

FAREHARBOR

SPARK

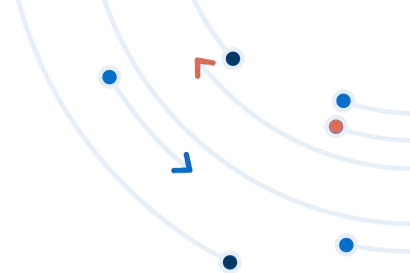


Explore. Connect. Ignite.



## **Alix LaBelle**

Strategic Partnerships Manager, FareHarbor



## **Ryan Kielty**

Channel Specialist, FareHarbor

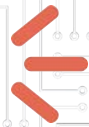


## **Andrew Martin**

Senior Connectivity Specialist, FareHarbor



# Overview



- Why Affiliates?
- Work with your existing affiliates
- Get new affiliates through FareHarbor
- API Connectivity
- Our Advice





- A. A Tour Operator
- B. An Affiliate
- C. Both

## Do you work with affiliates?



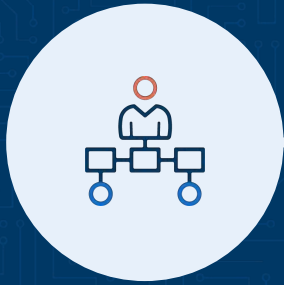
# What is an Affiliate?



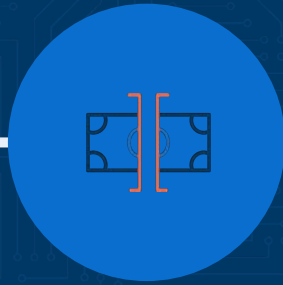
*A third party entity that makes or refers bookings to Tour Operators*



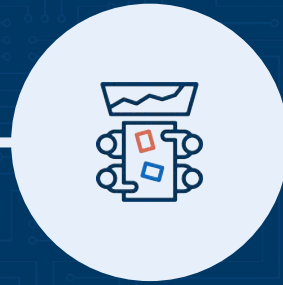
# Why Should I Work With Affiliates?



Extended  
Reach



Cost-Effective  
Marketing



Focus on Core  
Operations



Strengthen  
Partnerships

**What is a Direct Affiliate Partnership?**



*An established relationship  
between a tour operator and  
an affiliate*





# Benefits of Having Direct Affiliate Partnerships



**1**

**More Control**

**2**

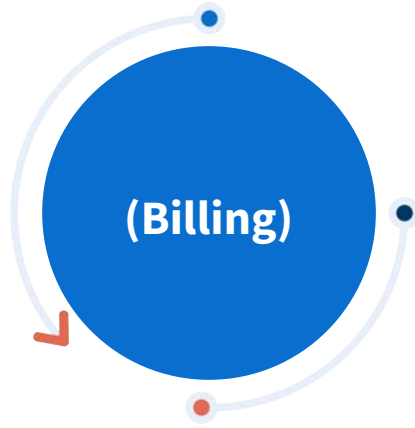
**Customizable Setups**

**3**

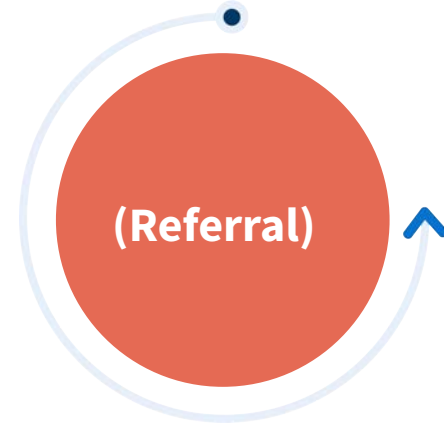
**More Booking Options!**



# Payment Setups & Processes



VS.

