



DOCKWA

May 28, 2020

Optimizing for Occupancy, Part 2

with



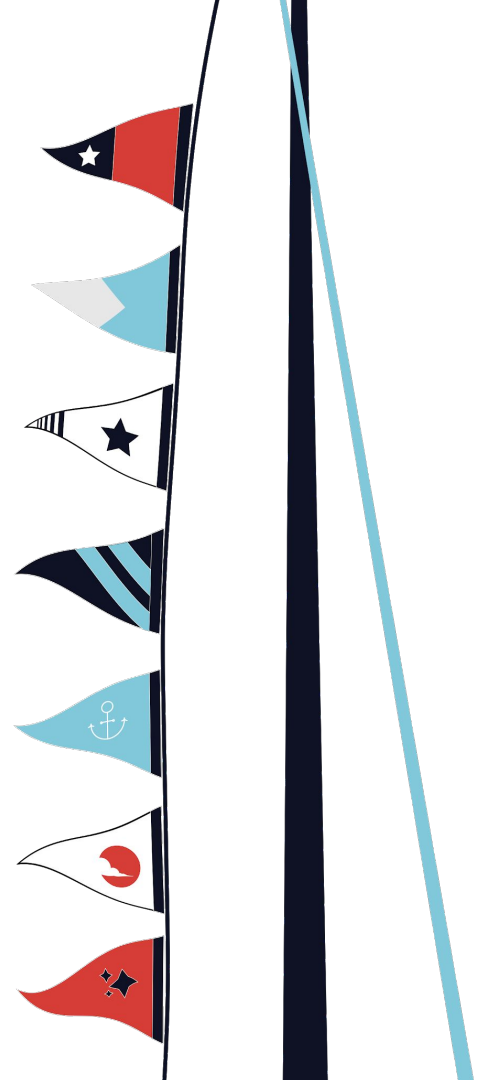
Matt Fradette
Co-founder, CRO



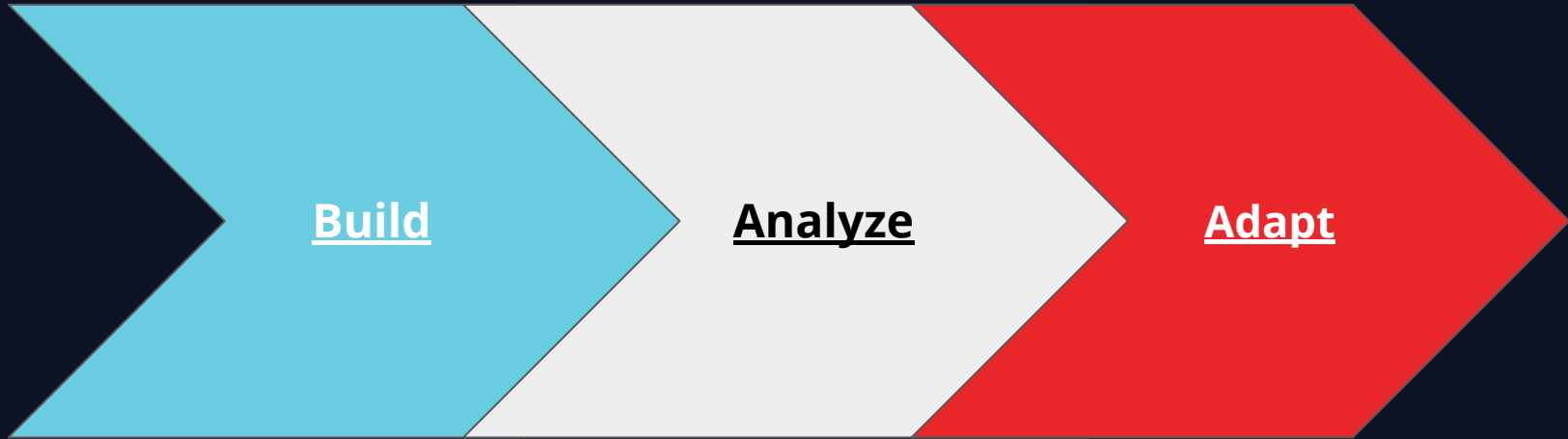
Michaella Gaines
Marina Success Manager

Today's Agenda

- 1 - The Four "P"s and your occupancy
- 2 - Adapting your Price
- 3 - Adapting your Policies
- 4 - Adapting your Program
- 5 - Adapting your Plans



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

3 steps to optimizing your marina for occupancy



...the reports needed to
assess your occupancy

...the makeup of your
occupancy
throughout your
season

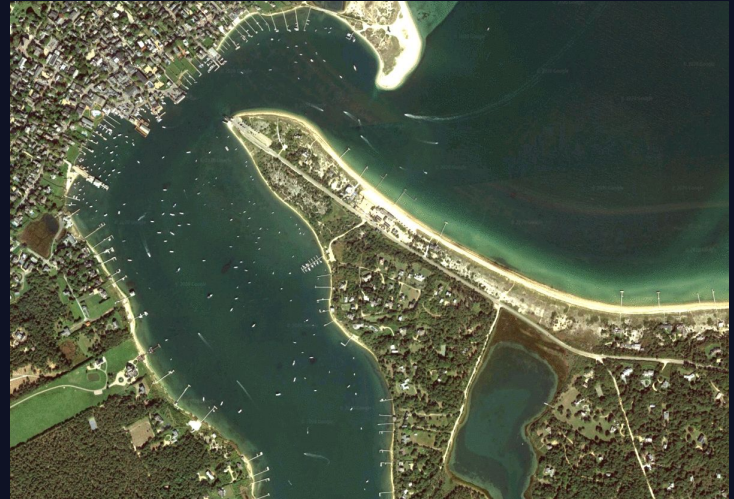
...your operation to
seize opportunities
for improvement

