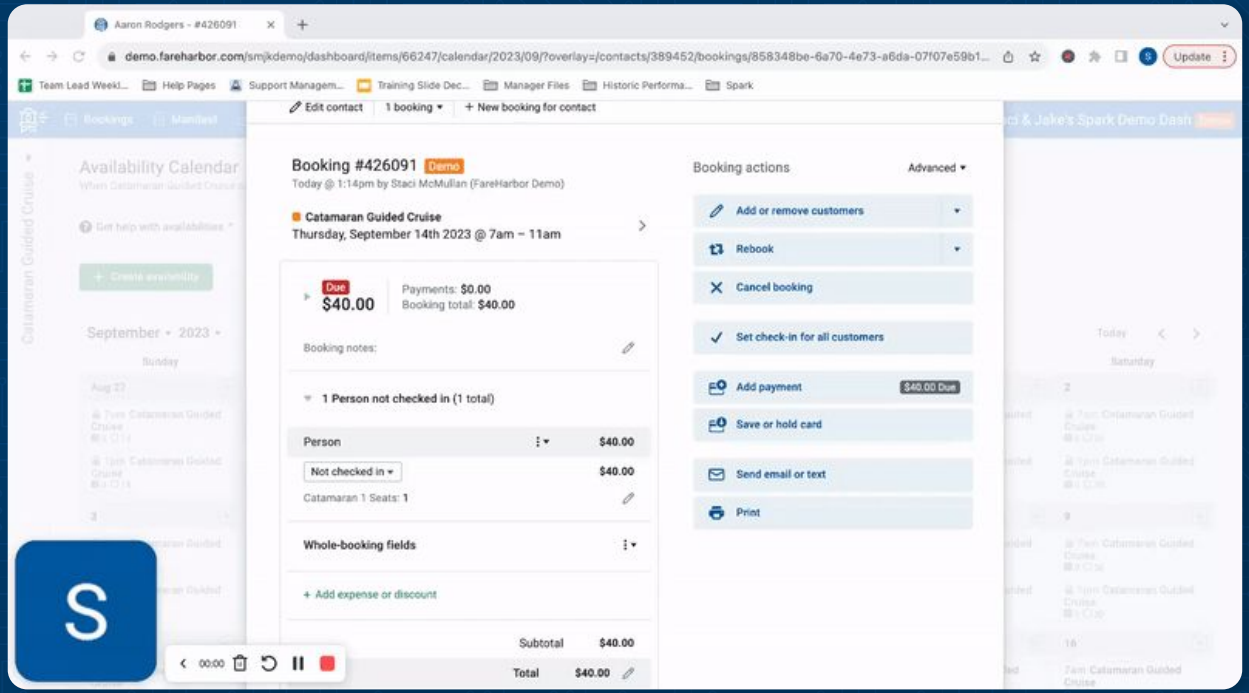
Setup: The Resource Pyramid



Booking Level Resource Changes

Updating Bookings Resources

To update a specific booking to use a specific resource



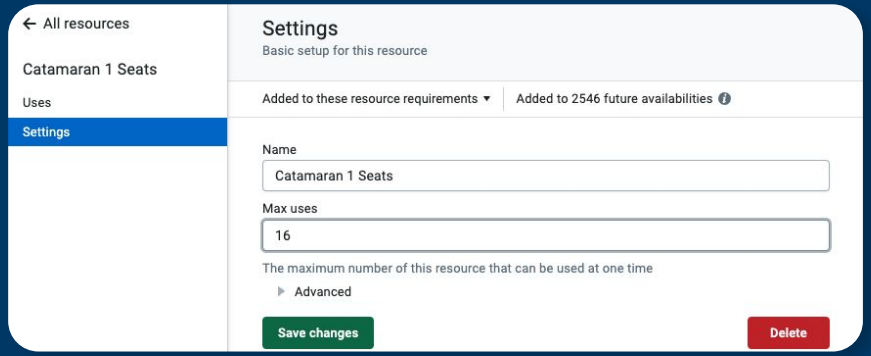
Managing Your Resources

Which Describes Your Business?

