

# **HOW TO SUCCESSFULLY REOPEN AND KEEP BOATING SAFE THIS SUMMER**

April 30th, 2020



# Agenda

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02

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**No one knows. No one.**

# What we do know....

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- We know this is going to be a more challenging season.
- We know we are going to have to perform differently.
- We know as a **group** we have to collectively figure out what the right answer is.
- We know we need to accept that failure is inevitable and invaluable.
- We know we need to collaborate, iterate, and support one another. Strength in numbers.



# Uncertain Times

The background of the slide is a composite image. The top half is a dark blue, starry night sky. The bottom half shows a silhouette of a person standing in a dark forest, holding a flashlight that beams a light across the scene. The overall color palette is dominated by deep blues and blacks, with a bright white light from the flashlight.

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The marine industry is being hit hard. With a compressed season, any sustained drop in bookings has a big impact. Whether you have seen an impact on your business or want to prepare now for likely drops to come, we will cover some steps you can take based on what we're seeing in the industry at large.

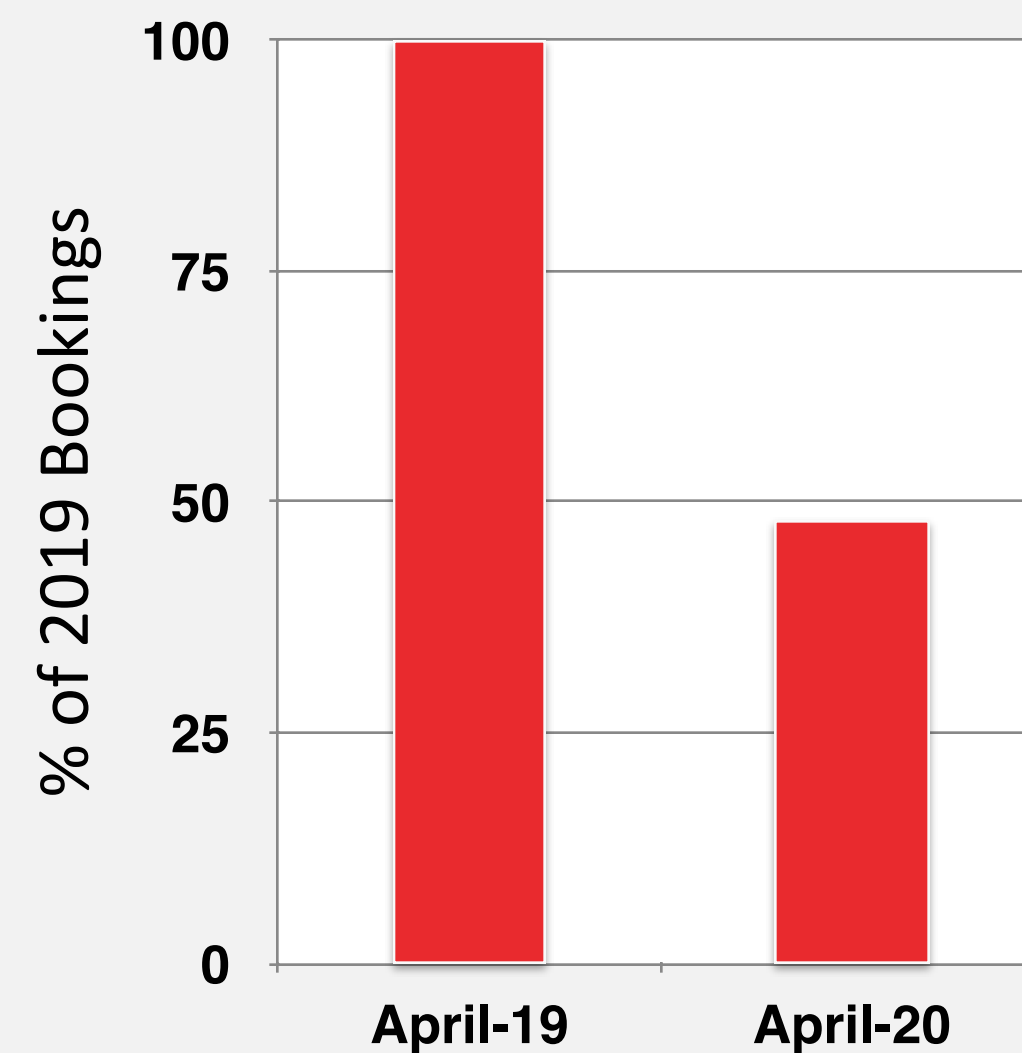




# Our Data

Our community of nearly 1,100 marinas and 275,000 captains on Dockwa, has helped us get a pulse on how the industry is being impacted by COVID-19.

