



Hannah Patterson

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FAREHARBOR

Enabling the modern Travel Experience with FareHarbor

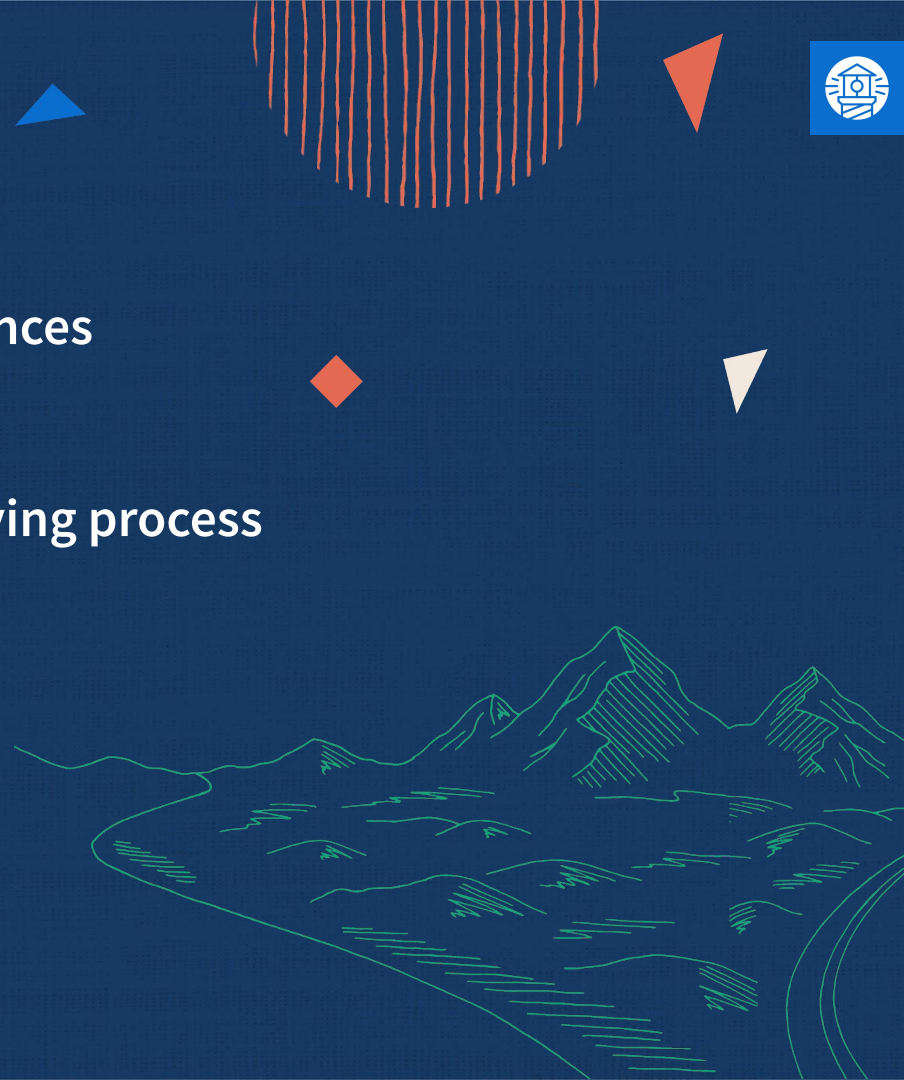
Visit West - May 2021

Agenda

How we buy & sell experiences

Modernising the ticket buying process

Connectivity - TXGB





How we are buying

And how we should sell



June 2019, our clients saw 38% of bookings direct online.