- Static Inventory
- Increasing Inventory
- Regularly fluctuating inventory
- Combination of the above

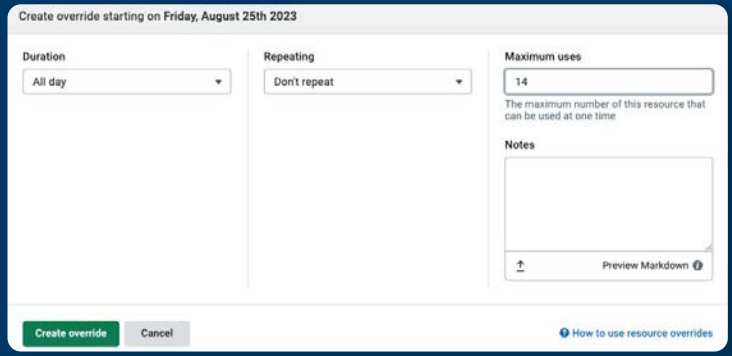
Inventory Changes

LONG-TERM CHANGE
Max Use Updates



- Offering More Seats
- Bought more Side by Sides
- Taking an extra guest (singular occasion)

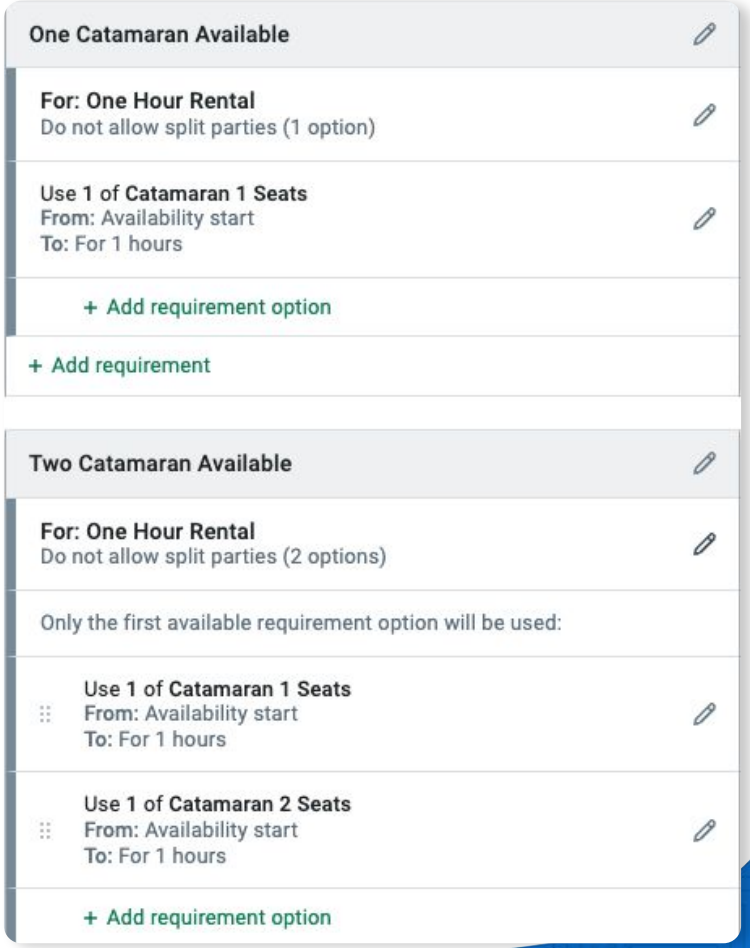
SHORT-TERM CHANGE
Resource Overrides



- Repairs
