

Busy Season Quiz

by FAREHARBOR

Is your booking software set up for busy season success?

Here's a 5-question check-in to see if your Dashboard setup is primed for success. If it's not, you've got some quick wins to tackle before demand ramps up!

1. Let's talk pricing. What's your current strategy?

- A** I'm actively adjusting my prices based on demand & availability. **B** I've updated prices here and there, but not with a clear strategy. **C** I haven't made any pricing changes recently.

👉 Not optimizing your pricing in a high-demand season is like turning away money at the door! [Learn how to adjust your prices for max profitability.](#)

2. Do you offer any upgrades or add-ons at checkout?

- A** Yes! I promote enticing add-ons to increase my average booking value. **B** I have some extras listed, but they're not a major focus. **C** No, I don't currently offer any upgrades.

👉 Add-ons = easy money. You've already done the hard part of getting the booking. [Now, let's make every checkout count.](#)

3. Do you offer Trip Protection to your customers?

- A** Yes, it gives my customers peace of mind & protects my revenue. **B** No, but I have a strong cancellation policy that I usually follow. **C** No! What's that?

👉 Trip Protection offers guests flexibility while helping you reduce revenue loss. [Here's how it works.](#)

4. Is your calendar built out & optimized through the end of the year?

- A** Yes, my tour availability is up to date. **B** I've added some future availability, but not for every month or tour. **C** No, I haven't updated my tour calendar recently.

👉 Publishing availability is just the first step — informative, compelling listings are what really drives bookings. [FareHarbor's Content Builder helps you build listings that boost conversions by an average of 7%.](#)

5. Do you feature 3 or more high-quality images on your listings?

- A** Yes, each listing has at least 3 engaging photos showing customers enjoying my tours. **B** I have less than 3 photos for each listing, but they could represent my tours better. **C** Not yet, my photos could use some love.

👉 A picture is worth 1,000 words — and even more bookings. [Learn how to sell more tours with stunning photos.](#)

MOSTLY A'S

You're well-prepared for your peak season.

Congrats! You've taken key steps to optimize your setup — and it shows. Keep monitoring performance and fine-tuning where needed, but you're in a strong place to capture demand.

Didn't get all A's? No problem! Explore our provided resources to help you prep your way to an A+.

MOSTLY B'S

You're close, but a few optimizations could make a big difference.

You've built a solid foundation. Now's the time to lean into some of FareHarbor's most impactful tools to unlock additional revenue and streamline your operation before your busy season begins.

MOSTLY C'S

Urgency alert! There's opportunity on the table.

If you haven't revisited your setup recently, this is your sign to do so!. A few focused updates — like building out your calendar, enabling Trip Protection, or adjusting pricing — can dramatically improve your results this season.