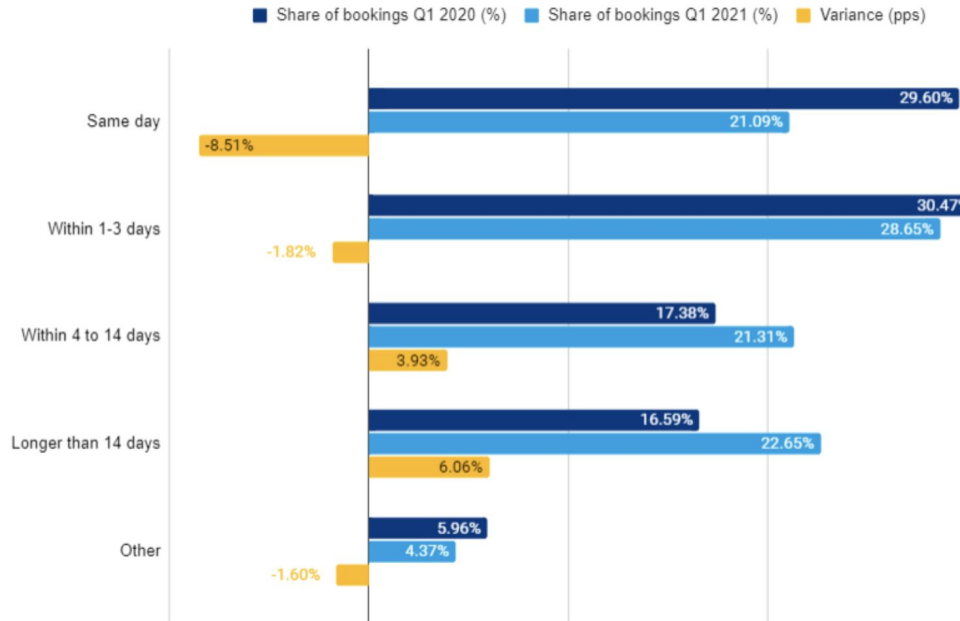
June 2020, 54.8% were direct online.

June 2021?



When are people booking online?

When are bookings made? Comparing the booking window between Q1 2020 and Q1 2021



Key trends observed since 2020

- Preference for booking on same day or 1-3 days before experience starts.
- Fewer people booking in advance (14 days+)
- If you can enable last minute bookings, DO!





Strategic online booking cutoffs

If you can sell up until the last minute, do it!

April ▾ 2021 ▾ >

M	T	W	Th	F	S	Su
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	2

April ▾ 2021 ▾ >

M	T	W	Th	F	S	Su
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The Online Experience

Optimised To Grow Online Sales



Online Conversions

Our expertise



**Calls to
Action**



**Mobile
Friendly**



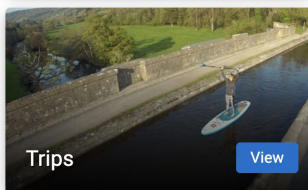
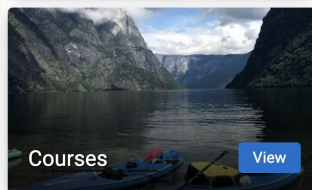
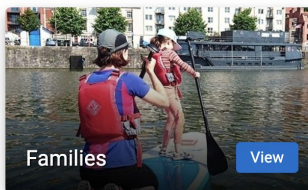
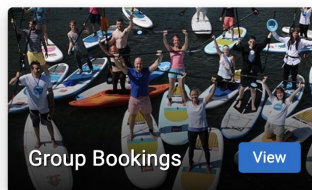
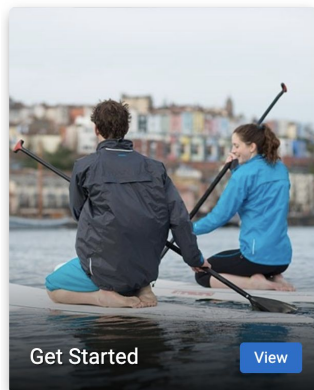
**Booking
Funnels**