- Taking an extra guest (One-off)
- Staff PTO Impacting Capacity

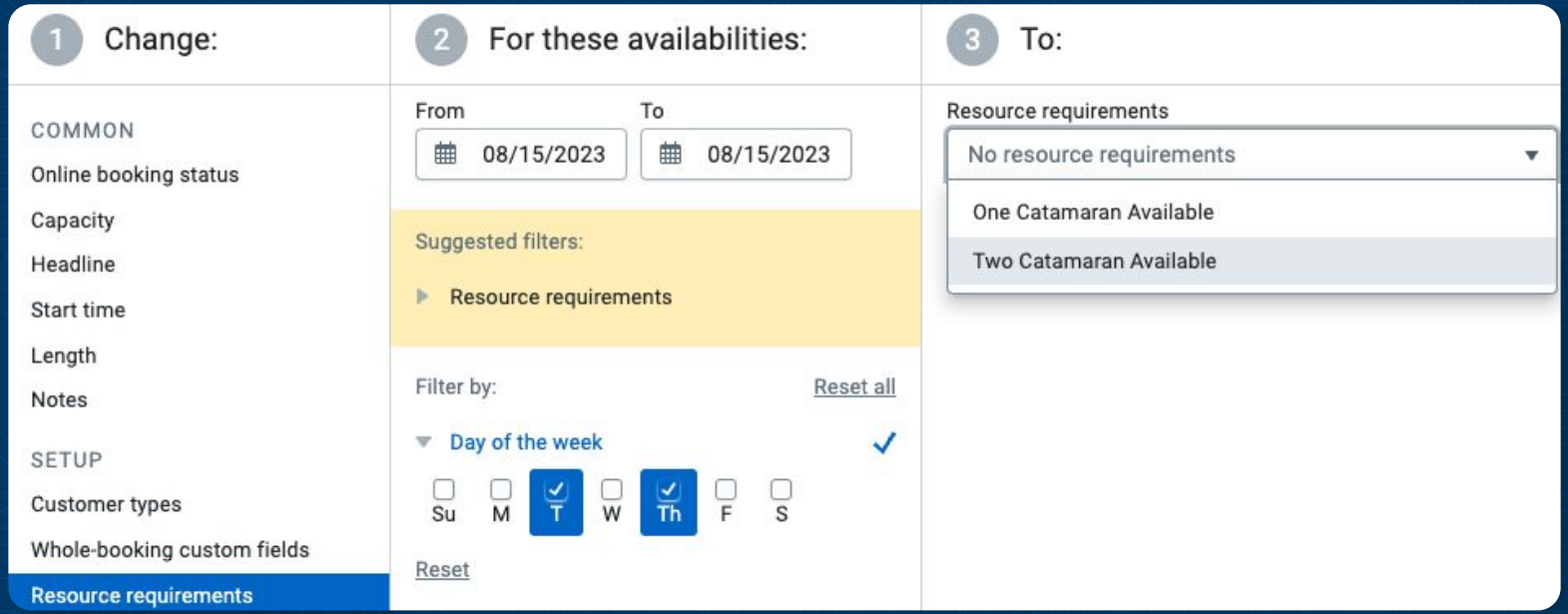
Setting Up Multiple Resource Groups for Fluctuating Inventories

Set up as many resource groups as needed to accommodate your business needs.



Assign Resource Groups to Availabilities As Needed

Once resource groups are set up, quickly switch between them using the availability updater!