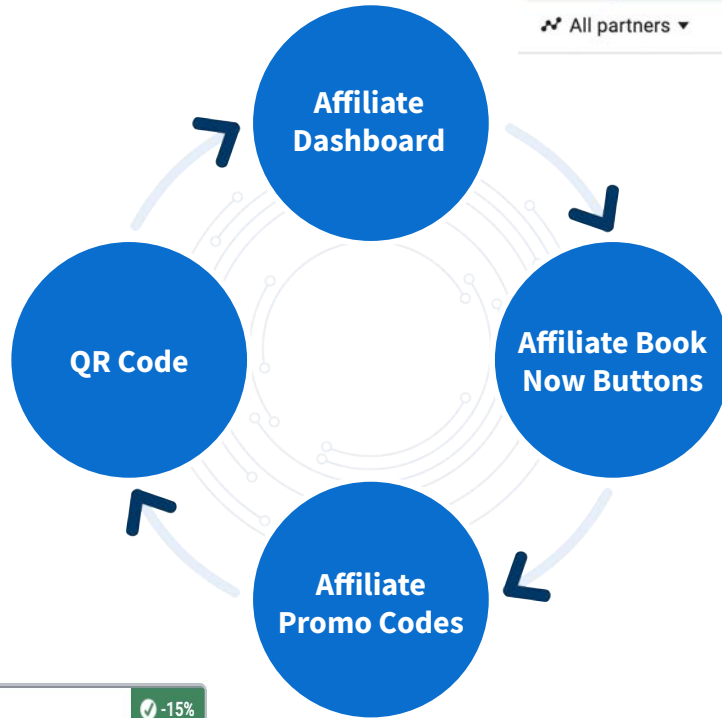


**The Affiliate** is collecting  
**100% of the payment at the  
time of the booking**

**The Tour Operator** is collecting  
**100% of the payment at the  
time of the booking**



# How Can Affiliates Book Directly?



Navigation bar with icons for Home, Bookings, Reports, and Settings. Below the bar, it displays "All partners" with a dropdown arrow.

**BOOK NOW**

Do you have a promo code?

luxury -15%



# Affiliate Dashboard



# Booking Link



# Promo Codes/ Reseller Code



# QR Codes



**adventure  
CLUB**

**Skip the line!  
Book Online!**



**SCAN ME**

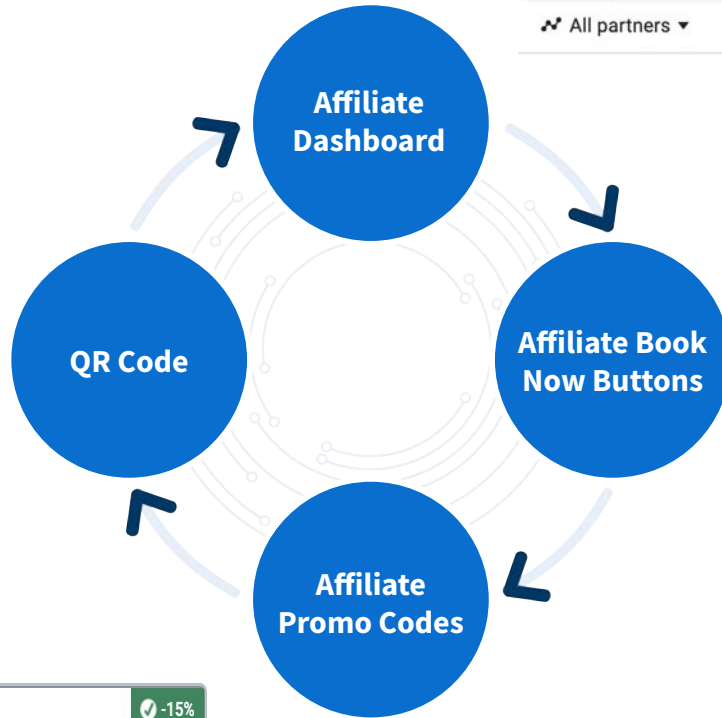
**COME TO FLY AND LIVE  
YOUR ADVENTURE**



**SCAN THE QR CODE AND BOOK NOW  
ONLINE!**



# How Can Affiliates Book Directly?



Navigation bar with icons for Home, Bookings, Reports, and Settings. Below the bar is a dropdown menu showing "All partners" with a downward arrow.

