



DOCKWA

Preparing for Recovery:

What you can do now, to minimize work to be done later, and maximize your preparedness for the economy reopening?

First Up:

How to attract new boaters now, so you're poised to serve them later

with



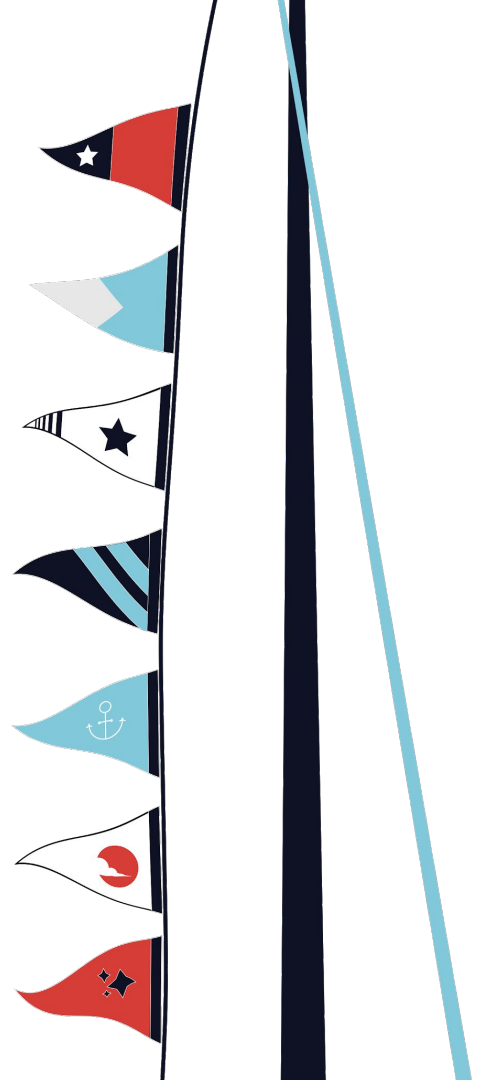
Matt Fradette
Co-founder, CRO



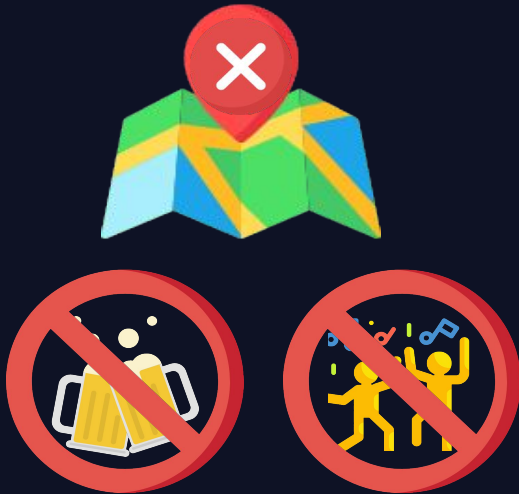
Reid Burns
Marina Success Manager

Today's Agenda

- 1 - Why it's important to generate demand for your marina now
- 2 - Why Dockwa Deals is the best tool in your Dockwa toolbox to accomplish this
- 3 - How to craft an effective Dockwa Deal



Some changes in boater behavior will negatively impact your business, while other streams of your revenue may be limited for some time.



Boaters under economic or travel pressure may not return to your marina this year.

Revenue streams like restaurants/ bars, social memberships, and hosted events, may remain shuttered for a longer time.

Other changes in boater behavior will benefit your marina - if you know how to capitalize on them.

Consumers are shifting their activity online - boaters included.

Mega-yachts in FL that historically head to the Mediterranean in summer are staying domestic and booking trips North.


The soon deadline for non-residents to vacate Florida waters + stay-in-place orders put extra pressure on boaters to secure berths now for when travel up the coast reopens.





Florida is experiencing more day-trips than ever before, as boating is uniquely positioned to accommodate social distancing guidelines.