Applying Your Updates

1

Problem

Resources have changed

2

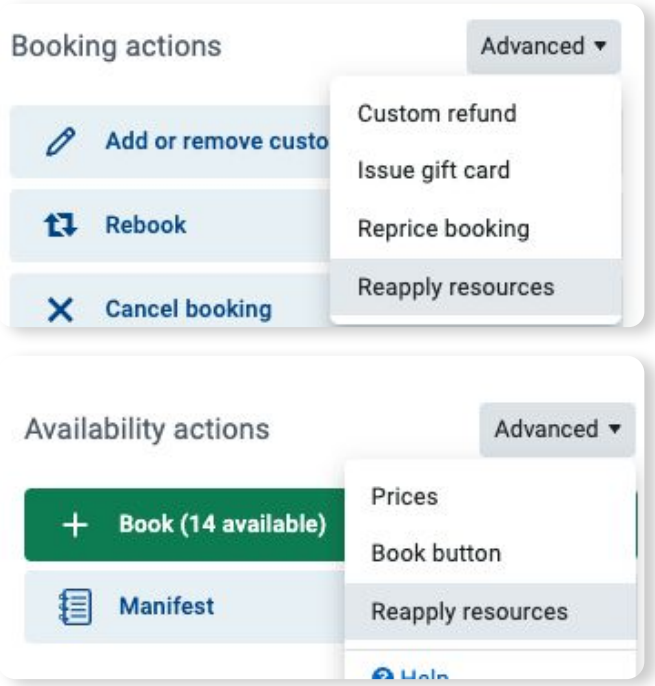
Action

Switch Resources

3

Finalize Update - CRUCIAL

Reapply Resources



How comfortable are you managing your resources?

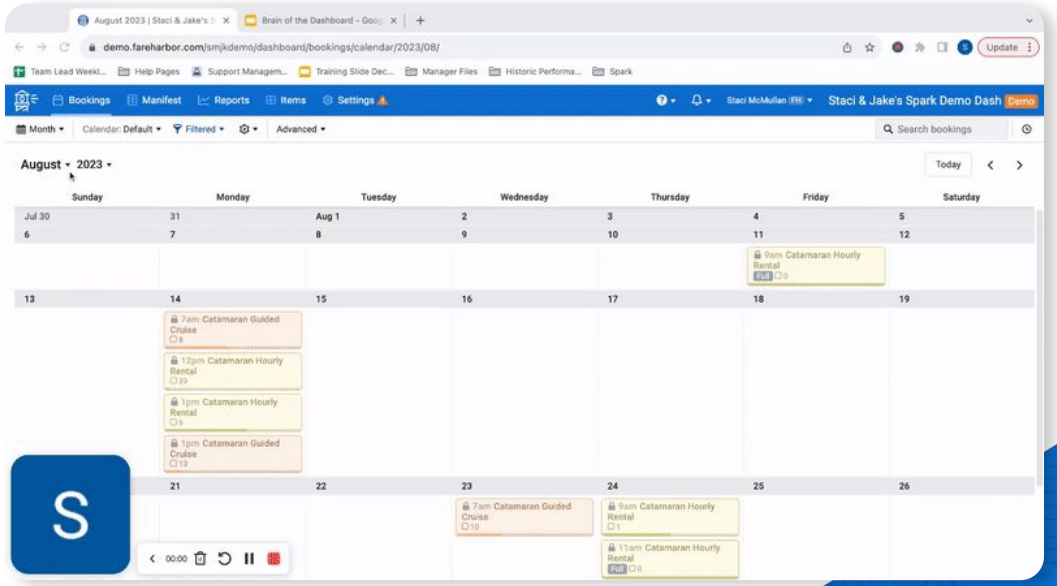
Tracking Your Resources

Tracking Inventory with Custom Calendars

Utilize the timeline view for a visual display of your inventory

1. Select timeline view from bookings tab
2. Under setup, select “resources”
3. Apply desired filters

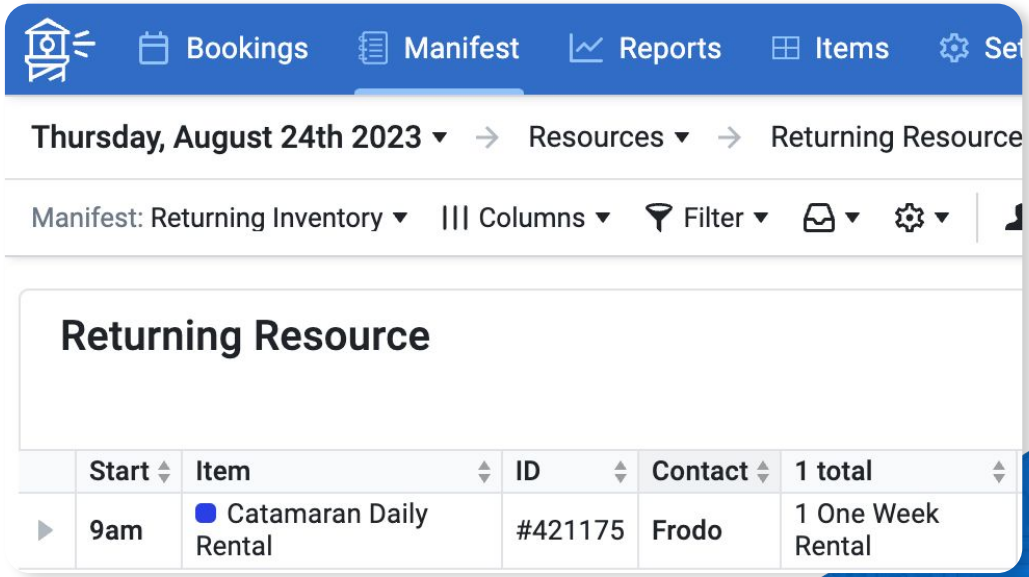
Optional: Click on specific uses to see more data