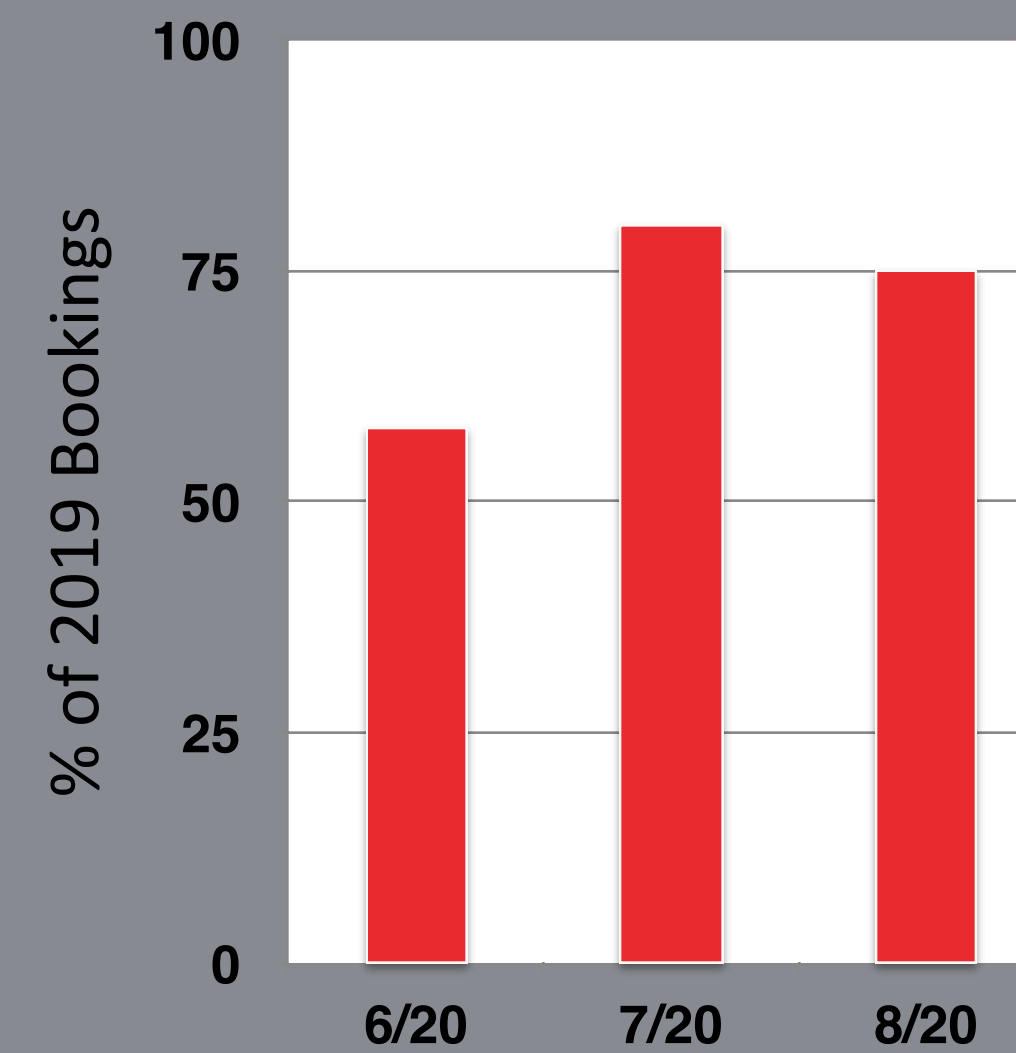
While we do not have all the information, we have some.