Several of our New England destinations are completely booked for July & August. Many of the Captains will be passing through your area on their migration North.



Wouldn't we all like to capture these folks making their way up north this summer...

 Reservations

 Export

 Print

 Account ▾

Captain	Boat Name	Arrival	Departure	Nights	Length	Beam	Draft	Space Type	Requested On	Confirmed On	Price
	Far From It	08/27/2020	09/17/2020	21	142' 0"	28' 0"	75' 0"	Dock	04/16/2020		\$23,340.00
	Endless Sun	07/01/2020	07/14/2020	13	96' 0"	23' 0"	6' 0"	Dock	04/15/2020		\$10,725.00

The tailwinds can outpace the headwinds if you act quickly (read: now).

**Why focus on attracting new boaters now?
Growing your customer base takes time.**



Sunnier Days, 2020: Focus on attracting now



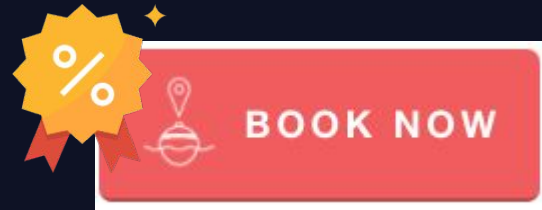
Sunnier Days, 2020: Focus on attracting later

That can seem intimidating, but it doesn't have to be!

You now have resources you didn't have before to make attracting new boaters easier and more cost-effective.



TIME



DOCKWA DEALS

You know all about time...so what is Dockwa Deals?

Dockwa Deals

Coupons for great deals at select marinas. Happy boating (and saving)!



East Greenwich Marina

50% off Total

Join us in East Greenwich for the Fourth of July holiday, with 50% off!

Expires: 07/01/20

Coupon Code

FOURTH2020

Book Now



Constitution Marina, Boston Harbor

15% off Dockage

Enjoy 15% off your stay at Constitution Marina between 05/15/20 - 06/15/20. Not to be combined with any other offers.

Expires: 06/16/20

Coupon Code

SAVE_15

Book Now



The Yacht Club Marina at Palmas Del Mar

50% off Dockage

Join us at The Yacht Club at Palmas del Mar, in beautiful Puerto Rico, through 10/31/2020, and get 50% off!

Expires: 11/01/20

Coupon Code

SAVETYC

Book Now

Dockwa Deals is a boater-facing marketplace for discounts and offers at marinas (think: Groupon for dockage).

This is one of the most commonly visited pages by members of the Dockwa Boater Network, which (if you didn't know) is chock full of boaters who have never before visited your marina.

What makes running a Dockwa Deal a simple, cost-effective way to attract new customers?

1. Risk free.

2. Tailored to the needs of your business.

3. Measurable.

4. Quick to create.

Let's show you with a real-world example:

Hyatt River Marsh Marina in Cambridge, MD



1. Risk free: Observed low occupancy for Summer 2019. Used Dockwa to promote a “flash” dockage discount to the Chesapeake’s Dockwa boater network at no cost.

2. Tailored to the needs of your business: Marina was willing to foot 50% off of a customer’s bill.

3. Measurable: Easily able to see that within 72 hours, they had generated 61 new reservations, 44 of which were brand-new customers

4. Quick to create: Simple enough, they ran three more deals throughout the summer

Assignments Boat Charges ① Discounts			
Type	Apply To	Amount	Description
manual	dockage	\$91.13	FLASH50

Dockwa Deals also works for seasonal & annual dockage/moorage:

Pier 25 Marina in Manhattan, NY



Goal

Sell more seasonal moorage contracts

Offer

1 free month of moorage for new seasonal customers

Results

Over \$25,000 worth of new customer contracts

When creating a Dockwa Deal, consider your occupancy, and (for now) travel restrictions

Dockwa Deal Discounts

50% off Dockage

Join us at The Yacht Club at Palmas del Mar, in beautiful Puerto Rico, through 10/31/2020, and get 50% off!