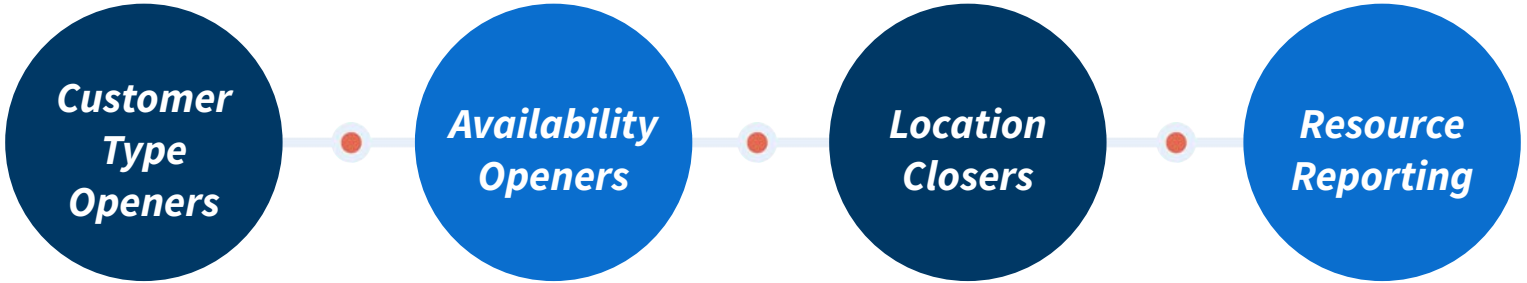
Tracking Inventory with Custom Manifests

Utilize custom views and resources to see when your inventory is returning

Advanced set up - contact us for help!



But wait, there's more!



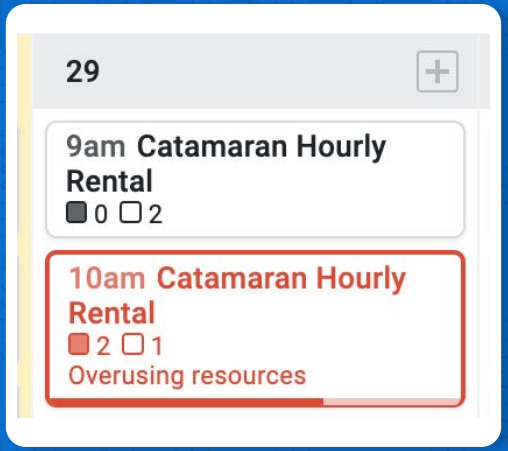
Allow certain customer types to open conditionally, based upon another customer type being selected

Allow availabilities to open conditionally, once a certain threshold on another availability is reached