**Information
Placement**



**Trustworthy
Website**



booking flows

SIMPLE AND EFFECTIVE

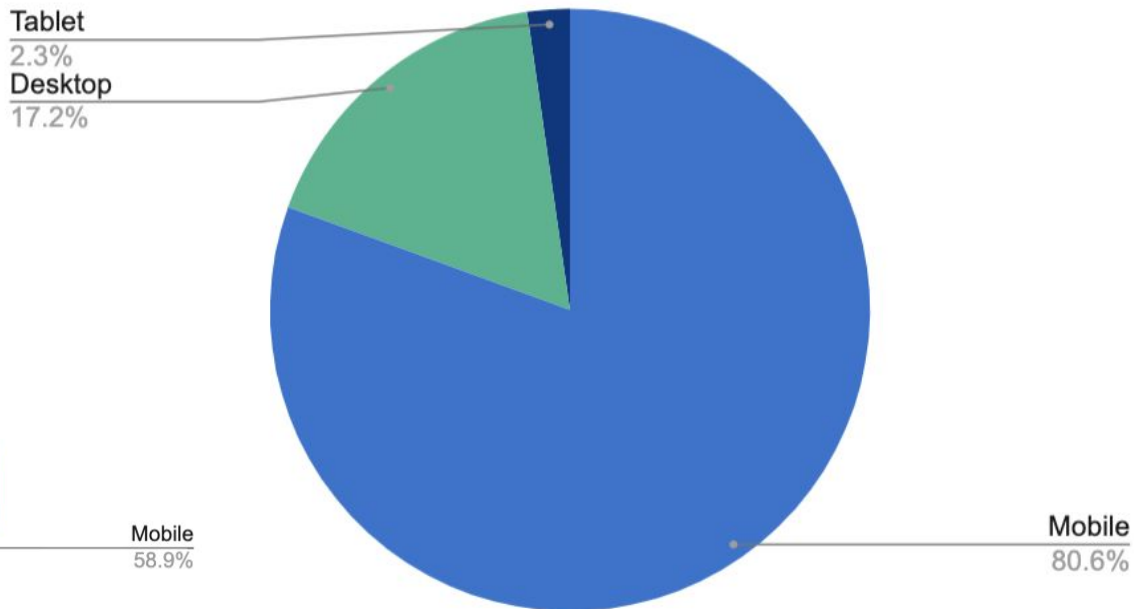
- Unique check-out flow that guides them with **Calls to Action** throughout the process
- **Segment activities** so an indecisive shopper converts at a higher rate
- Use **Info Tags** (duration, price, age) to encourage customers to make a decision