## Transient bookings down 50% YoY in April

### Key Takeaways:

- Stay-in-place impacted nearly every marina in US
- Marinas on ICW were down 90%
- Captains still booking ahead.



## YoY transient bookings flatten in July, August

### Key Takeaways:

- Captains want to enjoy their vessels this summer, but are waiting longer to book.
- Cancellation policies impact appetite to plan.

about 1 month ago

Good morning. Plans are changing due to this virus and it has forced us to make adjustments. I have read your cancellation policy, but under the current circumstances would you be willing to refund the whole amount if we were to cancel?

john bergquist 1 day ago

Dear [redacted], unfortunately given the COVID-19 and stay at home situation, we had to cancel our trip. Would it be possible for you to refund the part that we have already paid? We still want to come visit you again someday in the future, once COVID is gone...Kind regards, [redacted]

about 2 months ago

Good morning, I just was forced to cancell my trip to Portland, for the big Swap Met, on April 2/3/4 due to the COVID-19 Virus crowd limit restrictions.....now no event...so am going to cancell my trip South, where you were my first stop. Could I 'Bank' the deposit I left with you some months ago, to use at a future time this Spring/Summer when this virus thing calms down? Many thanks if you can do this. Sincerely, [redacted]

## Cancellation flexibility is #1 boater request

### Key Takeaways:

- Cancellation Policy = Cash Flow
- Captains want to book now, but need to plan for uncertainty



# Industry Implications of COVID-19

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Float Planning is exponentially more complex for Captains.



Variable travel restrictions across neighboring states and municipalities disrupts the traditional flow of traffic.



Disruption of “traditional” float plans creates opportunities to attract and acquire new Captains.



Captains take fewer trips, with longer stays.



More domestic boating, especially for megayachts that traditionally head to the Med.



East Coast Cruisers insurance policies will become a conflict after 6/1.



Large increases in day-trips, boat rentals, fuel purchases.



# Steps for a Successful Re-opening

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Here are three steps to take to help make for a successful reopening, based on what we're seeing in the industry at large.



## 01

### Stay Informed

Keep your information up to date for cruisers, and stay connected to your partners.



## 02

### Connect With Captains

Communicate. Information gathering during uncertain times is a major competitive advantage.



## 03

### Optimize for Occupancy

Fill your marina. Everyone will have losses this year. Keep your marina full, acquire new customers, delight your loyal patrons.





# Stay Informed

As COVID-19 continues to make headlines, policies are changing daily. It is your responsibility to stay informed.



If you're in a city with forced shutdowns, **update your closure status on [marinas.com](https://marinas.com) by [adding a date-specific schedule for the duration of the shutdown](#).**



If you're in a city with mandatory capacity, quarantine requirements, or large gathering restrictions, **ensure your captains are receiving the necessary information** prior to their arrival.



Stay aware of regulatory changes by **contacting your local government business bureau**, trade association, or City Council. **Do not assume** they have a pulse on your or the industry's needs - they NEED to hear from you.





# Connect with Captains

Captains behaviors and plans are changing. You'll want to stay in touch with guests who've already booked, and continue to get discovered by those looking to dock in cities where marinas are open.



Call, chat, or email all confirmed bookings to garner a status update on their plans. Remember, they are going through this, too. [Here is how to pull a list of confirmed bookings.](#)



Update your web presence if you change your hours, opening day, and or need to shut down temporarily. [Here is how to update your Marinas.com/Dockwa profile.](#)