BOOK NOW

Do you have a promo code?

luxury -15%





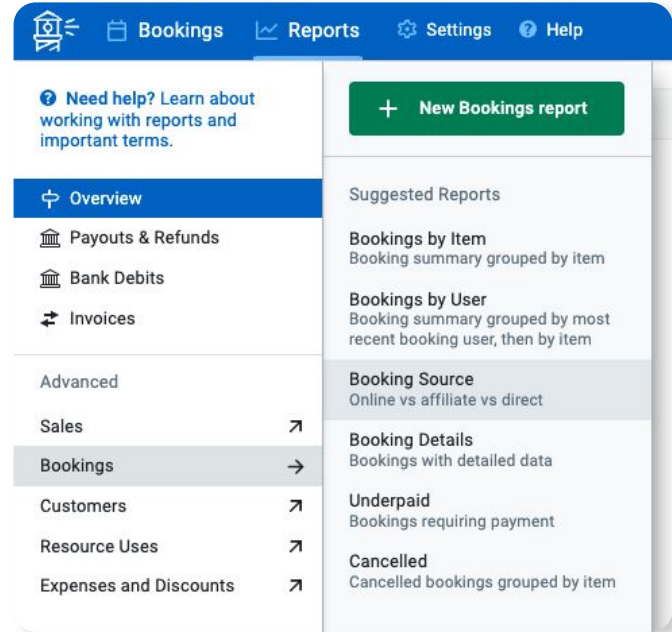
**What's your preference?**



- A.** QR code
- B.** Promo code
- C.** Booking link
- D.** Directly through FareHarbor



- Go to “Reports” at the top of the page.
- Click “Bookings” to the left, then “Booking Source”
- Click the Down arrow next to “Advanced”: Adjust any parameters and filters for the report (next page)
- Click the green “Generate” button to run the report.



# Affiliate Structures



**Direct  
Partnerships**



**Affiliate  
Programs**



**API  
Connectivity**

# Affiliates 101



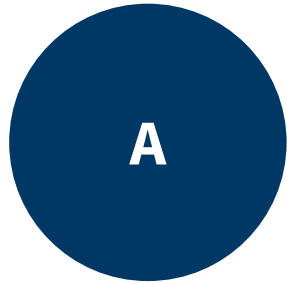
# What Are Affiliate Programs?

**FareHarbor Connect and FareHarbor  
Distribution Network (FHDN)**

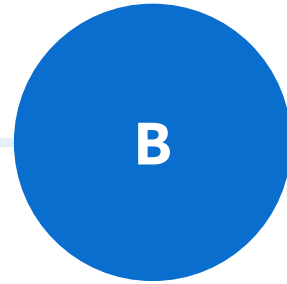


# “Why not?” - Hilary Duff

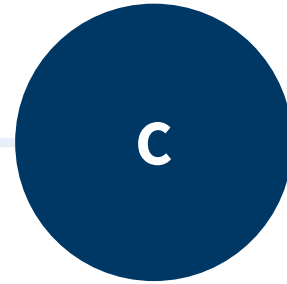
If you aren't already part of an affiliate program, what has been your biggest hesitation?