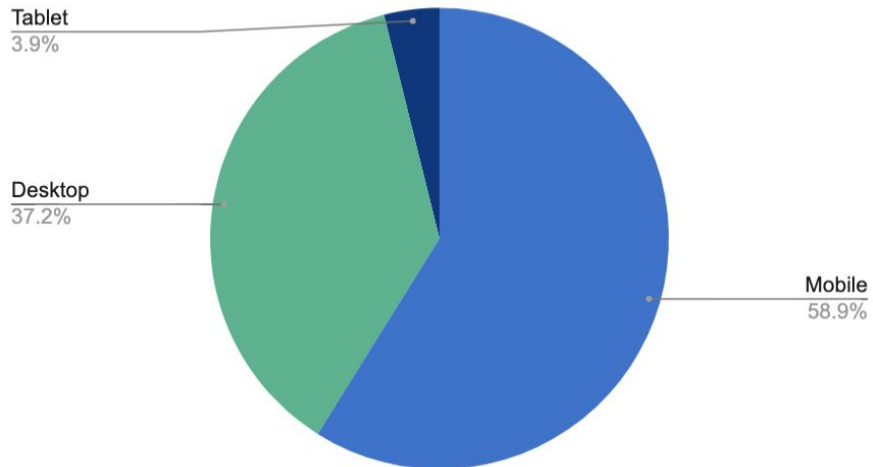
Mobile Optimisation



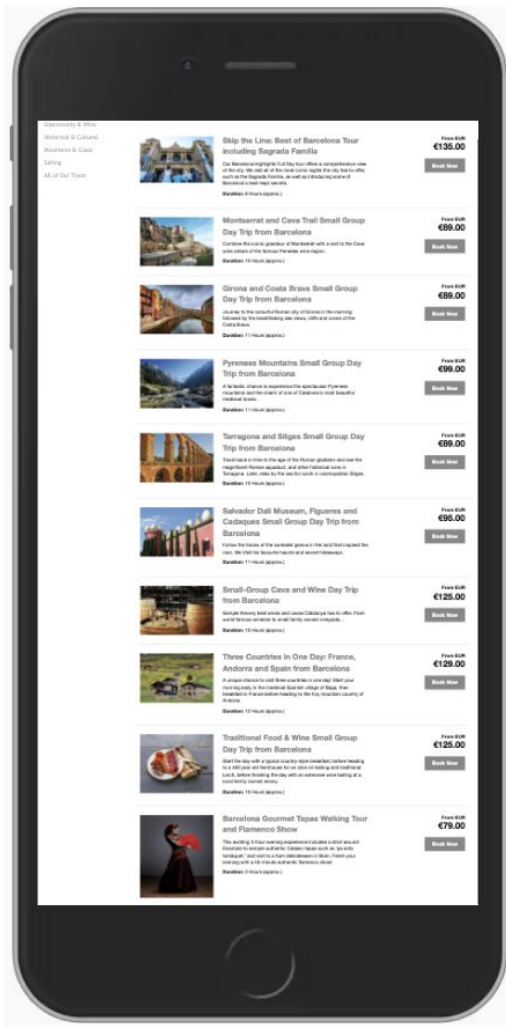
Q1 2021: FareHarbor Sessions by Device



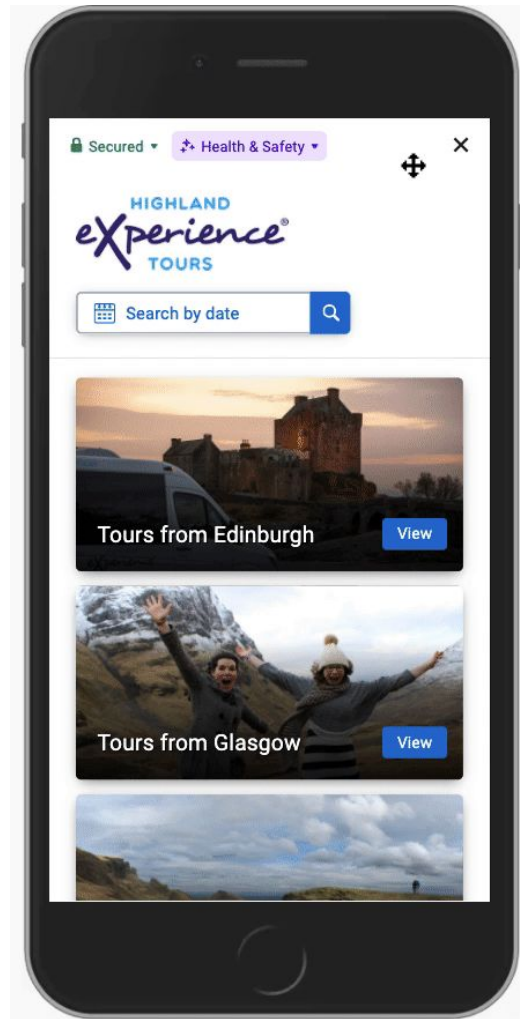
Q1 2020: FareHarbor Sessions by Device



example



VS.



health & safety

KEEP YOUR CUSTOMERS INFORMED

It is more important than ever for your website to evoke trust in customers when they book online.

- Enable customers to choose their socially distanced seats
- Health & Safety notes are customisable per item and are shared to guests before, during and after they book.

The screenshot displays a website interface for seat selection. At the top, a navigation bar includes a 'Secured' indicator, a 'Health & Safety' dropdown menu, and a 'Back' button. A 'Fields marked with * are required' note is visible on the right. A modal window titled 'FADO CHIAVO' is open, displaying a list of health and safety instructions:

- The use of mask is mandatory inside Cine-Theatro Gymnasio
- If necessary, sanitize your hands with the available alcohol-based solution
- Keep physical distance
- Body temperature control before the access to the venue
- When you sneeze our cough, cover your nose and mouth with a tissue or your arm. Toss the tissue out.