Your occupancy report indicates opportunities to adapt your marina operation to improve:

Operational Coordination



Marina Occupancy



Your occupancy report indicates opportunities to adapt your marina operation to improve:

Operational Coordination

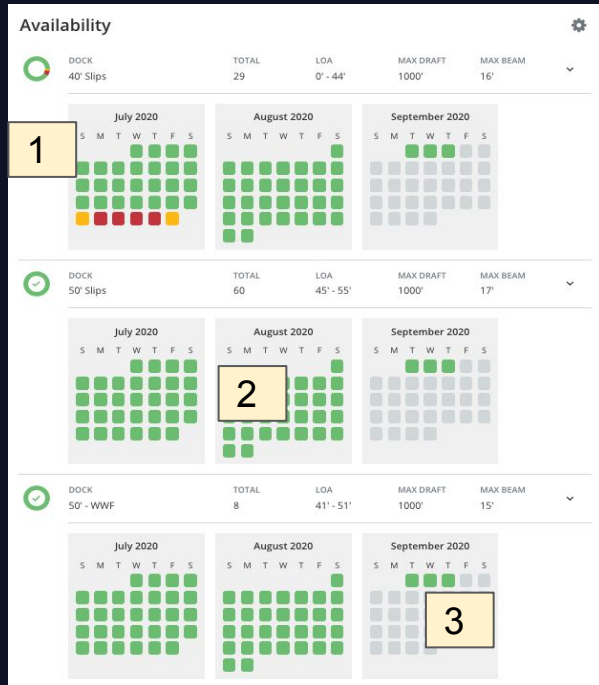


Marina Occupancy



(today's focus 😊)

To simplify the broad task of “improving your occupancy,” choose three key trends to address.



Think: weekday versus weekend occupancy, length of stay, LOA, etc.

Once you've isolated the trends you'd like to address, you can think about how you might **Adapt** your operation to mitigate these trends.

Increasing occupancy = Increasing marina demand.
Marina demand can be manipulated in four ways.



Policies



Pricing



Program



Plan

The Four “P”s of Marina Demand

Adapt Your Policies

Practice leniency & reduce reasons to *not* book with you.

Common policies to reevaluate include:

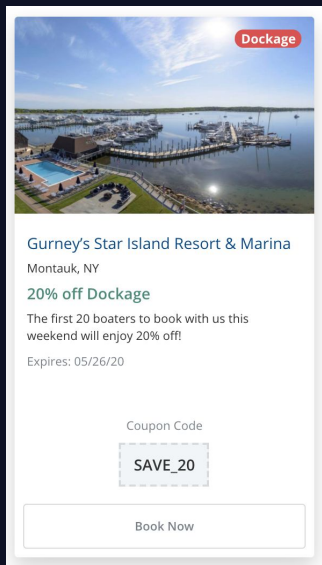
- **Cancellation** (Boaters are seeking flexibility.)
- **Minimums** (Nightly, LOA, etc - Let's make boating more accessible for all.)
- **Reciprocity** (That new guest could one day become a member.)



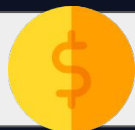
Pro tip: Whatever new policies you put in place or modify, be sure to over-communicate the changes with your boaters.

Adapt Your Pricing

Give boaters a simple reason to visit you over your competition.



- For years, hotels and airlines have used **dynamic pricing** to smooth out demand and occupancy. The marina industry isn't quite there (yet).
- Running **Dockwa Deals** during low-occupancy periods is an easy way to test what moves the demand needle at your marina.



Pro tip: Being transparent about your pricing is another great way to incentivize boaters to book with you.

Adapt Your Program

Create opportunities to accommodate new types of customers.



- How you “program” your marina is both about how you physically arrange your customers *and* how you think about who your customer is
- Reprogramming your physical marina can help you, very literally, accommodate more types of customers
- Reprogramming how you think about who your customer is can help you spot ways to serve new boaters with different needs



Adapt Your Plan

Use events and partnerships to attract new visitors.



Some ideas

- Partner with a local brewery to host a socially-distant craft beer tasting
- Set up a simple screen/projector and host a cruise-in movie night
- Invite local musicians to play the docks while guests enjoy cocktail hour from their boats



Pro tip: Make sure you have the tools you need to promote these events! Think: email, social media, Dockwa Chat

Q&A!

**DOCKWA IS NOT YOUR TYPICAL
MARINA MANAGEMENT SOFTWARE:
IT'S A METHODOLOGY.**

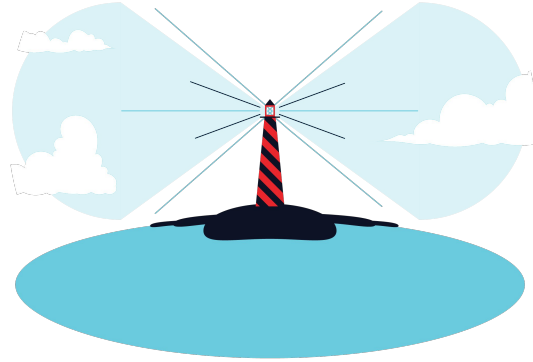
ACQUIRE NEW BOATERS

OPERATE EFFICIENTLY,
DELIGHT CUSTOMERS

BUILD YOUR REPUTATION

DOCKWA'S MARINA
MANAGEMENT SOFTWARE

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