DOCKWA

May 14, 2020

“Should I take transients this season, or try to fill up my marina with seasonal/annual boaters?”

- Our Marina Partners

Benefits of Customer Types - Summer 2019

Long term

- Guaranteed cash flow
- Simple occupancy calculation
- House accounts, fuel, service

Short term

- **More lucrative per boater**

Benefits of Customer Types - Summer 2020

Long Term

Guaranteed cash flow

Simple occupancy calculation

House accounts, fuel, service

Residents will have more freedom than visitors

Short Term

More lucrative per boater

So, to answer your question…

Take the guaranteed cash, just don’t forget you have tools to backfill vacant seasonal slips if/when transient activity picks up.

Optimizing for Occupancy, Part 1

with

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Co-founder, CEO

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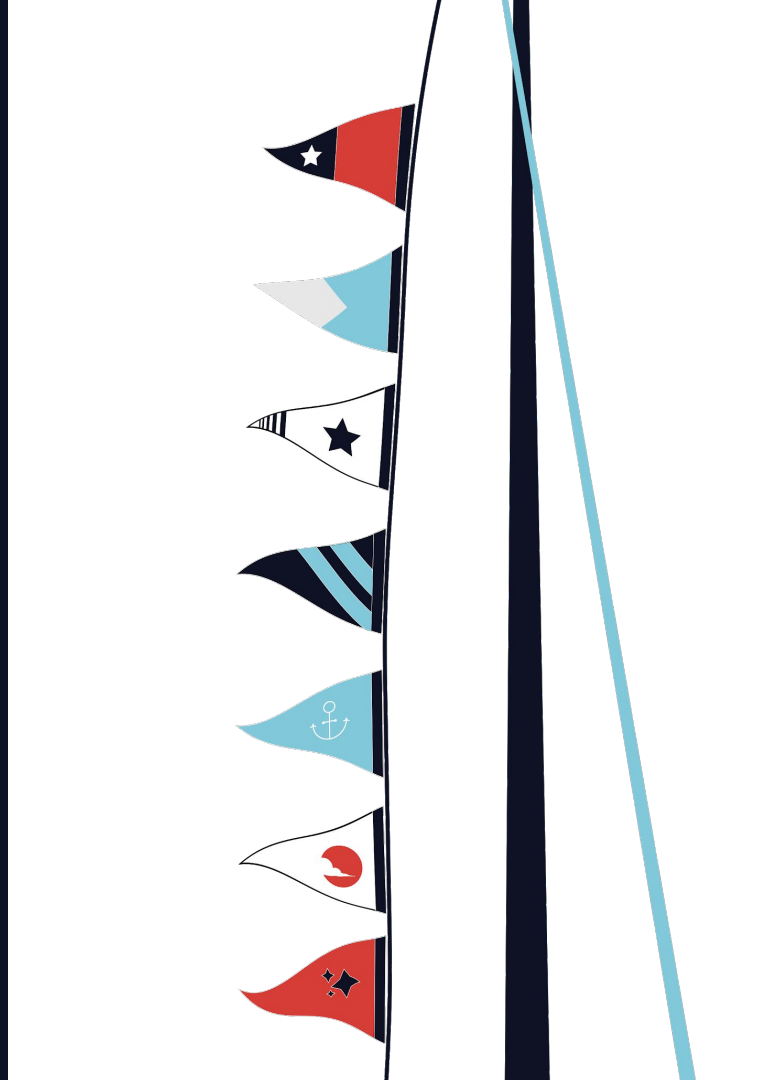
Marina Success Manager

Today’s Agenda

1 - What we mean by “Optimize for Occupancy”