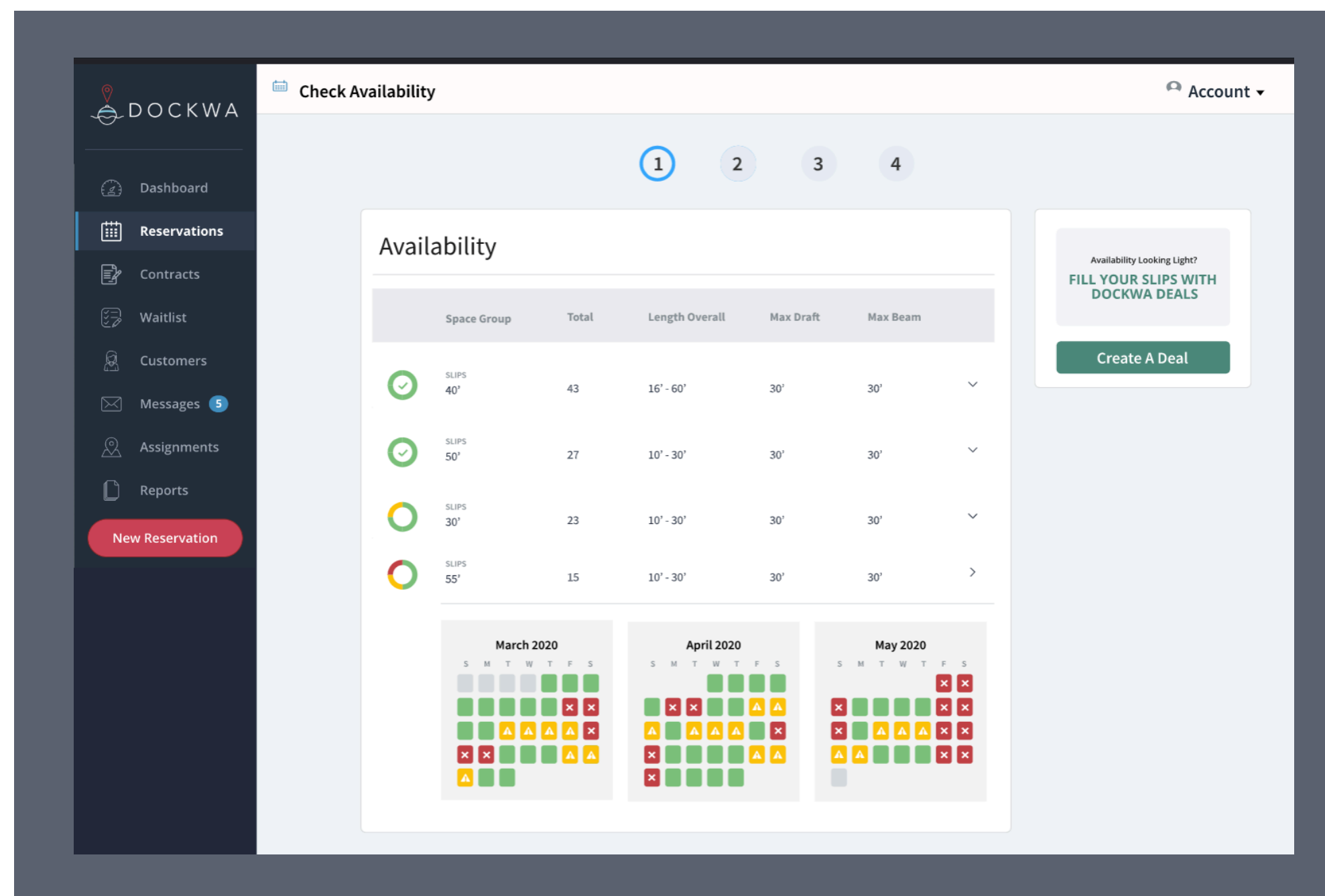
Monitor captains feedback and respond to their concerns across your channels. [Here is how to respond to reviews on marinas.com.](#)





# Optimize for Occupancy

Fill your marina. Optimizing for rates and revenue are short sided during this pandemic. Be flexible with your policies and embrace the opportunity to win new customers with outstanding service.



Pull your occupancy report to see your current bookings through the Summer. Benchmark against 2019.



Ask for referrals!!! Email past guest, create a unique offer they can pass along to their friends. [Here is how to create a unique promotional code.](#)



Think long-term. Relax your policies! Captains will not forget. A stringent cancellation policy during a pandemic is good for no one.



# Q&A

**1**

**Should I allocate more of my transient dockage to seasonal/annual customers?**

**2**

**How are other marinas handling their ship's stores?**

**3**

**What should I be communicating to my customer now, while looking forward to reopening?**

**4**

**How are marinas handling the gate key codes?**

**5**

**What are marinas that have restaurants, bars, event spaces, doing this summer to support overall operations?**