

April 10, 2024

FAREHARBOR
webinars



Maximizing Your Reach:

Leveraging the FareHarbor
Distribution Network

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Do you work with affiliates?

I do!

Not yet!



Industry Numbers

- **Tours & Activities market:**
 - 2019: \$239 billion
 - 2024: expected to have recovered
 - 2025: expected to rise by 150%!
- For tour operators with a booking software, **35% of bookings** come from OTAs
- Big OTAs **spend 20-55% of their revenue** in marketing - much higher for smaller OTAs

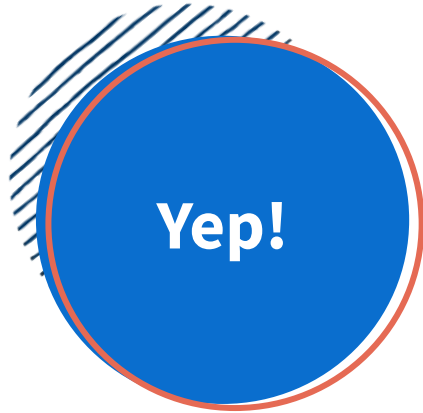


FareHarbor Users

- Tour operators connect to **4 affiliates on avg**
- **30% of FareHarbor users work with no affiliate**
- **55% of FH users work with up to 10 affiliates**
- An average company spends **8 hours / month** on affiliate management!



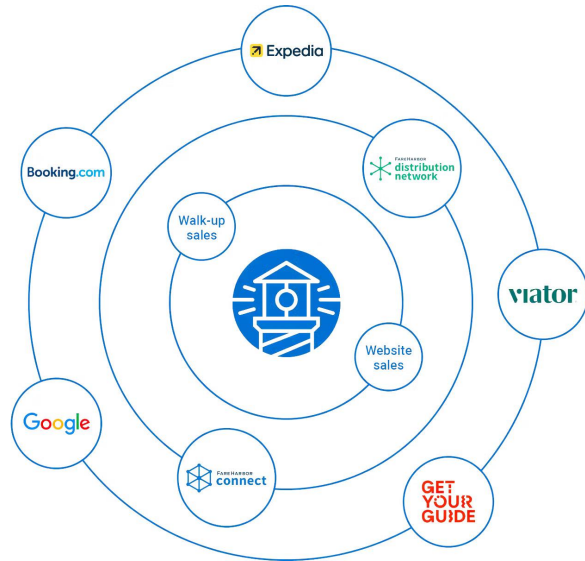
Have you heard of FareHarbor Distribution Network (FHDN) or FH Connect?



FHDN & FH Connect are now merged!



What is the FareHarbor Distribution Network?



The **FareHarbor Distribution Network (FHDN)** makes it easier than ever to partner to distribute your products, and work with other FareHarbor clients.

Three options when joining the FHDN:

1. Distribute your products to 600+ active affiliates via ASN or API bookings
2. Be a reseller to **earn** commission using ASN links
3. Both!