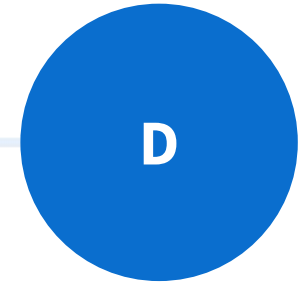
**Too much work**



**Commission is too high**



**Don't need more bookings**



**Too overwhelming**



# Benefits of Expanding Your Reach Through FareHarbor's Affiliate Networks: FHDN & FH Connect



**1**

**Automation**

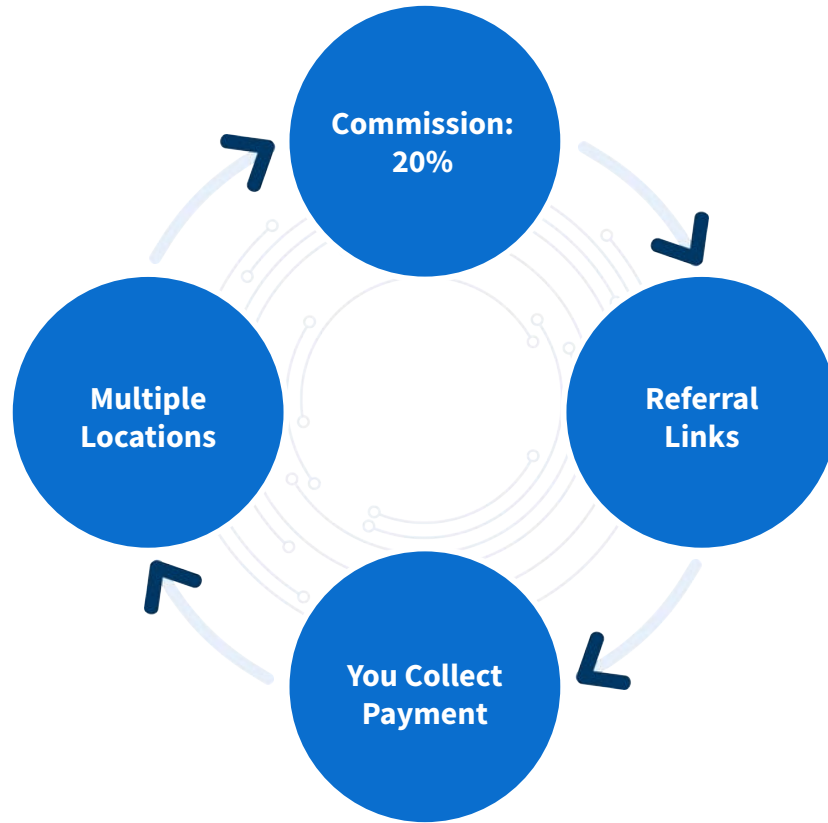
**2**

**No Contracts**

**3**

**More Potential Customers**







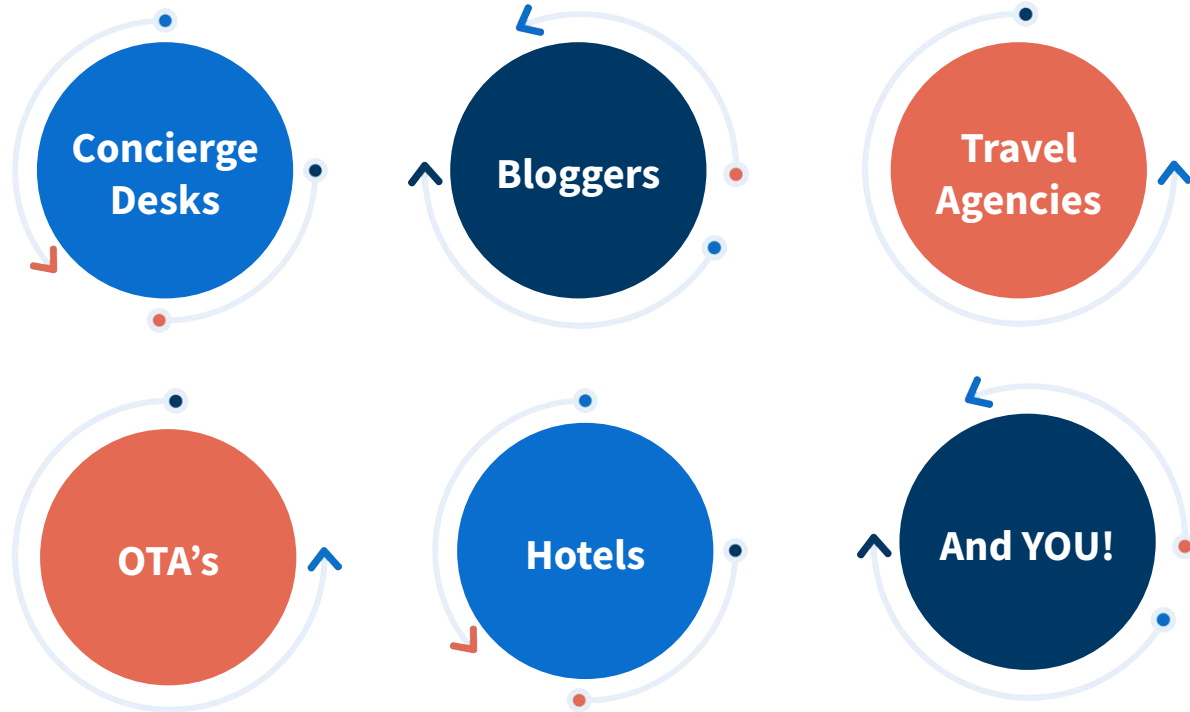
# FHDN

**Everything takes place through FareHarbor**

It's like putting one of the Book Buttons on your site, onto an affiliate website!