Expires: 11/01/20

Coupon Code

SAVETYC

Always

- Look at your marina's occupancy

For now:

- Revisit your marina's cancellation policy, and make it flexible
- Make your deal applicable for a longer period of time

Create a Dockwa Deal by heading to the “Settings” section of your Dockwa portal

Add Coupon Code

Coupon Code	Discount Percent	Apply To
<input type="text" value="SAVE_20"/>	<input type="text" value=""/>	<input type="text" value="Total"/>

Description

Optional Constraints

Expires on	Reservation nights starting on	Reservation nights ending on
<input type="text" value="mm/dd/yyyy"/> at 11:59pm	<input type="text" value="mm/dd/yyyy"/> at 00:00am	<input type="text" value="mm/dd/yyyy"/> at 11:59pm

Global Limit	Boater Limit
<input type="text" value=""/>	<input type="text" value=""/>

Dockwa Deals

The Dockwa Deals page is a page boaters can go to find discounts published by marinas. If you do decide to publish a deal, it will go through a short review process by Dockwa before it gets put on the deals page.


Boater-facing description of deal (ex. Enjoy 20% with us this weekend!)

☐ Publish to Dockwa Deals

CloseCreate Coupon

Dockwa Deals


Coupons for great deals on select marinas. Happy boating and sailing!



East Greenwich Marina
50% off Total
Join us in East Greenwich for the Fourth of July holiday, with 50% off.
Expires: 07/01/20

Coupon Code
FOURTH2020


[Book Now](#)



Constitution Marina, Boston Harbor
15% off Dockage
Enjoy 15% off your stay at Constitution Marina between 06/15/20 - 06/15/20. Not to be combined with any other offers.
Expires: 06/15/20

Coupon Code
SAVE_15

[Book Now](#)



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Expires: 11/01/20

Coupon Code
SAVETYC

[Book Now](#)

Bowen's Wharf

★★★★★

1 Bowen's Landing
Newport, RI 02840

Check-in after 01:00 PM
Check-out before 11:00 AM

(401) 324-4108

VHF 9

Dockwa Deal Discounts

20% off Dockage

In these unique times we are looking forward to having all of our friends back with us when it's safe to do so. Take advantage of this 20% discount off dockage from May 15th to June 30th.

Expires: 07/01/20

Coupon Code
SPRING2020

Reservations

Boat:

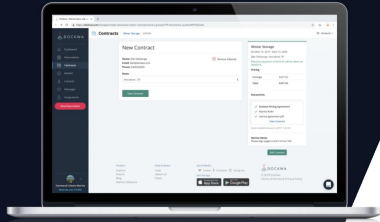
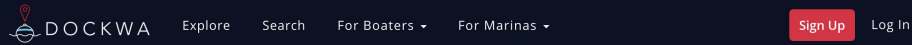
Arrival:

Departure:

Have a coupon or referral code?

Deck:

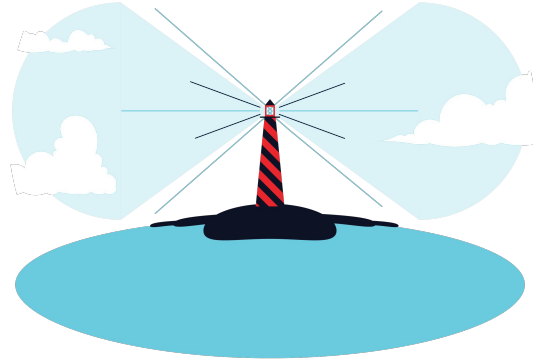
Q&A!



*Own your day.
Fill your dockage.
Delight your boaters.*



If you think of a question once webinar is over. email us at sales@dockwa.com or live-chat us directly from the Dockwa website!



Thanks For Your Time