

A man with a beard and a red jacket is performing a snowboard trick on a snowy slope at dusk. He is wearing a black helmet and has his arms outstretched. The background shows a ski lift and other people on the slope.

**BOOKING AND
EXPERIENCING
HELPING OUR AUDIENCE HAVE
AN UNFORGETTABLE EXPERIENCE**



WELCOME

Lesley Watson & Sarah Macdonald
Development Agents- South of Scotland Destination Alliance

5th May 2021
www.ssdaalliance.com

AGENDA

Welcome from the SSSA – Becoming Online Bookable

- Welcome and housekeeping
- VisitScotland - Andrew Craig
- Fareharbour - Stewart Darroch & Tyler Sindel
- Beirhope Alpacas – Lynne Jobes
- Q&A
- Thank you and close



HOUSEKEEPING



RECORDING



Q&A



MUTE



TECHNOLOGY



VISITSCOTLAND

ANDREW CRAIG



FAREHARBOUR

Stewart Darroch & Tyler Sindel

BEIRHOPE ALPACAS

LYNNE JOBES

BEIRHOPE ALPACAS

Becoming Bookable Online



Beirhope
Alpacas

Powered by
FAREHARBOR



BACKGROUND HISTORY

- PAPER DIARY & ELECTRONIC DIARY – NEVER THE TWAIN SHALL MEET
- ONLINE ‘CONTACT FORM’ – REQUIRED TOO MANY CLICKS
- PAYMENT - COMPLICATED
- TELEPHONE BOOKINGS – NEVER IN TO TAKE THEM – MISSED REVENUE
- LACK OF VISIBILITY
- MISSED OPPORTUNITIES
- BLISSFUL IGNORANCE

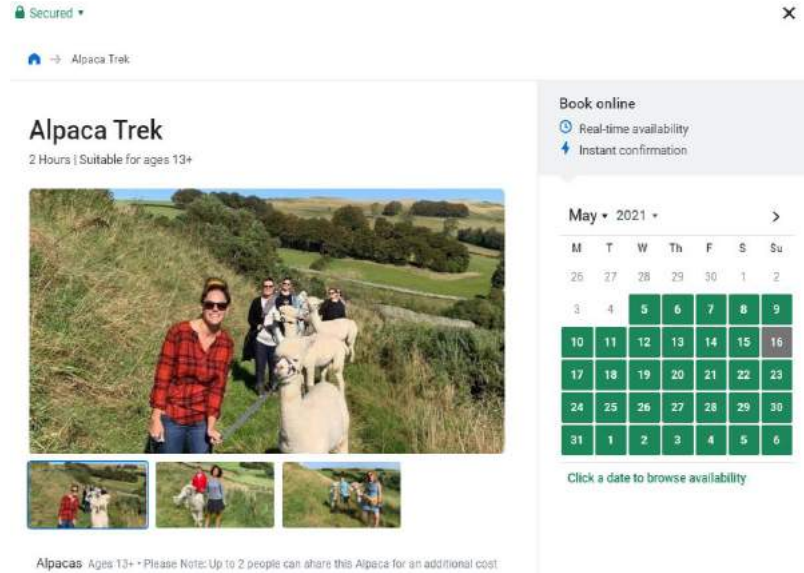
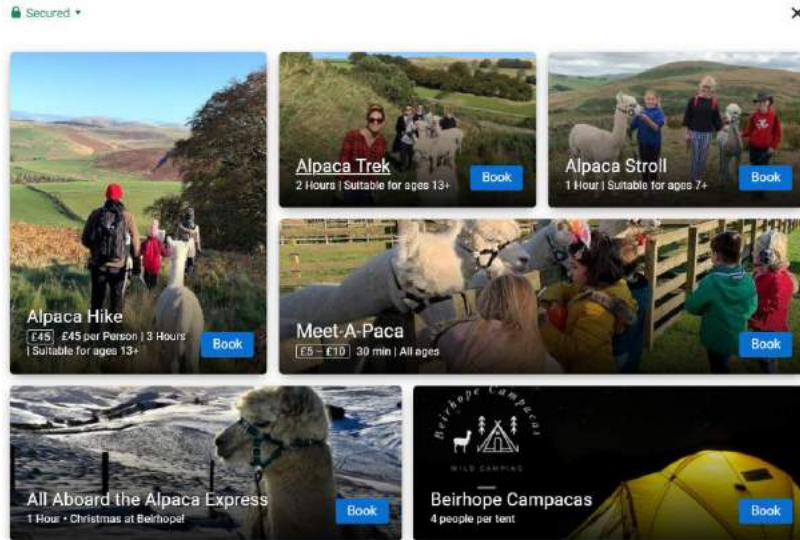
RESEARCH & PLANNING

- MBTAG – BEING PART OF A PROACTIVE TOURISM GROUP.
 - MBTAG TRAVEL TRADE TRAINING SUPPORTED BY VISIT SCOTLAND.
 - ACCESS TO TOURISM TRENDS SHOWING INCREASED DEMAND TO BECOME FULLY BOOKABLE ONLINE
 - HEARING FROM OTHER BUSINESSES WHO HAD IMPLEMENTED ONLINE BOOKING SYSTEMS
 - AS FEW CLICKS AS POSSIBLE!
- INTERNALLY – HOW TO MANAGE DAY TO DAY BUSINESS
- VISIT SCOTLAND'S DIGITAL DAY. A DAY OUT IN PERTH THAT CHANGED OUR BOOKING SYSTEM FOREVER!