Below the modal, a 'Choose' button is visible. To the right, a price box shows 'Adult' for '€19.50' and a 'Row - Seat:' dropdown menu with 'A, A2' selected. The main content area features a seat selection grid with rows labeled O through A and seats numbered 1 through 13. The 'A2' seat is highlighted in blue. A 'Stage' area is indicated at the bottom of the grid.





What can you do?

OUR STAFF WILL:

- Look after you on your visit and ensure that physical distancing and visitor flow is managed carefully.
- Ensure toilet facilities are safely accessed and regularly and thoroughly cleaned.
- Sanitise the site regularly, paying special attention to high contact areas.

WE KINDLY ASK ALL VISITORS TO:

- **Buy tickets online** in advance. If you already have a valid admission ticket, gift ticket or membership, you must **pre-book a date/time** for every visit you want to make (one for every person who is visiting). You can arrive at any point within your 30 minute slot.

Cancellations

Customers will receive a full refund or credit with 24 hours notice of cancellation. Customers will also receive a full refund or credit in case of operator cancellation due to weather or other unforeseen circumstances. Contact us by phone to cancel or inquire about a cancellation. No-shows will be



- Display how **social distancing** will be enforced
- Communicate **changes in capacities** to your visitors
- Offer a **flexible cancellation policy** giving customers the option for a refund or gift card.



QR Codes: A digital alternative to queuing?



QR codes - try scanning!



CC #: 4242424242424242

Name: Any Name

Expiration: Any Future Date

Country: UK

CVC: 123

Post code: 12345



Channel Management



how does it work?

- Direct and free API with all the main distributors
- Automated commissions
- Live availability across all channels
- All bookings in one place
- Local resellers

Matt Cape 2 Adults ● Adventure Tour Sunday, March 15th 2020 @ 12:00 a few seconds ago by Moira Euwe Wyss (FareHarbor Demo)	Paid
Jacque Thomas 2 Adults ● Adventure Tour Friday, March 20th 2020 @ 10:00 📱 Booked online a minute ago	Paid
Joel Smith 2 Adults ● Adventure Tour Tuesday, March 17th 2020 @ 10:00 📱 Mercure MOA Berlin (Online) 📱 Booked online 2 minutes ago	Paid
Carole Ball 2 Adults ● Adventure Tour Saturday, March 14th 2020 @ 12:00 📱 Trip Advisor / Viator (Online) 📱 Booked online 3 minutes ago	Paid

← Manual bookings

← Direct online bookings

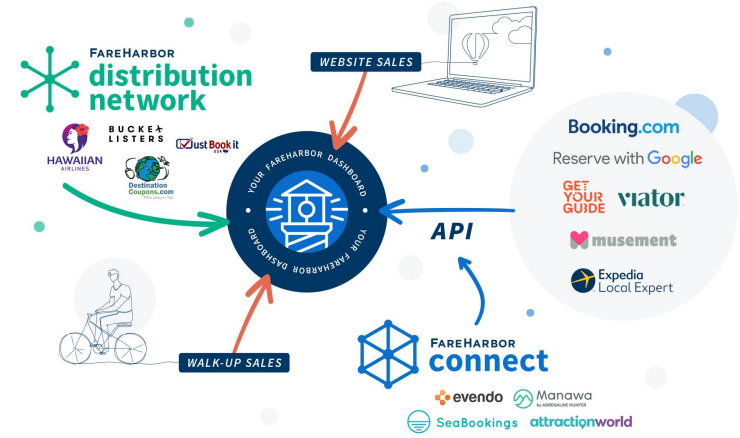
← Affiliate bookings

← API bookings



Connectivity -TXGB

- Seamlessly distribute your activities across a rapidly expanding network of DMOs
- Reach new customers by making use of a nationwide network
- Bookings from all channels in your dashboard, all at your fingertips



How TXGB works





***Are you enabling
the Modern Travel Experience?***

- Shift in consumer behavior towards online bookings - *Are you optimising your site for online bookings?*
- Preference for mobile browsing & buying - *Is your site mobile friendly?*
- Health & safety considerations - *Are you encouraging your visitors to feel safe on site?*



Thank You!