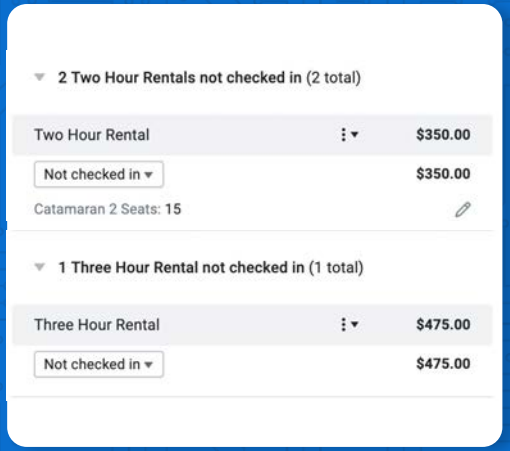
Allow seamless management of separate locations running out of one dashboard

Use dashboard reporting to gain insight into present or historical inventory usage to help with demand planning

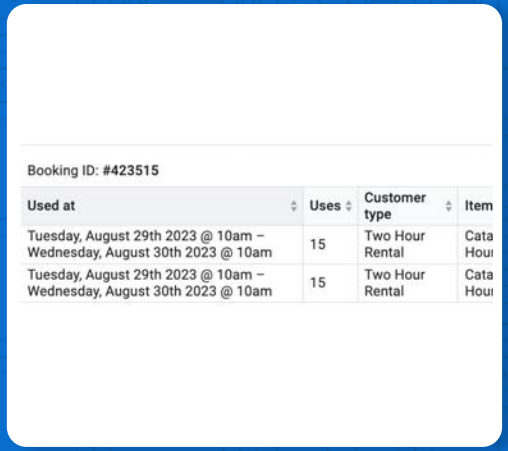
Recognizing When Your Brain Needs a Check-up!



"Overusing Resources" Alert



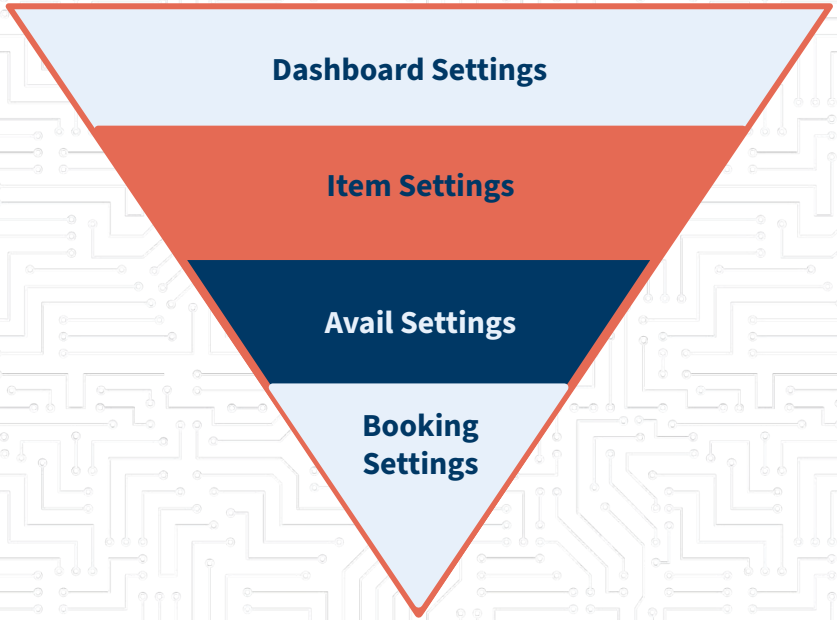
Bookings not showing inventory usage



Inventory not used at correct time

Recap

- What and Why Resources?
- Creating and Configuring Resources - Pyramid
- Tracking
- Advanced Uses



When to Contact Us for Help

We've covered a lot of ground… we're still here to help!

- Questions on anything presented here today
- Assistance/consultation in initial resource set up
- Troubleshooting existing resource set ups
- Optimizing or updating existing resource setups
- Questions regarding advanced setups

Want to Learn More?

Scan the QR code here and bookmark our consolidated learning resources list!

Help Docs

Thank You

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resources

FareHarbor compass

Have you checked out Compass recently?

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

Here are a few other Spark sessions on Compass:

- Make GA4 Work For You: Exploring Functionality & Reporting
- Mastering Marketing: Crafting an Effective Marketing Plan for Success

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**

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

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