Key Benefits for Providers



New Bookings



Customer Information



Automated Invoices



Saves Time

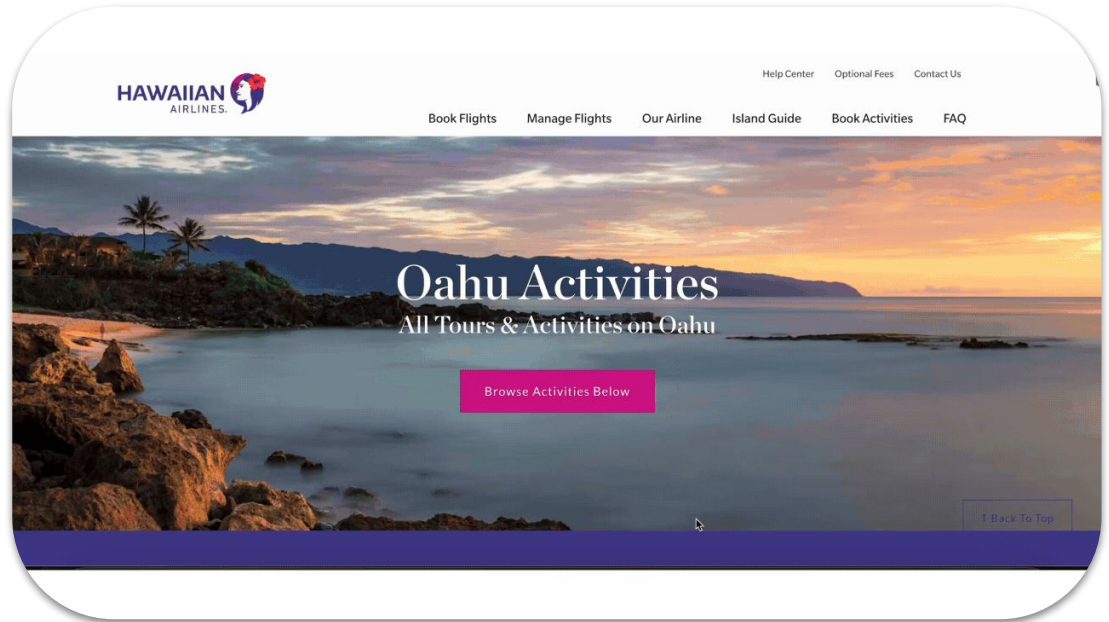


One Agreement, two types of bookings

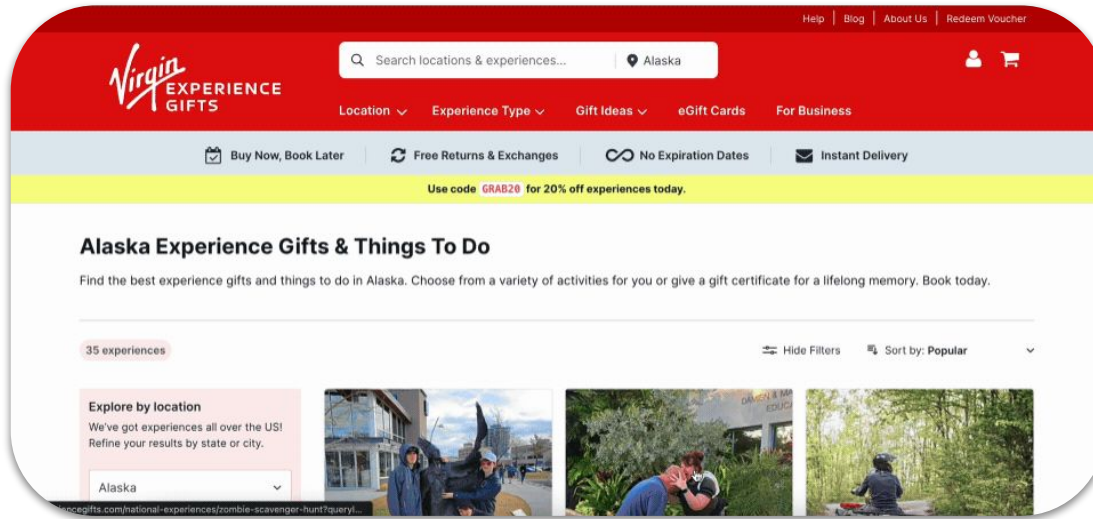
Affiliate links | FHDN

- Anyone can integrate an ASN book button
- Does not require POS system

Example: Hawaiian Airlines



One Agreement, two types of bookings



API bookings | FH Connect

- Online Travel Agencies (OTA's)
- Requires POS system

Example: Virgin Experience Gifts



Examples of API Affiliates



klook

www.klook.com

Trip.com

www.trip.com

Virgin
EXPERIENCE
GIFTS

www.virginexperiencegifts.com



Comparing: Affiliate links VS API bookings

	Affiliate links	API bookings
Who controls bookings?	FareHarbor client	Connected affiliate
Who collects the payment?	FareHarbor client	Connected affiliate
Pricing	Online Pricing	Online Pricing
Cost	20% commission: <i>\$100 x 20% = \$20 commission and \$80 revenue for tour provider</i>	25% commission: <i>\$100 x 25% = \$25 commission and \$75 revenue for tour provider</i>

What is the commission for regular affiliates? How does payment work?



BOOKING IS CREATED

Tour operator collects payment in full at time of booking.

20% invoice price is indicated in the booking overview.

PRE & DURING ACTIVITY



ACTIVITY TAKES PLACE

Woohoo! Hello, customers!



INVOICING

By the 5th business day of the month **after the activity**, FareHarbor collects the 20% commission, splits it, and pays out the affiliate.

POST ACTIVITY

What is the commission for API affiliates? How does payment work?



BOOKING IS CREATED

Affiliate collects payment in full at time of booking.

Booking flows into the dashboard but payment is not attached.

PRE & DURING ACTIVITY



ACTIVITY TAKES PLACE

Woohoo! Hello, customers!