2 - Three steps to optimizing for occupancy



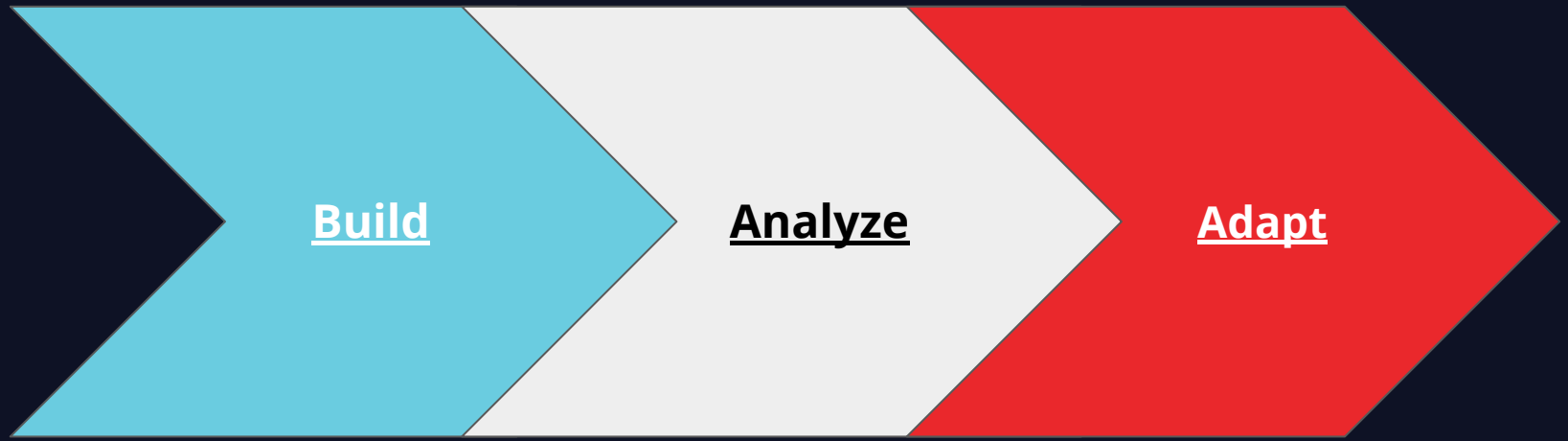
“Optimize for occupancy” means

“Plan and take action to keep your marina full.”

Why optimize for keeping your marina full over, say, revenue?

- They are not mutually exclusive. But your positioning matters.
- 2020 will be exponentially more complex than 2019. For everyone.
- “Pro-boater” policies and prices. Treat them well today, win them for tomorrow.

3 steps to optimizing your marina for occupancy



...the reports needed to assess your occupancy

...the makeup of your occupancy throughout your season

...your operation to seize opportunities for improvement

1 - Build Your Occupancy Report

3-Ways To See Your Occupancy:

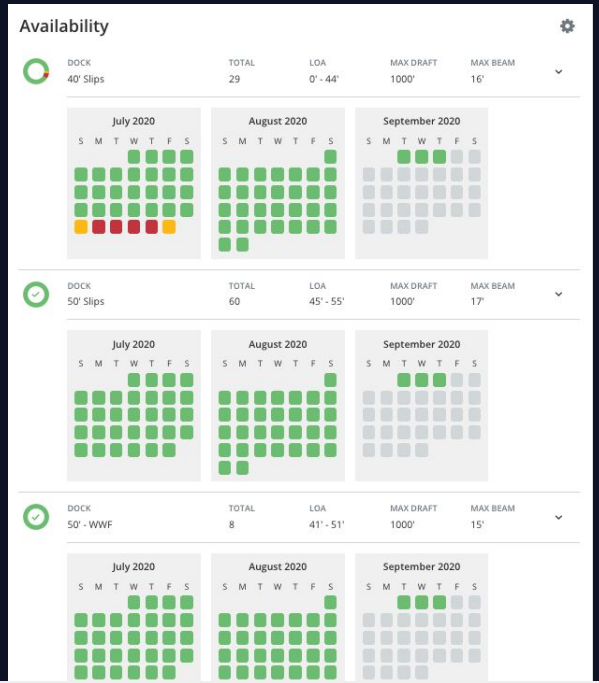
1. Use Availability Views
2. Export your Dockwa Occupancy report
3. **Export data points at right from your Dockwa Reservations report** and manually build your report

When manually building your report, collect:

1. Arrival & Departure Dates
2. LOA
3. Rate Charged
4. Assignment (if possible)

Pro tip: Use Chat to ask your boaters their summer travel plans. It will help you get a sense whether you can expect transient boating activity to pick up in your area in the coming months.

2 - Analyze the makeup of your occupancy

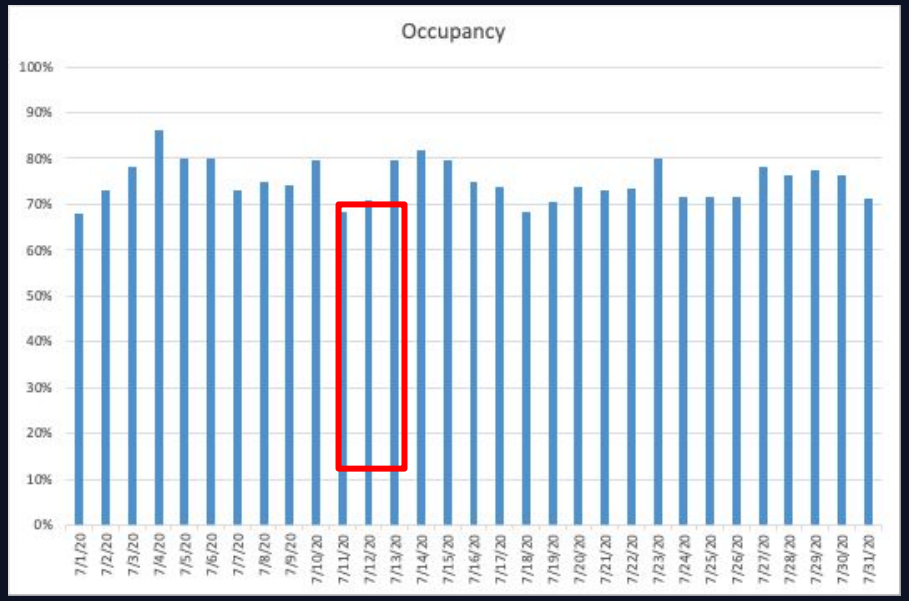


Look for:

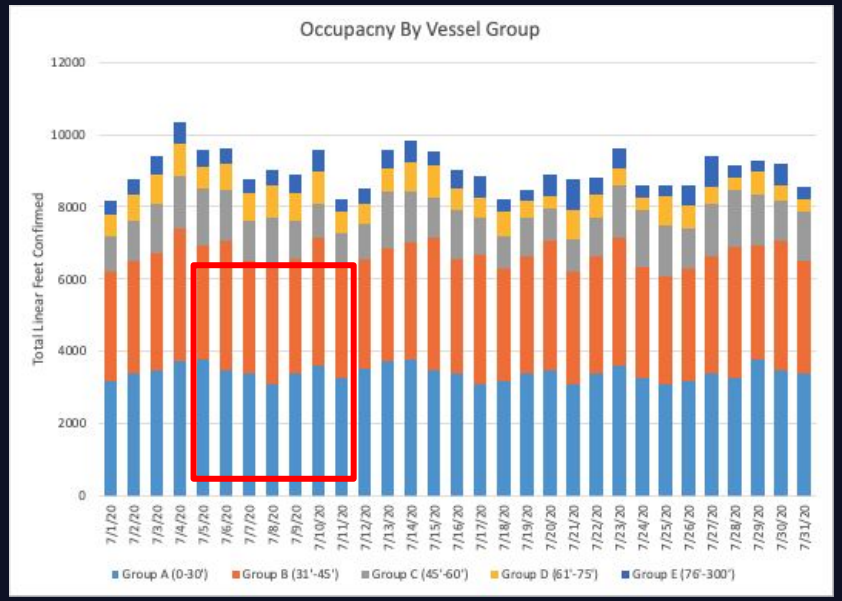
- Which dates 📆 have light occupancy?
- What *types* of customers are 🚤 (and aren't ⛵) in your marina throughout the season?

⭐ **Pro tip:** For a quick glimpse at your occupancy, use our new availability views to see your windows of opportunity at a glance.

Analyze your Occupancy



Analyze your demand windows



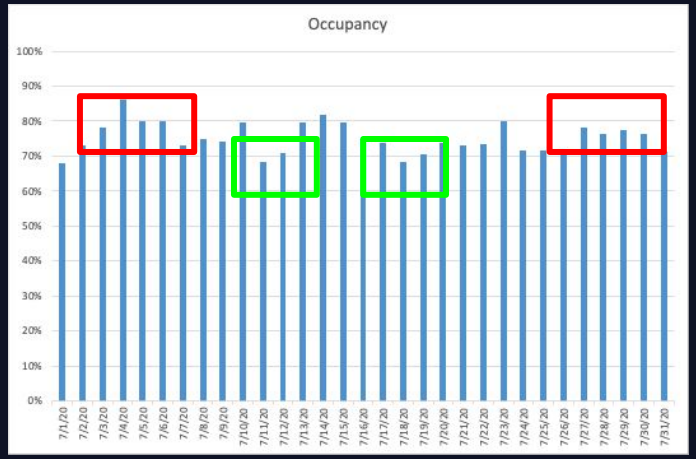
Analyze your vessel makeup

Pro tip: Capture more reservations and free up resources, make sure your **voicemail** is setup to direct cruisers to book online.

Building the plan

1. Select three time periods to focus on 🕜

2. Determine “peak” and “off-peak” windows 📈



3. Pick a few targets 🎯

Pro tip: Ask your dedicated account manager to help you build the reports you need.

3 - Adapt your marina operation to improve...

Operational Coordination

Marina Occupancy

3 - Adapt your marina operation to improve...

Operational Coordination

In the way your occupancy report highlights opportunities to increase demand at your marina, it can also highlight opportunities to adjust operational needs, such as **Staffing** and **Supply Inventory** (especially with increased sanitation needs).

1. Look for patterns (ex. weekends v. weekdays) and unusual dips in occupancy.

2. Compare historical data to gauge current year impact

3. Adjust staff headcount, supply delivery dates/quantities accordingly.

You'll simultaneously ensure a great customer experience and reduce unnecessary overhead costs.

3 - Adapt your marina operation to improve...

Marina Occupancy

4 Levers for Filling Your Marina

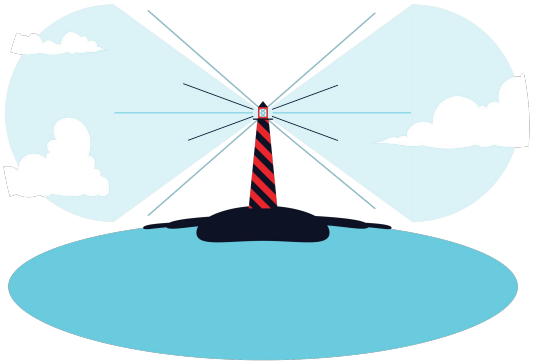
Join us on Thursday, May 28, when we'll deep-dive into the 4 levers you have to fill your marina, using your occupancy analysis.

Register for Optimizing for Occupancy, Part 2 (5/28)

June 24th, 2020.
Mark your calendar.

Q&A!

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



Thanks For Your Time