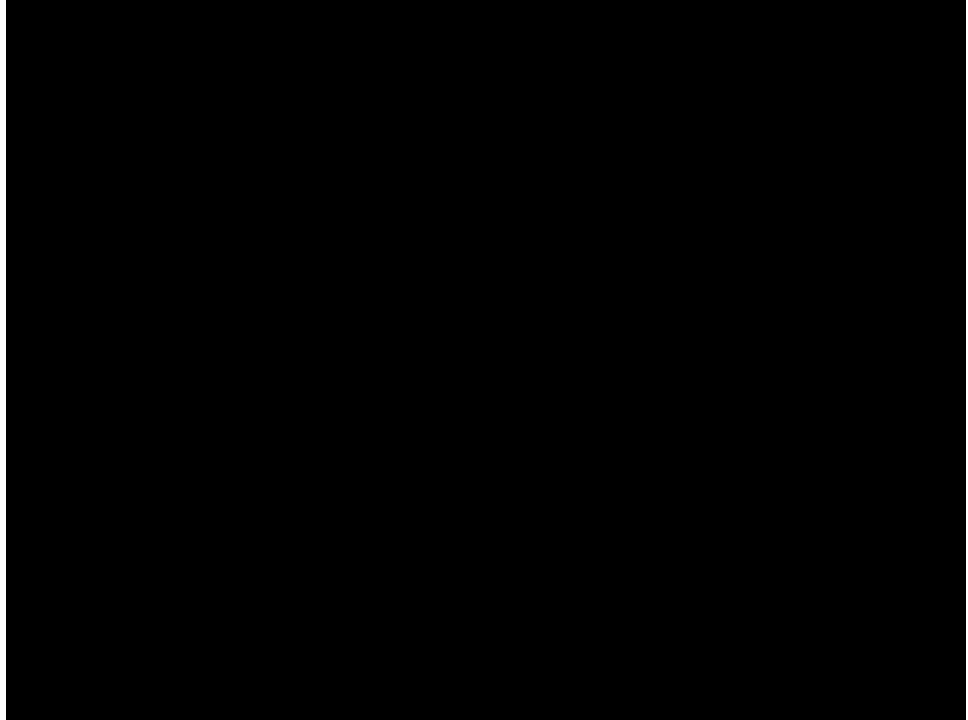


# Who are FHDN Affiliates?

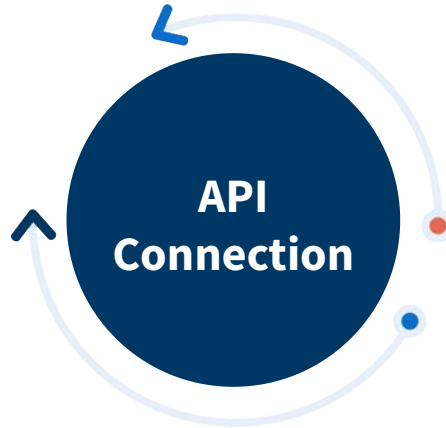
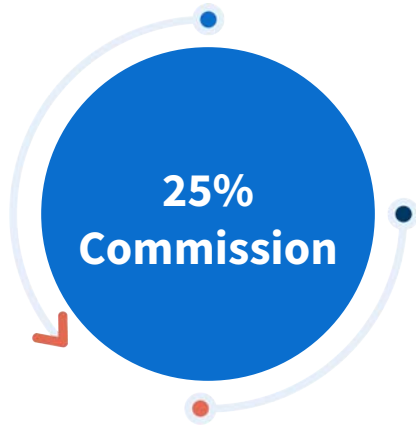


## FHDN Affiliates

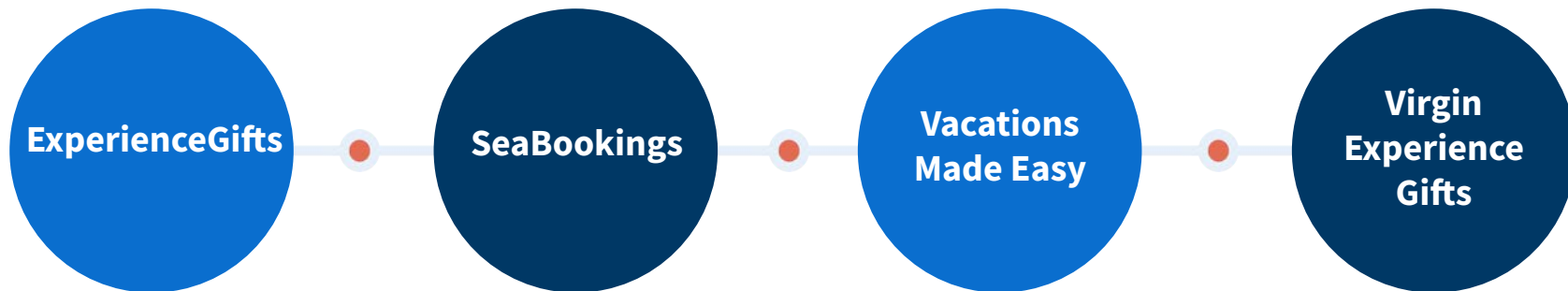
- Commission: 15%
- Integration
- Invoicing
- Wide Range of Activities



# FH Connect



## FH Connect: Who Are FH Connect Affiliates?





**FHDN 101**



**FH Connect 101**



# Affiliate Structures



**Direct  
Partnerships**



**Affiliate  
Programs**

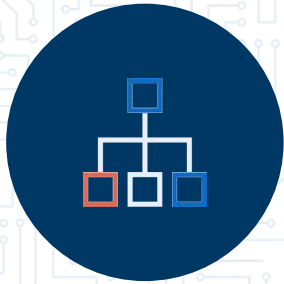


**API  
Connectivity**

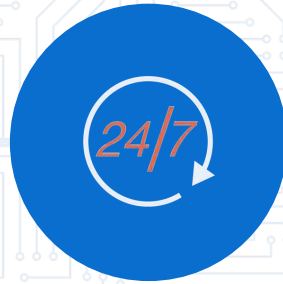
# What is an API?