WHY FAREHARBOR

- MULTIPLE PERSONAL RECOMMENDATIONS
- COMPATIBLE WITH VISIT SCOTLANDS SYSTEM
- NO SET UP FEE
- ALLOCATION OF NAMED PERSON/ACCOUNT MANAGER
- EXCELLENT ONGOING SUPPORT
- USER FRIENDLY BOOKING SYSTEM
- DOES WHAT IT SAYS – BOOK NOW BOOKS NOW

HOW IT LOOKS TO THE CUSTOMER



HOW IT LOOKS TO US

Bookings | Manifest | Reports | Home | Settings | Help

Grid | Setup | Calendar: All Activities | Filter | Advanced


Start date: Today

	Tue 4/5	Wed 5/3	Thu 6/2	Fri 7/1	Sat 8/1	Sun 9/0	Mon 10/0
Alpaca Hike	09:00 09:15	09:00 09:15	09:00 09:15	09:00 09:15	09:00 09:15	09:00 09:15	09:00 09:15
Alpaca Trek	11:00 09:15	11:00 09:15	11:00 09:15	11:00 09:15	11:00 09:15	11:00 09:15	11:00 09:15
Alpaca Stroll	14:00 09:15	14:00 09:15	14:00 09:15	14:00 09:15	14:00 09:15	14:00 09:15	14:00 09:15
Meet A Paca	10:00 09:15	10:00 09:15	10:00 09:15	10:00 09:15	10:00 09:15	10:00 09:15	10:00 09:15
Gift Card	0	0	0	0	0	0	0
Beetlehoop Campacas	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15
Beetlehoop Campacas - Dog friendly patch	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15	01:00 09:15


Bookings | Manifest | Reports | Home | Settings | Help

Calendar: All Activities | Filter | Advanced


Today




Alpaca Hike
11:00 - 12:00
Bookings: 10




Alpaca Trek
11:00 - 12:00
Bookings: 10




Alpaca Stroll
14:00 - 15:00
Bookings: 10




Meet A Paca
10:00 - 11:00
Bookings: 10




Gift Card
Purchase \$100 for an
hourly alpaca trek, supports
our alpaca rescue & adoption




Gift Experience
Purchase a gift certificate to be
redeemed on a specific
activity



All About the Alpaca
Express
Bookings: 10



Beetlehoop Campacas
Bookings: 10



Beetlehoop Campacas -
Dog friendly patch
Bookings: 10

HAS IT MADE A DIFFERENCE

- YES!
- SETS DAILY TIMETABLE/STRUCTURE AND MORE EFFICIENT USE OF EACH DAY
- DETAILS ALL INFORMATION TO THE CUSTOMER IN ADVANCE
- MAXIMISES CAPACITY ON EACH ACTIVITY – ALLOWS FOR SALE CONVERSIONS
- LIVE AVAILABILITY – THIS CAN ENCOURAGE BOOKINGS
- ALLOWS FOR LAST MINUTE BOOKINGS (IF YOU WANT THEM)
- REPORTS
 - TRACKS SALES, ITEM SPECIFIC, CUSTOMER NUMBERS, REVENUE COLLECTED & MUCH MORE
- GIFT VOUCHERS, CAMPING AND ALPACA ACITIVITES ALL IN ONE PLACE

CONTINUED

- PREVENTS DOUBLE BOOKING – OR ALLOWS IT BUT IN A CONTROLLED WAY
- CAN LIMIT OR INCREASE CAPACITY – HELPFUL DURING COVID
- EASILY MANAGEABLE DASHBOARD
- DAILY ‘MANIFEST’ SHOWS FULL DETAILS FOR THE DAY
- STAFF CAN EACH HAVE OWN LOGIN WITH LIMITED ACCESS
- QR CODES AVAILABLE
- AUTOMATIC EMAILS - CONFIRMATION, REMINDER & FOLLOW UPS
- SUPPORTS GROWTH IN MY BUSINESS
- GIVES CUSTOMERS CONFIDENCE IN YOUR BUSINESS
- SUPER SUNDAY – LAST MINUTE BOOKINGS AND INCREASE IN REVENUE!

CONCLUSION

- FAREHARBOR HAS ALLOWED BUSINESS GROWTH WITHOUT INCURRING ADDITIONAL COSTS
- THE SYSTEM MANAGES ALL ASPECTS OF BOOKING, FREEING UP TIME
- CUSTOMERS LIKE IT. MEETS CURRENT DEMANDS & OFFERS CONFIDENCE TO THE CUSTOMER
- MAKES A BUSINESS MORE VISIBLE
- WORKS WITH SOME OTHER BOOKINGS SYSTEMS
- INCREASE IN CUSTOMERS
- FANTASTIC SUPPORT 24/7
- AN EFFICIENT, PROFESSIONAL & EASY TO USE SYSTEM FOR ALL
- FROM BOOKING CHAOS TO BOOKING PERFECTION

ANY QUESTIONS



Q & A



Thank You for Your Time

www.ssdalliance.com

Facebook: @SSDAlliance

Twitter @SScotDalliance