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FAREHARBOR
webinars



Get Ahead of Next Season

Build Your 2025 Booking Calendar Now!



FAREHARBOR
webinars





Christopher Grossi
Senior Client Onboarding Specialist
FareHarbor Denver





today's agenda

- **Definition of terms**
- **The importance of availabilities for 2025**
- **How to build out your own calendar**



Need-to-Know Terms





Let's get on the same page.

If you know the definition of these terms, please respond in the chat!

On your book form:

- Customer Type
- Custom Field

In the dashboard

- Availabilities
- Resources



Benefits of Building Out Your Calendar Now



Poll

Why would you wait to build out your calendar?

- I'm too busy to think about next year
- I might need to change my schedule
- I don't think I'll get bookings that far in advance
- Computers are scary





Food for thought:

- Over 10% of bookings are made more than two months in advance
- 15% of clients already have bookings for next year
- Nothing is set in stone!
- It is simple to make changes to existing availabilities, or add new availabilities, once you understand how.
- You're about to learn how to do this yourself!



How to Create New Availabilities for Next Year



You know your business - tips and tricks

- Nobody is more familiar with your business than you are
 - Write down a list of considerations for your 2025 calendar before you begin
 - Once you have a good overview of your needs, begin the process!
- It is almost always better to duplicate existing availabilities on your calendar rather than creating them from scratch
 - It is important to remember that not all availabilities are created equal (some have different customer types, or resource requirements)
- We will look at three different activity types here for the remainder of this webinar, and walk through creating calendars for each of them
 - Repetition is key! Let's try to notice the subtle difference in how each of these calendars need to be created.



Let's ride through this together!



Rental Offerings

- Typical setups require all rentals to be returned by a certain time each day
- This creates a manageable level of complexity in building out your future availabilities



Let's sail through this together!

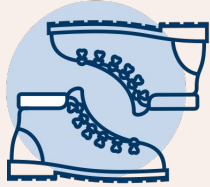


Boating Tours

- Resources make it possible to offer many competing availabilities, casting a wider net
- For this example, we will look at a mock snorkel tour business with a relatively simple setup.



Let's walk through this together!



Hiking Tours

- This example uses something called custom field groups
- The tour starts at 9am Fri-Sun, and 12pm Mon-Thurs
- While the tour is the same, the meal that is offered is not, creating the need for each custom field group



Thank you so much!

Questions?





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 couple to follow up this webinar:

- [Use Trip Protection to Boost Revenue and Customer Satisfaction](#)
- [Boost Your Efficiency with the Availability Updater](#)



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