**TIP**

72% of mobile bookings happen within 48 hours of last-minute Google searches that include the words 'tonight' and 'today'



**Turn FH  
Dashboard into a  
“One-Stop-Shop”**



**Real-Time  
Availability**



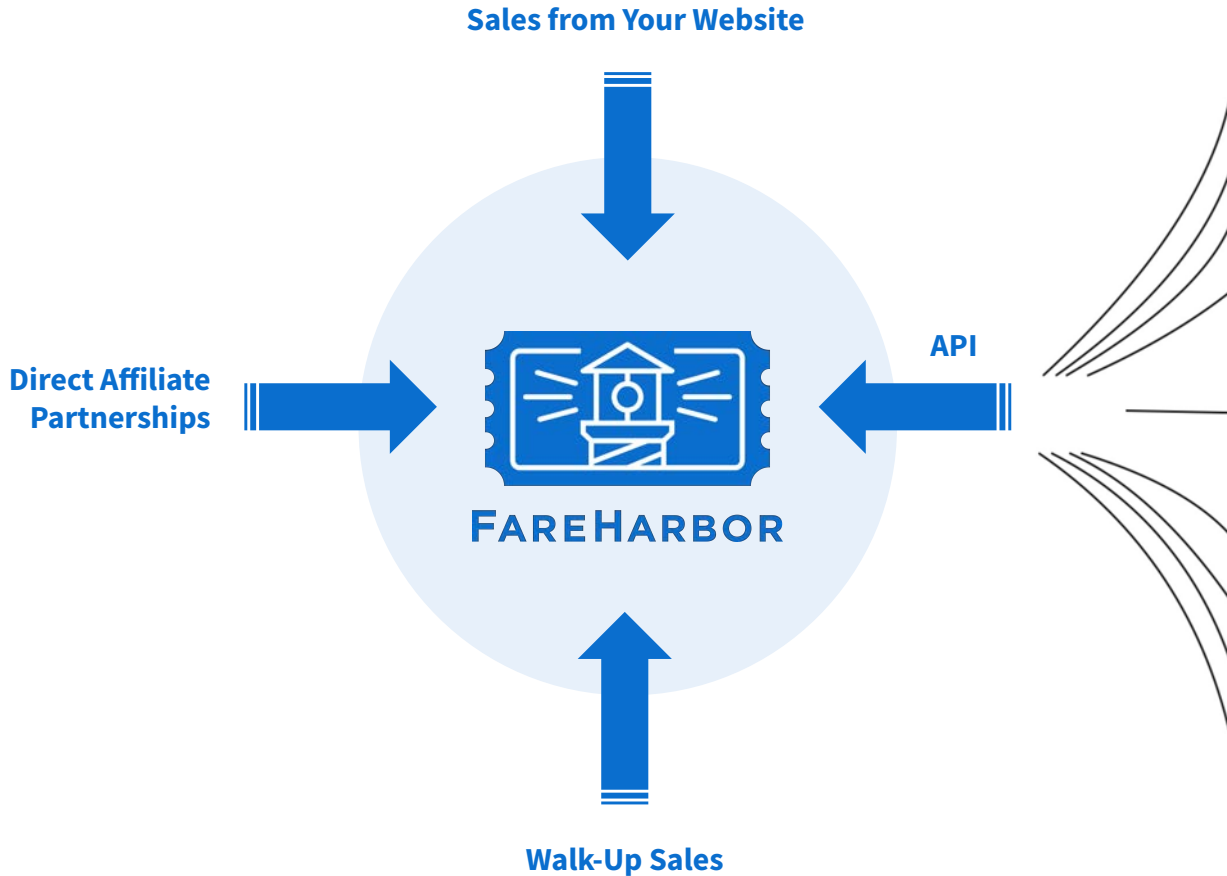
**In-Destination  
& Mobile  
Bookings**