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Interested in learning more?

[Request a live demonstration](#)



Appendix

Suite of Services



FareHarbor websites

As part of our committed success, we offer websites free of cost for clients. Our website development team has built over 2,500 sites for our clients & partnerships.

During the process, you are collaborating with our sites team for previews and edits to your preference.

Included with FareHarbor Websites:

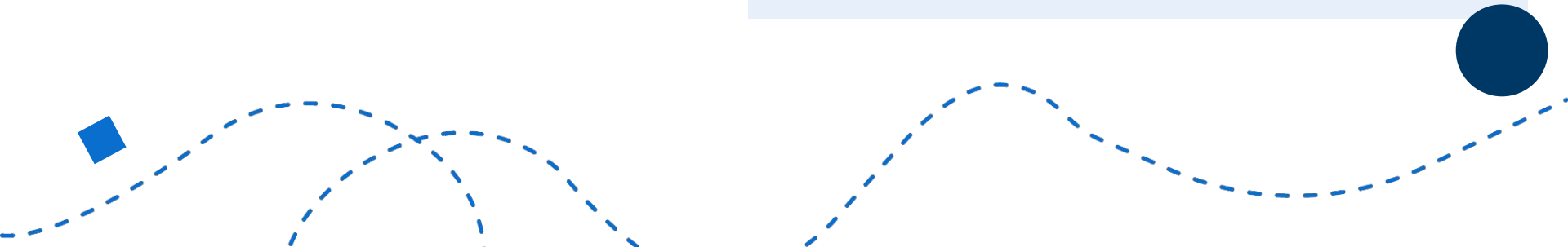
- SSL Certification
- Website Hosting
- Mobile Optimization
- Ongoing & Routine Performance Audits





Our revenue model incentivizes us to help our partners continue to grow and the following ongoing services to complement your growth.

- 24/7/365 customer service and support
- Dedicated Account Manager
- API integrations, reseller relationships
- Custom setup, training (onsite), & integration
- SEO / PPC marketing recommendations
- Data-driven conversion optimization
- Continued education sessions and feature roll outs





pricing

Our pricing model is based on a true partnership, where we only make money when we convert direct online bookings for you.

No monthly fees,
no setup fees, no
contract, no length
of service.

2.2% + 0.30 pence
per credit card
transaction

6% service fee
(pre-tax) for online
bookings only, paid
by the end user

All backend bookings
are commission free
(phone, walk-up,
affiliate)

All API and
Network bookings
are commission
free

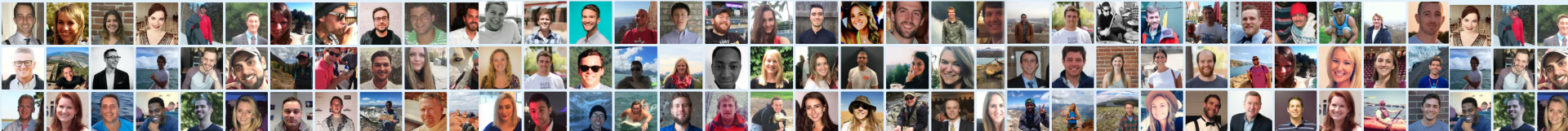
Refunds in full are
100% free

**We cover the cost of the CC
processing and your guest
gets back the booking fee.**



From start to finish, we are focused on a seamless transition with attention to detail, every step of the way.

We do a majority of the heavy lifting during a transition. Once we have the green light to move forward, it typically takes about 1 week to have your Dashboard ready. We collaborate with each supplier to ensure they are comfortable with the training and go-live schedule.



Custom Dashboard Setup • Review & Training Sessions • Connectivity • Reservation Transfer • Optimized Integration