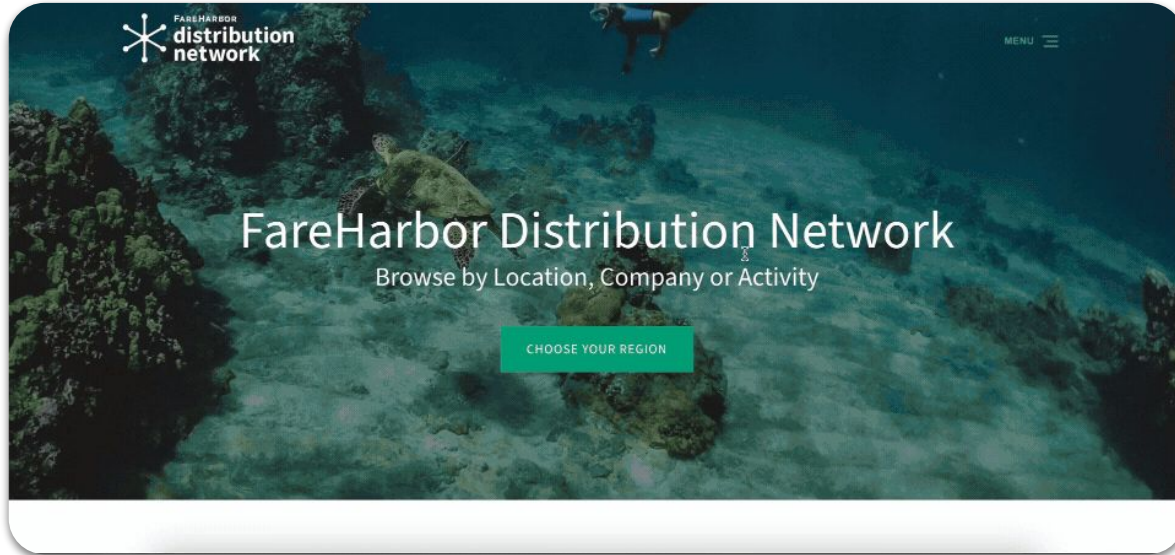


INVOICING

By the 5th business day of the month **after the activity**, FareHarbor collects the 75% payment and pays the charter for the booking.

POST ACTIVITY

Using FHDN as an affiliate



Use FHDN as an affiliate to leverage your web traffic and promote non-competitors in your area...

with all the benefits of the FHDN: passive income, automation, no contracts



Example: Create an 'Other Things to Do Page' on your own website

Client Testimonial



Don't just take our word for it!

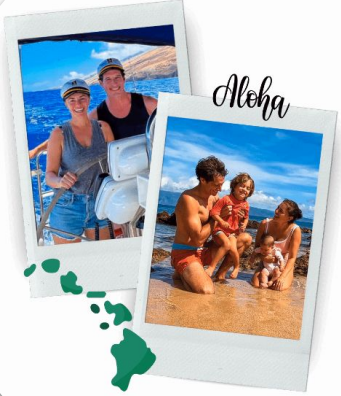
“Especially in low season, having a network of people selling us really helps us fill a lot of the spaces we weren't able to catch through our website”

- **Percy Rier**, Owner, Kayaking Puerto Rico



Affiliate Testimonial

Don't just take our word for it!



Aloha

WE'RE JORDAN & ERICA

When we moved to Maui, our friends started asking for Hawaii travel advice. We realized there wasn't one great resource we could point them to, so we set out to create it!

Now, we get to explore the islands with our two kids and our dog in tow and proudly share our adventures along with our best tips and secrets so you can plan your dream Hawaii vacation.

Check out our comprehensive travel guides by island...

[OAHU TRAVEL GUIDE](#) [MAUI TRAVEL GUIDE](#)

[BIG ISLAND TRAVEL GUIDE](#) [KAUAI TRAVEL GUIDE](#)



“Tour operators are starting to notice us as we help them fill seats. As we are a small tour and activity recommendations site, FHDN operators are finding value in us as bigger travel sites look for more from operators. The ease of the platform and the customer service makes working with FHDN great for both parties.”

- Jordan Fromholz, Owner, Hawaii Vacation Guide



Selling out and
need to limit
bookings?

Customize Your Connections

Affiliate Rules

- Limit availability on one or both programs
- [Learn more!](#)

Opt in to one program

- Opt out of FHDN or FH Connect to limit the potential streams of bookings



Want to join the network?

- ➔ More bookings
- ➔ Save time
- ➔ Automated Invoicing

The screenshot shows the 'Join the Network!' page on the FareHarbor Compass website. The page features a navigation bar with 'HOME', 'EXPLORE TOPICS', 'WEBINARS', 'PARTNERS', and 'PROFILE'. A dropdown menu is open under 'PARTNERS', showing 'FAREHARBOR DISTRIBUTION NETWORK', 'FAREHARBOR CONNECT', and 'SOFTWARE PARTNERS'. The main content area has a heading 'Join the Network!' and a paragraph explaining the FareHarbor Distribution Network (FHDN). Below the text is a red 'JOIN THE FHDN' button. A video player is embedded on the right, showing the 'FAREHARBOR distribution network' logo. At the bottom, there is a section for 'FareHarbor Distribution Network Affiliates' with logos for Hawaiian Airlines, Buckle Up Listers, Travel Lemming, and Just Book it.



SCAN ME

Want to join? Let us know! (You can pick more than one!)

**I'm already
in!**

**I want
to join!**

**Maybe,
after some
more info**

**No, not for
me**



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:

- [FareHarbor Distribution Network](#)
- [Affiliate Rules: A New Way to Take Charge of When Affiliates Can Book](#)



FareHarbor Support

Please contact **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