**SAVES TIME!**







Google

viator®

Expedia  
Local Expert®

PROJECT EXPEDITION  
excursions, tours, and attractions

musement

GET  
YOUR  
GUIDE



# Connectivity



**Mappings and connections are handled by FH**



**Why work with OTAs**



**70% of our Tour Operators have at least one API connection**



**3/4 travelers book through OTA's**



*TIP*

Fewer steps in booking  
process leads to higher  
conversion rates

## Google Things to do

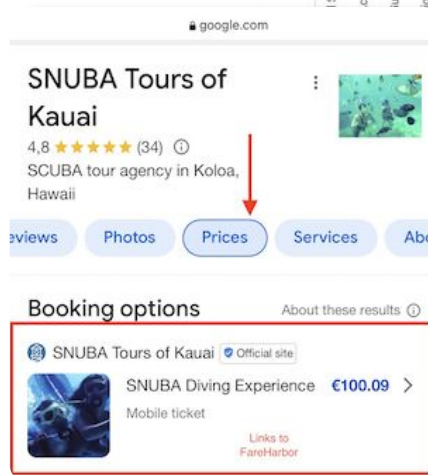
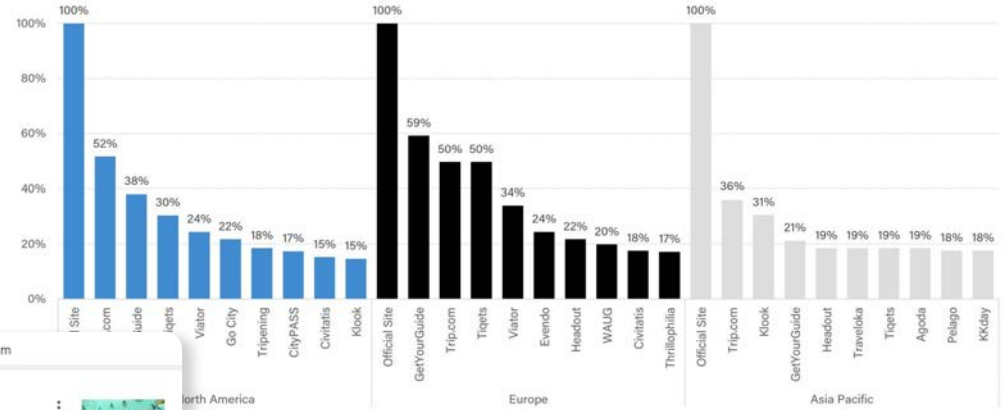
- No commission!
- Over 12K FH tours integrated and live
- 3.7K booking high in December
- Sign up TODAY



# Google TTD Features

- 3 Main Booking Modules
- Admissions, Experiences, and Operating Booking Module
- Operator Booking Module (OBM)
- Sign up TODAY

% Times a Particular OTA Appears as an Option for a Ticketed Listing on Google's Things To Do - By Top 10 Options in each Region



Search based on web scraping of Google's map based 'Things To Do'



# Connectivity 101



# Affiliate Structures



**Direct  
Partnerships**



**Program  
Partnerships**



**API  
Connectivity**

# Why You **SHOULD** Be An Affiliate



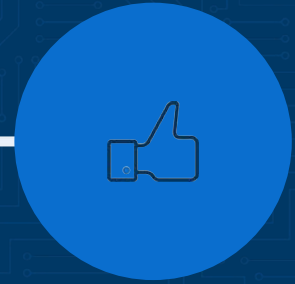
Diverse  
Product  
Offering



Passive  
Income



Flexibility



No Inventory or  
Fulfillment  
Responsibilities



# Overview



**Direct  
Partnerships**

**Best for Tour Operators who  
want.....**

- Customizable setup
- Control
- Booking options!





# Overview



## Affiliate Programs

## Best for Tour Operators who want...

- Wayyyy less work
- No contracts
- Automated invoices



# Overview



**API  
Connectivity**

**Best for Tour Operators who  
want...**

- Brand Recognition
- A one-stop shop
- In destination bookings



# Thank You

Questions, comments, or concerns?





**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:**

- [2023 Spark Sessions](#)



## 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**.

# Q&A

Questions, comments, or concerns?

